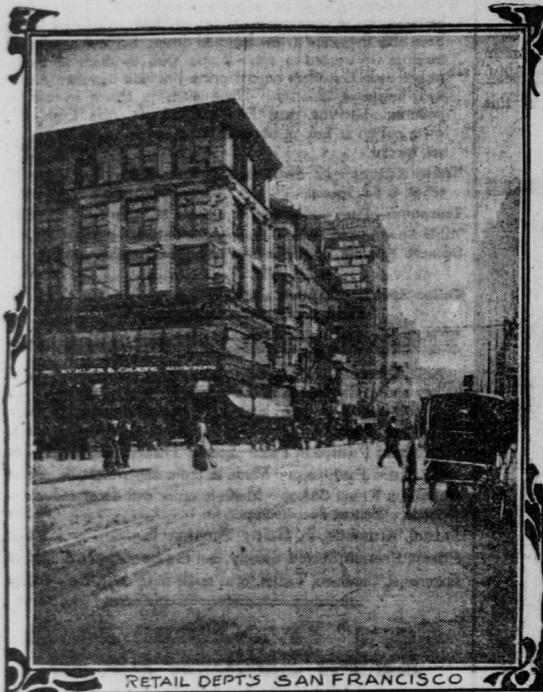


The Largest Musical Instrument Business in the West

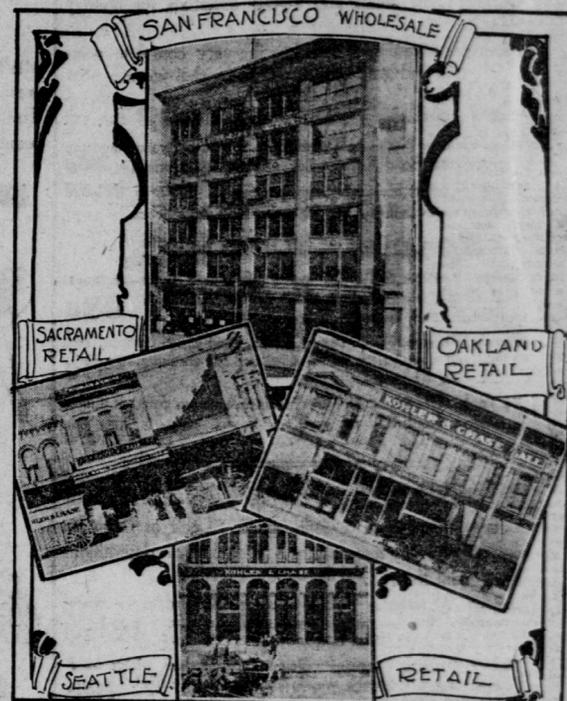


RETAIL DEPTS SAN FRANCISCO

Kohler & Chase---a great piano house, which in extent and progressiveness surpasses any other musical establishment in the West.

Few people realize to what extent the business of Kohler & Chase has grown. Many think of Kohler & Chase with the retail store at Post and Kearny in mind. The retail, wholesale and agency business of Kohler & Chase covers the entire Pacific Coast. Honest methods, square dealing, the best values, a liberal guarantee, supplemented by progressive modern methods, have built up the largest musical business of the West. For 55 years this institution has been growing until now the organization is represented by experts in every branch of the business, by the most valuable agencies in the United States, by the best merchandise known to the musical world. Your interests will be best served by coming to Kohler & Chase for whatever you desire in

Musical Instruments for the Holidays



Facilities Being jobbers, wholesalers and retailers of pianos, we buy direct from the factories—sell to other dealers up and down the coast—retail to the public direct in San Francisco, Oakland, Sacramento and Seattle, where we have our own stores, and in other important towns of the coast where we have agencies.

You can thus see what a factor we are in the piano trade of the Pacific Coast. With such an output we buy pianos at only a slight amount over the factory cost.

No other piano house approaches Kohler & Chase in volume of business or buying facilities. *Visitors Welcome.*

Low Prices Immense volume of business brings down the price on every piano we sell. In buying of us you get a piano closer to the cost of production than if you bought in any other establishment.

We save you from \$50 to \$100 on the purchase of a piano. And do you realize that this means a saving to you of about a year's payments on the installment plan?

Should you buy elsewhere on easy payments you would be one year longer in paying for your piano than if you buy here. Consider this point seriously when ready to purchase your piano. *Visitors Welcome.*

Qualities As we are the largest dealers in pianos, we can command the best agencies, and this is why we are able to carry the leaders in each respective grade and offer you the best piano in existence at its particular price.

Every instrument we sell is absolutely dependable. Thus you are sure of getting a piano which is serviceable for years and years without causing you any trouble or annoyance.

There is satisfaction in knowing that your piano is going to last and always bring a fair value should you ever want to exchange for a different style or higher grade.

Guarantee The Kohler & Chase guarantee protects you now and for years to come.

Every dealer of course gives a guarantee, but carrying it out is another question.

The Kohler & Chase guarantee means this: The instrument is thoroughly tested before it is sold to you, but should any defect develop the piano can be returned and another taken in its place. We want the piano to be absolutely what you supposed it to be at the time of purchase.

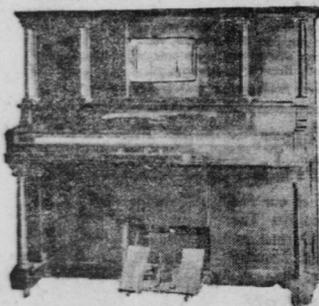
You are fully protected at all times—first, because the piano is reliable; second, because we are reliable. *Visitors Welcome.*

Agencies Kohler & Chase have had 55 years of experience in

supplying the people of the Pacific Coast with reliable pianos. Is it any wonder that we have selected the acknowledged best piano of each particular class? Is it any wonder that discriminating musicians come to us to buy their pianos? Nowhere else have you an opportunity of comparing and selecting your piano from the best of each grade.

