

# A Carload of



# GULBRANSENS



Have you ever stopped to think what a Gulbransen means to the home where there are children?

Children are imitative. Draw a picture for them and they try to duplicate it. Tell them something and they will repeat it. It is their nature.

And so you will find them trying to play by hand the pieces they hear on the Gulbransen. A good class of music that would otherwise be way out of their reach is thus brought within their range.

If you want your children to have the advantages that an understanding of music gives them, remember no instrument you could place in your home has greater educational possibilities than the Gulbransen.

Give them the benefits that the children of your friends and neighbors have.

A Gulbransen will take the work and monotony out of their music study.

A CARLOAD shipment just in! New, handsome instruments—as bright and clean as crisp dollar bills! This car of Gulbransens will not last very long. People realize that Gulbransen music should be in every home.

We invite inspection of the Gulbransen not as an ordinary player-piano, but as a Registering Piano that registers your own expression, through the pedals.

No need to know music, no need to play by hand—you can express yourself musically, as hundreds of thousands of others are doing, through the Gulbransen Registering Piano.

## Easy Terms

Gulbransen Registering Pianos (playable by hand or pedals) \$450, \$530, \$615, \$700; Reproducing Pianos (playable by hand by pedals, or electrically) \$770, \$855, \$940; Upright Pianos (playable by hand only) \$295, \$350, \$440. Sold everywhere in the United States at the same prices, freight prepaid; one set of four Gulbransen Instruction Rolls included. Cash selling prices plainly branded in the back at the factory. Also sold on a convenient time-payment plan, the details of which we will gladly give you.

The conservative and truthful statements in our advertising and the strictly uniform Gulbransen prices, plus the fine quality of the product, have won us the confidence of the people of this city.



### The Registering Piano

The Gulbransen Registering Piano of today is the world's latest achievement in musical instruments.

It stands absolutely alone in the artistic results it produces and the ease with which they are obtained. It is played by music roll and pedals, as are other instruments of its type, but there the similarity ends.

The Gulbransen registers one's exact "touch" on each note. It can be played with all the feeling, the life, the delicacy of the very finest piano music you ever listened to.

Ordinary hand-playing can no longer be compared with Gulbransen-playing. Only the most artistic piano playing can be placed in the same class as correct playing of the Gulbransen.

Because these are the facts, we are insistent that the Gulbransen be not confused with other instruments of the same type. We challenge investigation of it as an Easy-To-Play Registering Piano that registers your exact touch, that registers your time, that registers your expression.

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Mail This and we will tell you on what easy terms you can buy a Gulbransen.

Name \_\_\_\_\_

Address \_\_\_\_\_

# THE PORTLAND MUSIC CO.

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New Chambers Furniture Bldg.