

Gilmore & Company

Word Contest

A Beautiful Piano Absolutely Free to You

Our New Store is now open to you. Already we are receiving many visitors each day. We are located in the new Conklin building and we expect to maintain a Piano House here among you second to none in the State of Oregon outside of the city of Portland. Just a casual glance into our store will convince you of this. Here you will find the matchless Chickering, the peerless Weber, which is the choice of the great Rosenthal; the Hazelton, the most exclusive piano made in America, and many others with enviable records.

Just now, as we have already announced, we are after publicity. We want you to know we are here. We want you interested in us and the line of magnificent Pianos we sell. Therefore we have made our unparalleled offer, as we again repeat below. Let us say concerning these prizes that we sought only to chose instruments which would always reflect credit to our house. We would say farther in regard to these:

The Piano we offer free as First Prize is a beautiful Upright Piano fresh from the factories of that time-honored house, Marshall & Wendell. This piano is valued at \$450.00 and is of the highest grade.

Among our prizes is found an organ of that world-renowned make

the Kimball. Since your childhood you have known and respected the Organs made by this famous house. Value of this Prize, \$150.00.

We offer also as prizes the equivalent of gold dollars. Those who ever intend to place a Piano in their homes should investigate thoroughly this offer we make.

The beautiful Talking Machine we also offer as a prize in the Contest is of the World's Greatest Make.

Are not these gifts worthy of your effort in the contest? The very work you perform is highly beneficial to you. Write today for any information you may desire in the matter.

REMEMBER, THE CONTEST CLOSSES IN TEN DAYS, APRIL 15th.

As we have already explained we are after publicity and we know of no more thorough and economical way we could obtain the same. Certainly our prizes are worthy ones. The effort we ask you to make is a pleasant one. Read of our plan in the following:

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A PIANO FREE

A dealer might come to your door and offer to put into your home a beautiful piano without cost to you and immediately afterward give you a clear bill of possession for it. And would not such an offer surprise you? But nevertheless that is exactly the offer the new piano store in Medford and Grants Pass proposes to make to you. Of course we expect something in return—but not money. All we are after is publicity (that most valuable state for any business house) and in order to obtain publicity, we have decided to hold a free contest by entering which anyone may absolutely without cost to themselves become the possessor of a beautiful new upright piano of a well known and reliable make, or else you may win a magnificent parlor organ of standard make. We also propose to give away free a genuine Victor Talking Machine. In addition to these gifts, we offer as further prizes more than \$10,000. This last is to be distributed as piano value among those who are ready to grasp the greatest opportunity ever offered to the people of Southern Oregon to place in their home a high grade piano.

It is our desire to blend the two words, GILMORE and PIANO into

one. When you or your friends are ready to purchase a piano, we want those same two words to come into your mind simultaneously. Can you not see what this would mean to us? At least you would call and give us a chance to prove to you that these same two words are synonyms of QUALITY and RELIABILITY. With this end in view, therefore, we offer to you these gifts, governed by the following conditions: Take the two words, GILMORE—PIANO, and by using the letters to be found in each, make a list of words. To the person who complies the greatest number of correct words according to the rules found below, we will give ABSOLUTELY FREE a beautiful upright piano of a well-known reliable make. To the person submitting the next largest correct list will be given a standard parlor organ of world renowned make ABSOLUTELY FREE. To the one handing in to us the next largest correct list, will be given free of any charge a genuine Victor Talking Machine with records. To the next 10 largest correct lists, we receive, we will give each a certificate of a face value of \$100, which may be applied at any time on any piano for sale by GILMORE & Co.,

under the conditions named on the certificates. The next 10 largest correct list will receive certificates of the same kind, but with a face value of \$99.90. The next 10 will receive certificates amounting to \$99.80. The next 10 will receive certificates to the value of \$99.70. And so on in groups of 10, each group lessening in value at the rate of deducting 10 cents for each succeeding group.

Each list of words must observe the following rules:

- 1st. No letter may be used in any one word oftener than it appears in the two words, GILMORE—PIANO.
 - 2d. All words must be found in the latest edition of Webster's International Dictionary.
 - 3d. Each list must contain no names of persons or places.
 - 4th. All contestants must be residents of either Jackson or Josephine Counties, Ore.
 - 5th. All lists must be mailed to GILMORE & Co., Medford or Grants Pass before midnight of April 15. In case of ties, the list bearing the earliest postmark will be declared the winning list.
- For further information, write or call on us. Come in and see the beautiful prizes we offer.

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PIANOS: Chickering, Weber, Hazelton, Kimball, Hobart M. Cable, Marshall & Wendell, Crown, Steck, Bailey, etc.
ORGANS: Kimball, Crown, Pacific Queen etc.
TALKING MACHINES: Victor, Monarch, Columbia, etc.

GILMORE & CO.

PIANO DEALERS

MEDFORD

GRANTS PASS