DARING HOLD-UP BY HIGHWAYMEN

Two Men and a Boy Rob Passengers of Streetcar at Points of Guns and Succeed in Getting Much Booty.

Motorman is Chased for More Than a Block and Finally Surrenders His Cash—Gambling Still Going on.

(Journal Special Service.)

TACOMA, July 6.—The third successful streetcar hold-up which has occurred in Tacoma within the past few weeks was perpetrated Saturday about midnight, when three men, or rather, two men and a boy, held up a suburban car coming into the city from South Tacoma at 11:50 p. m. The hold-up took place at the same spot where the last similar attempt was made, the top of the DeLin street hill where the frightful accident occurred three years ago this Fourth of July, in which 43 people lost their lives.

A safety switch has since been established at this point and the car had stopped to allow the conductor to turn this switch, when two men boarded the front platform and held up the motorman and one passenger at the point of drawn revolvers. A third highwayman took care of the conductor on the rear platform. Conductor Archer, however, took to his heels, carrying with him the whole day's receipts, $46.15. He ran more than a block, closely pursued by the footpad, who fired two shots after him. As the highwayman was gaining on him and firing at the same time, Archer surrendered and was parted from the company's money and $4 of his own, together with a $30 gold watch.

While this chase was going on the other man, assisted by a boy who seemed to be but 16 years old, searched the motorman and four passengers, three men and a woman. From one of the men the robbers took a small purse containing $20 and some small change, amounting in all to about $35, besides his watch. From another man was secured $23 in money and a gold watch. The motorman yielded up $3.50 and a young fellow standing on the platform with him was robbed of $2, the robbers overlooking $30 in an inside pocket.

After being allowed to proceed with the car, the crew ran it into the city and reported to the police.

Gambling Still Going on.

TACOMA, July 6.—Contrary to the state law enacted at the last session of the legislature, gambling is being carried on in Tacoma. Before the law went into effect the city administration ordered all gambling houses in the city, which had been running full swing for many years without interruption, to close and for a time not a wheel turned or a chip was counted in the city.

Even poker games were tabooed after the law went into effect, as it was announced that the police would stop any game. A few days ago, however, several houses inaugurated poker games in back rooms and there is a considerable quantity of money won and lost day and night now in Tacoma, although gambling is a felony by the state law and no longer simply a misdemeanor punishable by fine.

No arrests have been made, though no great pains are taken at concealment.

JUNE'S RECORD OF BUILDING PERMITS

The building permits issued by the City Engineer's office during June did not mark a record-breaking month, but they were of a character and amount that showed a substantial growth in the erection of residences. There were five permits for business structures, the largest being a three-story brick at Third and Burnside streets, applied for by Pauline Jorgenson, and costing $12,000. There are several buildings contemplated, permits for which will probably be taken out this month and which will cost from $25,000 to $100,000.

The June permits represented improvements to the value of $194,792, and of this $24,200 was for the five business structures. The remainder represents dwellings, chiefly of the better class, costing from $1,000 to $5,000, and averaging about $2,500 each.

IMMIGRANTS WANTED

Fertile Region Where Homes Are Yet to Be Had at Almost Original Prices.

The Weston, Oregon, Real Estate Association is a concern composed of reliable citizens of that thriving educational center, and its members are wide-awake fellows who enjoy good company. For this reason the institution is sending out some good literature, from which this is taken:

