

A BIG PIANO DEAL

One Hundred New Upright Pianos to Be Placed in One Hundred Oregon Homes in Ten Days' Time By the Wiley B. Allen Company

The biggest undertaking ever attempted by one concern, in the history of Oregon, is announced in this morning's daily papers when the Wiley B. Allen Co., after seven long years' absence, have come back to their old home in this city and will start the ball rolling by placing 100 beautiful, new, standard upright pianos in 100 homes during the next 10 days. Many would think, at first glance, that this would be an impossibility, but when they stop to consider that the entire lot will be sold at absolute wholesale cost, saving each individual buyer the entire retail profit, with two and a half years' time to complete payment, it is not to be wondered at that people will flock in from all parts of the country to take advantage of this unprecedented offer.

Whys and Wherefores.

It is the intention of the Wiley B. Allen Co. to make Portland their headquarters for the northwest, where they expect to do a large wholesale business from now on. To celebrate the occasion of their return and to renew their old acquaintance among the many friends they made in days gone by, they have inaugurated a co-operative campaign designed to place them closely in touch with the piano buyers of the state of Oregon. In furtherance of same and to make it interesting they have set aside 100 new, latest style, sample pianos to be assigned to 100 worthy pianoless homes, in one big deal, making it a wholesale instead of a retail transaction, just the same as when they sell 100 pianos to a large dealer whom they supply regularly.

Guarantee of Exchange.

Each of the 100 purchasers will be supplied with an exchange agreement entitling them to the privilege of exchanging the piano selected within one year from date of purchase, for any other of the various makes, allowing the full purchase price or all money paid on the first piano selected to apply on the purchase price of their second choice. This is practically placing a piano in your home for one year on approval. If, after exhausting the exchange privileges, there should still be a dissatisfied customer, then comes their safeguard, iron-clad guarantee of satisfaction or money back. In this case the purchaser takes no chances whatever, the whole responsibility resting on the Wiley B. Allen Co.

Old Pianos Taken in Trade.

During this campaign, where they are placing 100 pianos in 100 homes, in 10 days' time, at wholesale instead of retail prices, the profit being but a few dollars on each instrument, they will be compelled to get the old instruments at their actual cash values instead of fictitious prices sometimes offered by unscrupulous agents who travel through the country asking \$200 more for their piano than it is worth. Such methods have been the means of discouraging many intending purchasers. Confidence is the foundation of business building and it is this confidence that people have placed in the great Wiley B. Allen Co., in former years, that has made them the leading piano dealers of the Pacific coast.

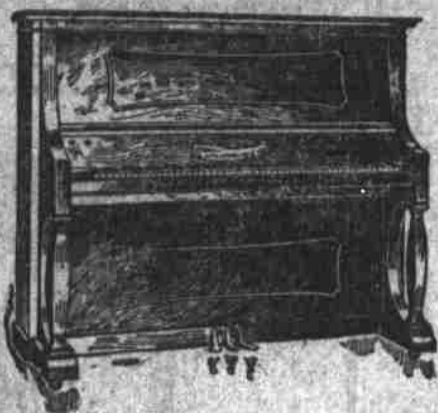
Largest Exclusive Piano Dealers.

The Wiley B. Allen Co. started in business some years ago in a small two-story building with a dozen pianos and four or five organs, and it was there that the founder, the late Wiley B. Allen, laid down the principles of square dealing that has been the means of gradually increasing their business, and with the able management of Mr. Frank Arrys and other members of the company, they are today, without a question, the largest exclusive piano dealers in the west. Their vast chain of stores now reaches from Dallas, Texas, to British Columbia. For further particulars of the campaign plan cut out and mail to them the coupon at the lower right hand corner of this display advertisement on this same page. Call on or address the Wiley B. Allen Co., corner Sixth and Oak streets, Y. W. C. A. building.

DO YOU WANT A FINE PIANO?

Would you consider a proposition that would give you immediate possession of a fine, rich-toned instrument of standard make at absolute rock-bottom wholesale cost and insure you an early ownership through the expenditure of a few cents each day?

