

## OUR NEW LOCATION $2 \overline{2 l}$ wst man si

Paying toomuch for a piano is the penalty of overlooking our line when making a purchase. Remember that we are the direct factory to home distributors for the world's best pianos and Player pianos at the least possible cost to each individual purchaser on the Pacific Coast.

The makers of the pianos we represent believe that quantity can be attained only at the expense of quality.


A limited output, carefully scrutinized in every stage of its production, must of necessity attain a higher standard of excellence than is possible where volume of output is the primary consideration. The yearly output of the factories which we represent is limited to $32,000.00$ annually. Because in the making of that number of instruments we at-
tain the maximum of economy of

The only medium priced piano in the world endorsed by Paderewski, the famous musician. Every piano sold on the easy payment plan.


## The following is our line of Fine Pianos:

## Ivers \& Pond, Chickering Bros., Sterling, A. M. McPhail, Laffargue, Huntington

production, and by the rigid inspection and unfailing personal supervis. ion of each individual piano, we also attain the maximum of quality.

Such a course of procedure cannot fail to impress the discriminating purchaser, and our adherence to this principle explains in part the unanimity of opinion that the pianos sold by my firm are the best pianos that


A little down and a little each month will place one of these fine pianos in your home. Don't forget the place, 217 West Main St., where goods of guality are in store for you.