"This little city is situated at the base of the Blue Mountains, overlooking the beautiful and fertile valley of the Walla Walla. Nature in her kindness has blessed this locality more than any other in the world. Owing to its elevation, 1,750 feet above sea level, and its situation at the base of the mountains, it is in the center of the rain belt, which of course accounts for the wonderful productiveness of the soil; its beautiful, sunny days and cool nights; its pure water and fresh, health-giving mountain air; its semi-tropical climate, entirely free from the visitation of cyclones, tornadoes, blizzards and hailstorms. Its altitude is far beyond the region in which the mosquitoes and fleas love to dwell, and skin the Eastern emigrant as he scratches his way through life. This country raises magnificent wheat crops, ranging from 40 to 65 bushels per acre, Umatilla County producing 1 per cent of the entire wheat crop of the United States. The soil is also adapted to the production of fruits, cereals and vegetables of all varieties. This is a land of plenty, where wheat is king, drouths are unknown and crops never fail; where the soil (according to reports from the Agricultural Department at Washington City) is equal to the soil of Sicily, where wheat has been raised without a failure for over 2,000 years. Weston, also, has become the educational center of the great Inland Empire. Besides possessing good public schools, we have the Eastern Oregon State Normal School, the only state institution in Eastern Oregon. Don't buy elsewhere before visiting this section. It has not been advertised before, but few Eastern emigrants have located here, and therefore land has not raised in value. To all those who are looking for a location in the West, we would recall the old proverb, 'Seeing is believing.' Come and see."

It is a great country of which the foregoing is written. Its vast fertile prairies remind one of the productive valley of the Nile. There ought to be there homes for armies of settlers yet to come.

A YOUNG HUSBAND IS AMONG MISSING

Romance in Real Life Has Another Chapter Added—Desertion or Foul Play.

Frank Manning, for several days a clerk in the Albina offices of the Southern Pacific Railway Company, is missing, and is being sought by the police and a loving girl wife. He is supposed either to have cruelly deserted his bride of but a few days, or to have met with foul play. He has not been seen by any of his friends since last Friday morning when, just after breakfast, he left his lodgings at 193 West Park street.

Mrs. Bloom, mother of Mrs. Manning, is at present in Seattle, but a telegram was received from her today, stating that she would be in Portland tonight. The grief-stricken wife has decided to take whatever steps her mother suggests, and unless something is heard of the missing husband, the mother and daughter will leave for San Francisco, Mrs. Manning's former home.

The whole affair is most romantic. The young people were opposed in marriage by the pretty girl's parents, and an elopement followed. The pair were married in San Francisco, and shortly afterward left for Portland. Mrs. Bloom pursued them, and when the runaways took lodgings at 193 West Park street, she soon located them. A reconciliation and love feast followed. Mrs. Bloom left for Seattle to join her husband, who is traveling agent for the Diebold Safe & Lock Company. Then came the last trouble, ending forever, in all probability, the short romance of the young people.

Manning let it be generally understood that he had about $100 in cash, but as he did not pay his landlady, it is now believed that he was penniless.

TRAINMEN EXTEND A HELPING HAND

Portland Members of Brotherhood Give $100 to Aid of Heppner Sufferers.

L. D. Keyzer, financier of Sunset Lodge No. 130, Brotherhood of Railroad Trainmen, called at the office of The Journal this morning and deposited a check for $100, a donation from the Portland branch of that order toward the Heppner relief fund. The money will be turned over for distribution through the general relief committee.

The voting of this sum was decided upon some time ago, and was carried out at a regular meeting of Sunset Lodge, of Portland, held in the lodge rooms, Marquam Building, yesterday afternoon.

It was the original plan of the trainmen to run an excursion to Heppner and return and to donate the whole of the proceeds to the relief fund, but upon consulting the O. R. & N. Company, whose tracks would have to be used, it was found this project would have to be abandoned. As it will be still some time before the railroad company can get its line in perfect condition it was decided at yesterday's meeting of Sunset Lodge to vote the straight sum of $100 and give up the original plan.

Had an excursion been possible, it would have ben run on Sunday, July 12, and the trainmen declare they would have been able to net at least $500 to assist the stricken Heppner residents.

CHANCE TO VISIT THE WEST CHEAPLY

Northern Pacific Rate to Seattle Convention Includes Portland.

A large majority of Eastern excursionists to the meeting of the fourteenth annual session of the Trans-Mississippi Commercial Congress to be held in Seattle August 18 to 21 inclusive, are expected to avail themselves of the opportunity to visit Portland. The Northern Pacific Railway Company has made this possible without further cost of transportation in its special round trip rate just announced.