We have come back to our old home once more to renew our acquaintance with you and make Portland our headquarters for Oregon and Washington, where we will do a large wholesale business from now on. To celebrate the occasion of our return, and for old time's sake, we have formulated a co-operative plan and have set aside 100 new, latest style, sample instruments to be assigned to 100 pianoless homes, in one big deal, the same as when we sell 100 pianos to a large dealer, who we supply regularly. As soon as we receive the full list of the 100 prospective purchasers, who wish to take part in this exceptional offer, we will make it a wholesale instead of a retail transaction, saving each individual buyer the entire retail profit, which is anywhere from \$100 to \$175, with two and one-half years in which to complete payment on the piano selected, either monthly, quarterly, semi-annually or yearly installments. The cuts below are facsimiles of some of the world's greatest pianos that are included in this lot. Now on exhibition at showroom, corner of Sixth and Oak streets, Y. W. C. A. building.



Mason & Hamlin, Style E
This celebrated make is a standard of comparison to which all others aspire. There is none better made, so say the great artists and musical critics.



Milton, Style E
A better piano for the money could not be found. This one is especially designed for a small room.



Milton, Style D
A medium-size instrument in a beautiful mahogany case. A favorite of the average buyer and a credit to any home.



Milton, Style C
The largest size in this make with tremendous volume of tone, but clear and sweet in the extremes.



Mason & Hamlin, Style O
In this instrument you have the world's best piano, the largest size, in plain but beautiful case. The highest type of piano perfection and will tell its own story.



Price & Teeple, Style 25
This is a pretty little piano and a great favorite of all who see it. It's tone is exceptionally fine.



Price & Teeple, Style 28
The principal features of this piano are the architecture of its case as well as its beautiful tone.



Price & Teeple, Style 44
This one has a more elaborate case and takes the eye of everyone who sees it. Tone unexcelled.



Cabinet Grand — Style K.
For the small sum of \$137 you will get this beautiful piano and it is guaranteed to give perfect satisfaction.



The new headquarters of the Wiley B. Allen Company, now under way of construction at the corner of Kearny and Sutter streets, San Francisco. One of the largest establishments in the world devoted exclusively to the sale of pianos.



Wegman Style
An instrument that is made to meet the demands of the most critical buyers. The Wegman piano is one of the best known makes in use.



Wegman Style
This particular style, in quarter sawed oak, is one of the most popular instruments on the market today.



Wegman Style
This little piano stands four feet and five inches high, but has full length keyboard and duet bench.



Price & Teeple Player Piano
This instrument has the player built on the inside and can be used in the ordinary way or by foot power.



Milton Player Piano
In appearance cannot be told from the ordinary upright piano. Can be operated with music rolls or in the usual way.



Wegman Player Piano
Selections from the greatest artists can be rendered in your home on this instrument without a musical education.



Upright Grand — Style S.
Regular price \$175
Special price now \$135
This shows what the co-operative plan will do for you.

After you have made your selection you will not only be given the instrument at a rock-bottom wholesale cost but you will also get an exchange agreement, signed by us, which practically places the piano in your home for one year on approval, as you will be entitled to the privilege of exchanging for any other of our various makes within one year from date of purchase, and in such exchange the full purchase price or all money paid at that time will be applied on the instrument of your second choice. Our motto is, and ever has been, satisfaction to our patrons or money back. There is an ironclad guarantee from the factory of from ten to twenty years, backed up by ourselves, which will accompany each piano. As a whole, we take all the chances and the purchaser none whatever. Cut out the coupon in the lower right-hand corner, fill in the name and address, mail it to us, and full particulars of our unprecedented plan will be furnished you at once. See reader on this same page.

The Wiley B. Allen Co.

MASON & HAMLIN CO'S PIANOS
COR. SIXTH AND OAK STS., Y. W. C. A. BLDG. PORTLAND, OR.



CUT OUT AND MAIL THIS COUPON TODAY.

THE WILEY B. ALLEN CO.,
Portland, Oregon.
Gentlemen—Please furnish me at once with details of your co-operative plan of placing pianos.
Name
Address