From Chicago to Seattle, Tacoma or Portland a special round trip rate of $53 has been fixed. From St. Louis west the rate will be $47.50 and from St. Paul and Minneapolis the tickets will be $45. Tickets will be on sale from August 1 to 14 inclusive, allowing of a final return limit until October 15.

Tourists desiring to spend the late summer on the Pacific Coast, it is anticipated, will take advantage of the Seattle convention to come West and will possibly not go to the Sound cities at all during the meeting.

SCRIPPERS HAVE NO JUST CLAIMS

Oil Locators Given Decision in Celebrated Contest Case for California Lands.

(Journal Special Service.)

SAN FRANCISCO, July 6.—A remittitur has been received from the Supreme Court giving landowners a right over the class known as "Scrippers."

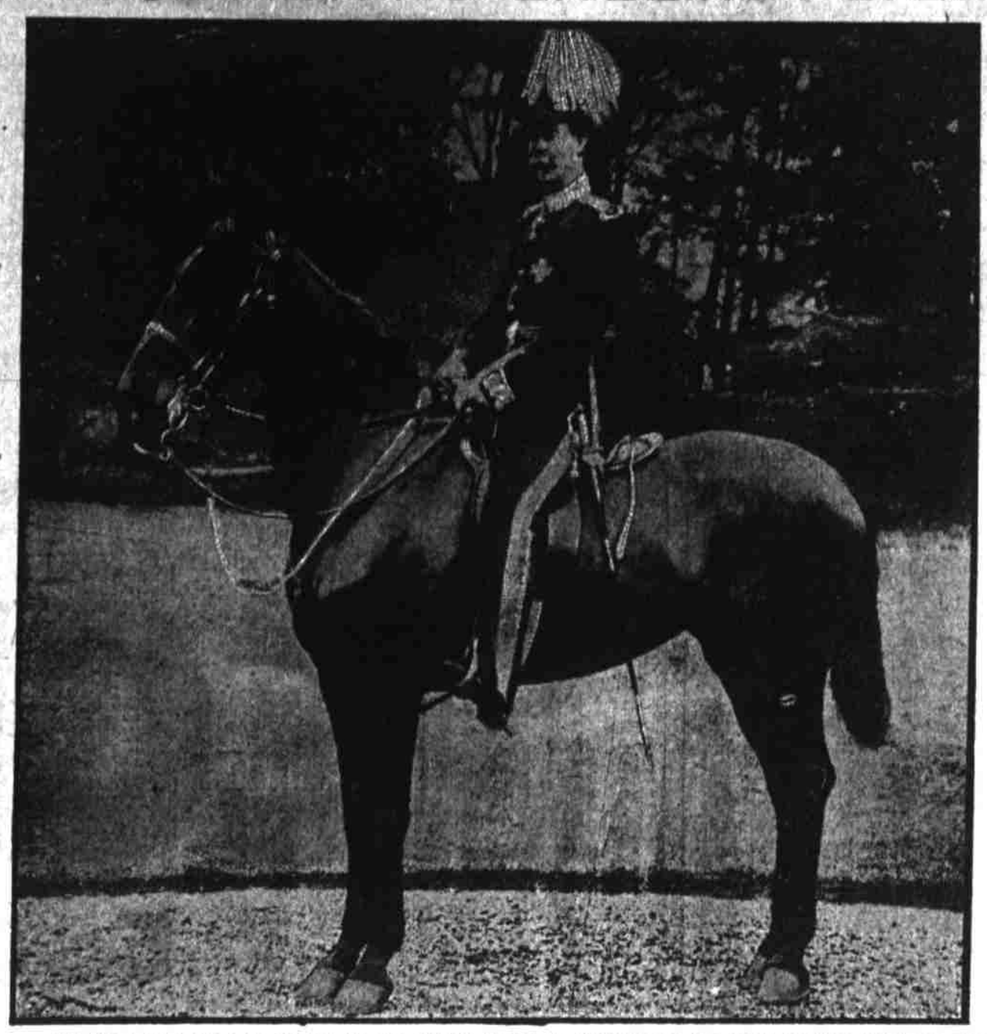
In 1897 the government issued scrip on the forest reserve lands made exchangeable for other lands. In 1899 oil was discovered in Kern county and holders of this scrip tried to take locations, claiming a prior right to oil locators. The decision just made denies them this right.

FEW PORTLANDERS GOING

Railroad Offices Selling Scarcely Any Tickets to International Christian Endeavor Convention.

This evening the sale of special rate tickets to the International Christian Endeavor Convention to be held at Denver from July 9 to 13 inclusive, will end. The Burlington, the Oregon Railroad & Navigation and the Denver & Rio Grande lines that made a rate of $45 for the round trip, announced this afternoon that the sale had been smaller than anticipated. The combined sales of the three roads will not, it is thought, exceed 35. The local transportation manager for the Christian Endeavor Association is John A. Rockwood of 667 Everett street.

POPULAR BRITISHER BEING FETED



Sir Thomas Lipton, who is now in the United States, is undoubtedly the most popular foreigner who ever landed on these shores. His many admirers in this country are seizing the opportunity of his present visit to shower upon the genial Britisher evidences of their good will and admiration of his sterling sportsman qualities. As a consequence Sir Thomas is being abundantly wined and dined. By inviting him to the White House President Roosevelt has practically given official recognition to the yacht races. The above photograph reveals Sir Thomas in a new light, the famous yachtowner having hitherto been closely identified in the popular mind here with the deck of a yacht.

CRUSHED UNDER A HEAVY WAGON

R. W. Cusick, a Young Man Employed by the Union Meat Company, Meets with Probably Fatal Accident

Terribly Mangled While Riding Wheel to Work—Was the Only Support of His Aged Mother—Driver Is Blamed.

To be knocked down and run over by a passing team; to be terribly crushed and mangled, and to be carried to the Good Samaritan Hospital suffering horribly and perhaps in a dying condition, was the sad fate of R. W. Cusick, who met with an accident at the corner of Fourth and Morrison streets this morning.

His right ear was torn off, being run over by a wheel; both shoulders were dislocated, and there may be internal injuries. Grave fear is entertained that the injured man cannot recover.

Cusick was employed as a boxmaker by the Union Meat Company.

The young man was going to his work this morning just before 7 o'clock, and when at the corner of Fourth and Morrison streets was run into by a wagon belonging to the Northwest Meat Company. Kind hands carried him to a neighboring building where Dr. Giesy was called and temporarily administered to the sufferer. He was then removed to the Good Samaritan Hospital, where an operation was performed. At a late hour he was reported to be in great pain, and the officials at the hospital could not hold out very much hope of recovery.

Mother's Only Support.

The injured young man is the only support of his aged mother, who resides at 292 Columbia street, also his home. He was riding his bicycle when the accident occurred.

After the sufferer had been carried into a building the patrol wagon was telephoned for, but it did not arrive for fully 20 minutes. During the delay the young man was made as comfortable as possible until his removal to Good Samaritan Hospital.

MAIL CONGESTED AT LOCAL OFFICE

Vacation and Holidays Cause Irregular Delivery of Letters —East Side Suffers.

Vacation time and the conjunction of two holidays has caused no end of trouble in the local postoffice department. Mail has piled up in heaps, and some portions of the city have not received their usual deliveries. When asked concerning the cause of the delay this morning, Superintendent of City Delivery Barrett said that mail always accumulated during vacation time, and, as many of the regular clerks and carriers were off duty for the time-being, the best service could not be expected. Asked if better service could have been given to East Portland, from which the principal complaint comes, if Station A had not been discontinued, he said it could not. Like any other district, he said East Portland had to suffer from the vacation period, and the people could expect only the deliveries of mail as regularly as possible.

"I owe my whole life to Burdock Blood Bitters. Scrofulous sores covered my body. I seemed beyond cure. B. B. B. has made me a perfectly well woman." Mrs. Charles Hutton, Berville, Mich.

"Strength and vigor come of good food, duly digested. 'Force,' a ready-to-serve wheat and barley food, adds no burden, but sustains, nourishes, invigorates."

MISS STEINEGGER
Carnival Queen Candidate.

Miss Verona B. Steinegger, one of the candidates in the contest for queen in the Woodmen of the World Carnival, is a member of Arbutus Circle, W. O. W., in which she has filled the position of musician for more than a year. She has exceptional talent for music and the most of her time is devoted to the piano.

Her friends and acquaintances have put her forward as a candidate and they feel confident of her success in the contest as queen.

THIS IS PAY DAY AT THE CITY HALL

Municipal Employes of Many Departments Are to Receive June Salaries.

Today is pay-day at the city hall and the City Auditor's department was busy all afternoon issuing the checks for June salaries. The departments paid off include the police, fire, street cleaning and sprinkling, and the street repair and sewer forces in the City Engineer's office. The other departments were paid off on June 1.

The sum expended by the city today in wages reaches a total of $17,349.41. Fully $8,000 was paid out on the first of the month, so the grand total for the month aggregates more than $25,000.

Owing to increases which will be made in several of the departments next month there will be still a larger amount necessary for wages. However, at the same time there will be an increased revenue, so it is expected, the city books will show a greater balance in favor of the municipality than for June.

INTERESTED IN MINES

People Throughout State Seem Willing to Aid in Collecting Mineral Exhibit for St. Louis.

There seems to be a great interest taken throughout the state in the mineral exhibit of this commonwealth to be made at the St. Louis Exposition next year. The mine owners in every section of Oregon have sent word to members of the State Lewis and Clark Commission offering their aid in collecting the samples of ore and suggesting plans for the exhibit.

President Jefferson Myers of the State Fair Commission, this morning received a letter from W. W. Oglesby of Cottage Grove regarding this matter, which read in part as follows:

"I would be pleased to meet with the board and explain my plan for collecting the mineral exhibit at St. Louis. I have small samples of all existing minerals and ores of Oregon. I know where they are to be found and the probable cost of collecting large samples, such as would be required to make a success of the matter. I have friends in every district in the state that will be only too glad to assist me in this matter at a very small expense."

Get your title insurance and abstracts to real estate from the Title Guarantee & Trust Co., Chamber of Commerce.

PORTLAND HOTELS WILL BE CROWDED

Woodmen Carnival Will Bring Hundreds of Visitors to This City Next Week.

"Portland's need of increased hotel accommodations will be exemplified when the crowds arrive to attend the Woodmen Carnival, to be held from July 14 to July 25," said Director-General J. J. Jennings, at the Carnival headquarters, Rooms 1, 2 and 3, at 332½ Washington street. "Our mail every day shows an unusual degree of interest in the event in a score of other towns of Oregon and Washington. And if we have one-half as many people here as we have reason to expect, Portland will have abundant opportunity to realize how inadequate are present hotel facilities for the Lewis and Clark Fair."

Director Jennings and his corps of assistants will have a busy week, the last one before the Carnival opens its gates on Tuesday, July 14. They will have to perfect final arrangements, as it is the policy to bring matters to a finality not later than Saturday night of this week, in order that everything be in readiness on the opening day.

Urgent Request to Decorate.

"I wish The Journal would say to the people of Portland that we expect to see general decoration of the buildings of the city, and that the business houses and many residences will observe the big Woodmen event by putting up bunting and flags and the working out of appropriate designs. Portland should be in gala colors on Tuesday of next week, when we throw open the gates at the Ankeny-street arch and admit the public to our Carnival. The craft of the Woodmen is such as to permit easy characterization and originality finds abundant scope. Please say to the people for the Carnival management that we expect them to decorate and compliment our visiting Woodmen thereby."

This request from Director Jennings it is expected will receive hearty response, and the present week witness general preparations by the decorators.

Th Queen Contest.

The voting contest for Queen of the Carnival will be very exciting this week. The policy of purchasing tickets and saving them for the last week of the contest threw the whole result in doubt, and no one yet can intelligently say upon which of the eight charming young ladies the honor will fall. Although conducted good-naturedly, the contest is not lacking in intensity. Friends of the candidates are determined that they shall win if possible, and, inasmuch as only one of the eight can win, it is of course inevitable that interest be deep and the contest exciting.

At this time the balloting for all candidates for queen in Portland stands:

Emma Jackson	3,719
Elsie Morgan	2,544
Helen Sauerman	1,126
Eula Bennett	1,709
Vera Steinegger	845
Anna Phillips	719
Bertha Williams	325
Martha Leutchenger	310

MECHANIC'S LIEN ON BASEBALL GROUNDS

Final Patch Put On the Local Club of the Pacific National League.

When the Portland Baseball Club of the Pacific National League dropped out of existence, it left a mortgage which was held by Peter Hobkirk, the builder of the grandstand and bleachers. The total cost of these structures was $4,150, and the club paid $2,000 of the cost. It was unable to pay the remaining $2,150, and for this reason a lien has been placed on the buildings and bleachers. Dr. Emmett Drake, president, and John J. Grim, manager of the club, and W. H. Lucas, president of the league, are named as the responsible parties for the debts.

WHAT'S THE ANSWER?

A STORY OF A CASE OF CROWING WITHOUT THE SPURS.

"I luv a rooster fur two things," Josh Billings has said, "furst, fur the crow that's in him, and, second, fur the spurs that's on him to back up the crow with."

This aptly applies to business. When a merchant or dealer permits himself to crow unduly, he is apt to appear in a very unenviable light, unless he is in possession of actual facts and figures to "back up the crow with."

It was for the purpose of calling the attention of the public to just such conditions that we published in last Wednesday's Journal the following clipping, which explains itself:

(Clipping from The Journal July 1, 1903.)

WAS IT AN ERROR?

Two Hundred and Fifty Dollars for Fourth of July, to fine out.

As has been announced by us on numerous occasions, we value the good reputation of the general music trade too highly to engage in vulgar newspaper controversies, and no amount of underhand and open attack by little, envious dealers, who must be sorely pinched by our low prices, by our high-class instruments and by our methods, and cannot therefore openly compete with us, will prompt us to stoop to wallowing in the mire with individuals who seek that kind of notoriety.

But as Portland is rapidly growing, and there are today many readers who are not conversant with the conditions that existed in the Western music trade some few years ago, and for the further reason that on more than one occasion our silence has been almost misconstrued, we beg leave to call the attention of the public to the advertisement of the Allen-Gilbert-Ramaker Company in yesterday's Oregonian, wherein they boldly state, under the heading, "Piano Selling:" "When we advertised a car of 18 standard, high-grade pianos the other day, who would have thought that every one would be taken the first day, and that before 5 o'clock p. m., and not a single one went out of the city?"

Then follows a list of some 18 names, thus adroitly leading the reader to assume that each one of these 18 people mentioned had been "induced" to purchase one of these instruments on that day.

WE DOUBT IT, AND WE HAVE MONEY.

Now, we doubt this. We don't believe that that statement, like a great many others that have been brought to our attention, is founded on fact. There must be an error somewhere.

And if it is true, if Allen-Gilbert-Ramaker Company will furnish to us, in the columns of this paper (and we'll pay for the space in that event), positive and conclusive proof that their statement conveyed in the above advertisement is correct—that they disposed of 18 of these or any other pianos to buyers living in Portland in one single day, we will pay for a Fourth of July celebration, or for any other worthy purpose the editor of The Journal may designate, the sum of $250 cash. And if they will prove that even as much as one-half of the statement conveyed in their advertisement is true, we will pay the same amount.

Yes, even if they are in error to the extent of two-thirds—that is, if they will prove conclusively in this paper that they really did sell six out of the advertised 18 alleged pianos to residents of Portland, we'll allow our offer to still hold good.

We shal expect a definite reply in the next issue of this paper, and for the present we draw the veil. But there's more to follow. Just watch us. Ellers Piano House.

This space was reserved for a satisfactory reply and proof. None appeared.

QUESTION,
"WHAT'S THE ANSWER?"

NOW JUST TO GO A LITTLE FURTHER

Far be it from Ellers Piano House to establish censorship over the advertisements and ridiculous claims put forth by little idle dealers, who, from the very nature of things, cannot adapt themselves to the requirements of modern mercantile conditions in the piano and organ industry.

But since the matter has been brought up, it might be interesting to go into it a little further.

A little second-class concern, hard-pressed by an up-to-date and aggressive competitor, may be permitted by a generous public to indulge in an occasional over-statement of facts, but there is no high-class, modern commercial institution, scrupulously particular as to its good name and reputation, would nowadays consent to even the slightest deviation from the "whole truth, and nothing but the truth" in its public announcements.

The public is too well informed nowadays to overlook any bold misrepresentations and assertions—and even the slightest transgressions are resented. Where the statements of a mercantile house are not found absolutely reliable in one or two instances the entire establishment is gradually looked upon with suspicion and patronage is rapidly withdrawn and turned in another direction.

A Railroad Man Observed.

Only a few days ago a railroad man, speaking of the innovations adopted by Ellers Piano House, called our attention to the fact that on numerous occasions about a year ago, Messrs. Allen & Gilbert Company had sneered at the idea of shipping pianos without boxes or in harness, even going so far as to state boldly in their advertisements when they referred to their alleged advantages about "saving a good deal in freight:"

"Our methods of receiving pianos in boxes effects a saving of $2 per cent over the harness method."

A year later they state plainly, "We save quite a little by having them (the pianos) shipped in harness without boxes."

Ellers Piano House originated the harness method of shipping pianos and organs, as long as five years ago. And as late as 14 months ago, our friends had not discovered its advantages. Evidently they were mistaken then. Or are they in error now?

What's the answer?

Off in Arithmetic or Count?

Some time ago the Messrs. Allen-Gilbert people endeavored to make the public believe in their advertisements that they had sold 2,552 pianos and organs during the previous six months. In a recent article some six months later, they state that their sales had been 2,011 pianos and organs for the entire year.

Now, do they mean to say that during the last six months not a single instrument has been sold by them, and that in addition, the difference between 2,552 and 2,011, or 541 pianos and organs, have been returned to them by customers who had probably grown dissatisfied with the instruments?

If not, what's the answer?

And as to Clubs.

Again, when in November last year, Ellers Piano House inaugurated its now popular Piano Buyers' Clubs, how violently we were attacked by the Allen-Gilbert people. "Merely a scheme to work off cheap pianos;" "no advantage to be gained thereby for the buyer," was the drift of their advertising and their talk at that time.

But now, seven months later, they attempt to start a club of their own, and state plainly over their signatures, "what is known as the club or co-operative plan means quite a saving to each customer," etc.

Now, either they were mistaken last November, or they are in error now. What's the answer?

And How About This?

And so this frolic could be carried on indefinitely. But the story is long enough for the present, and entitles us to the suggestion that, if dealers can be so flagrantly mistaken about the little matters referred to above, might they not possibly also be very much mistaken about the values and qualities of the various instruments advertised by them, and also as to the prices they are compelled to pay for them?

If Ludwig pianos could be sold here brand new a couple of years ago, by the firm that has now emigrated to "sunnier climes"—if, we say, Ludwig's pianos could be sold at retail prices dangerously close to the $200 mark (and in instances even for less), why could they not be sold for substantially the same figures now—always allowing for an increased manufacturing cost of a small percentage?

If Knabe pianos have been sold here brand new for $400 and thereabouts—why should not the same prices obtain for them now? And so on with others.

The Gist of the Matter.

The gist of the whole matter is that Ellers Piano House is today, and always will be, as it has been since its establishment here, the acknowledged leader by many lengths and by many months, in the Western piano field. It heads the procession simply because it belongs at the head.

Ellers Piano House methods enable a purchaser to get more actual intrinsic piano value for the money than can be obtained elsewhere.

Ellers Piano House, in consequence, sells more fine pianos than do all the rest of the Western dealers combined.

Ellers Piano House is financially the most responsible music concern in the Pacific Northwest. Every agreement and guaranty will be carried out here to the letter.

And every dealing with Ellers Piano House involves the promise of "money back if not satisfactory or as represented"—the only house in the West to do this.

Ellers Piano House handles the very best and most reliable makes of pianos. We have no time now, and never had neither time nor inclination to foist off inferior make-believes on the unsuspecting and confiding public.

As to the Ivory Key Fake.

No cheap-John truck will ever be palmed off by us under the ridiculous and antediluvian representations that it has "genuine ivory keys and ebony sharps," etc., etc.

Ivory keys and ebony sharps do not necessarily make a good piano.

It is a notorious fact, indeed, that nearly all the snide pianos, instruments that are actually built to cheat with, and that possess absolutely no musical value whatever, are supplied with just these so-called ebony sharps and ivory keys, and great big, gaudy, machine-carved cases—which are intended to thoroughly hide the shoddy construction and materials of the interior.

'Tis Not All Gold, Etc.

Look out for the wolf in sheep's clothing. There is an honest, inexpensive piano—a musical instrument—built with a view of obtaining musical tone qualities, combined with durability, where the money is saved on case and key-covering, and this is the piano frantically referred to by our competitors as the instrument "with celluloid keys and stained or painted cases." If the man making such remarks knew but the very least thing about piano-making, he would know that there is not a piano that does not in fact have a stained or painted case.

As to Ivory and So-Called Ivory.

And as to the composition keys. We have the guarantee of the makers, and also know from experience of over 16 years, that the composition key is more durable, and in every way more serviceable than ivory, with the further advantage that it will not turn yellow with age.

Now as to ivory keys. Of all the ivory used on piano keys, there is not today to exceed 10 per cent that is real first-class, or Number 1 ivory. Such ivory is used only on instruments of the most renowned makes, such as Weber, Chickering, Steinway, Kimball, Knabe, Vose and a few others. Bear that in mind. Not to exceed one out of ever ten pianos made in the United States has genuine Number 1 ivory keys, and by far the greatest number of the makes supplied with Number 1 ivory are to be found only at Ellers Piano House.

And Another Point.

A word as to contracts, and "keeping them in the safe, granting extensions in case of sickness, etc."

The house that is hysterically making assurances to this effect at every breath, and places such enormous stress upon such altogether silly and puerile arguments, and at the same time insinuates that other dealers' contracts are sent East to wicked manufacturers, who would take people's pianos away in case all payments are not met promptly, may have something else to hide. Ellers Piano House carries its own paper right here. Ellers Piano House has in its safes in Portland at least six dollars' worth of customers' contracts where every other dealer has one. And in time of sickness, loss of position, or in cases of misfortune, Ellers Piano House will be found to be the one house that can be depended upon. (Ask the people of Heppner, and thousands of others in Portland, and throughout the state.)

Why It Was Done.

We have gone into this matter thus fully, so as to be placed squarely on record in these various matters, and henceforth it will be the policy of Ellers Piano House, undignified though it may seem to some, to take public notice of the various gross violations of business courtesy and ethics that exist in the Western piano trade, with a view to bringing the trade, by reason of widespread publicity, to a higher plane of business conduct.

ELLERS PIANO HOUSE,
The Oldest, the Largest, the Busiest and the Most Responsible Music Concern in the West.