We are sole agents for the following: Pianos: Weber, Steck, Fischer, Kohler & Chase, Hobart M. Cable, Blasius, Wheelock, Kohler & Campbell, etc. *Visitors Welcome.*

The Pianola Piano



The Pianola Piano, as its name indicates, is a combination of a piano and a Pianola in one complete, compact instrument. Thus it is a union of the most popular musical instrument of modern times and the means by which any one may play it.

It is in every particular a perfect piano, leaving nothing to be desired in the matter of tone, action or appearance.

When played by hand there is no feature about it which catches the eye to distinguish it from the usual form of upright piano. But in addition it contains within its case a Metrostyle Pianola, the most advanced development of the piano-player idea. Simply by inserting a perforated roll of music the piano may be played without touching a finger to the keys, yet the keys are there ready to be used when this thing is desired.

Thus typing is desired. hand played Pianola Piano is an instrument which unites the three accepted modern methods of playing the piano: 1. By hand. 2. By the Pianola. 3. By the Metrostyle—a device for interpreting the music as it is played by the great masters. *Visitors Welcome.*

\$125.00

will buy in our store a serviceable used piano. Many people have bought a low grade piano from some unreliable dealer, then have come to us and exchanged it for a good instrument. These second-hand low grade pianos we sell off for what they are really worth—from \$75 to \$125.

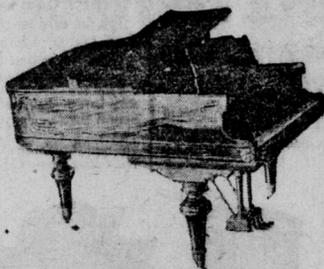
Other people exchange fairly good pianos for better ones, and some exchange very good uprights for Grands or the new Pianola Pianos; also used pianos are returned almost daily by renters.

We do not aim to keep these used instruments on hand, so we mark them extremely low and sell them off quickly. If you want a bargain in a piano for little money—cash or easy terms—you can always find a good selection in our Exchange Department.



Visitors Welcome.

Weber Baby Grand



Weber Grands \$750 to \$1500.

Weber Art Grands designed to order.

Steck Grands \$700 to \$950.

Fischer Grands \$650 to \$750.

Kohler & Chase Grands \$700.

Our stock of Grand Pianos is complete. No house in America offers a more extensive line from which to choose.

The Weber Grand is to-day the acknowledged leader throughout the world. No Grand ever built can approach the new Weber Concert Grand—it is the tone marvel of the century.

Our larger stock (one entire floor of Grands), the quality of the makes, the great experience of our mechanical experts, go together to make Kohler & Chase easily the best place to select your Grand Piano. Ask any unprejudiced musician. *Visitors Welcome.*

\$200.00

will buy a very good Upright Piano at our store, and it can be paid for at the rate of \$6 down and \$6 each month.

We often contract for a large portion of a factory's entire output. Thus we buy close. We pay cash, which makes our cost still lower. Therefore we are in a position to give you a better piano for \$200, \$250, \$275 or \$300 than you could possibly get elsewhere. We wholesale to other dealers up and down the coast, and others could not afford to duplicate our values even if they so desired. Think this over seriously when ready to buy your piano.

We always invite a comparison of our pianos and prices with those of other dealers, for this quickly convinces the prospective customer of the advantages offered by Kohler & Chase. Don't buy any piano without calling on us.



Visitors Welcome.

Kohler & Chase Style C.



No piano of moderate price in America has achieved the success and the artistic recognition which has been accorded the Kohler & Chase. It is the favorite of the best musicians of the coast as well as many celebrated foreign artists, including Tetrizzi, Genss, Zech, Campanari, Bendix, Fleissner, Maurer, Lewys, Fabian, etc.

Marc A. Blumenberg, the recognized greatest living authority on pianos and the editor of the "Musical Courier," writes in a signed editorial in the "Musical Courier Extra":

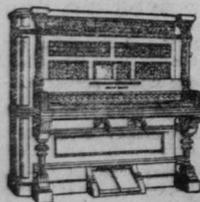
"Unbeknown to the firm, I carefully tested these Kohler & Chase pianos, and I would not hesitate for a moment to guarantee them myself. No one can discard them, no judge can afford to do so, for they are endowed with a successful scale plan, and out of this there issues a tone quality that commends itself to the best musical taste. The touch is as delicate and as responsive as a high sensitive organism of nature's own fabric, and I defy the artistic musician who can play it properly to get away from a Kohler & Chase piano hold and captivates the player if he is artistic."

Uprights, \$225 to \$425. *Visitors Welcome.*

Terms:

Any piano in our stock may be purchased on easy terms—by a simple plan of monthly payments which any one can afford. Many good instruments are sold on terms as low as six dollars a month. If you have a piano and desire a new instrument, we will allow all it is worth to go toward the purchase of a new piano. We require no large payment down. You can have the piano in your home to-morrow night and all you need pay is

\$6.00 Now



Visitors Welcome.

Orchestrelles

The Orchestrelle is the grandest of all instruments: yet it can be played by one having no knowledge of music. Playing the Aeolian Orchestrelle is like leading an orchestra—all the orchestral instruments are controlled at the will of the performer.

The King of England, the King of Spain, the Emperor of Germany, the Czar of Russia, the Sultan of Turkey, Pope Pius X—all have Aeolian Orchestrelles in their royal palaces.

It is the musical instrument "par excellence." Come in and hear it, whether to purchase or not. Prices, \$950 to \$3500.

Miscellaneous

As Kohler & Chase lead in Pianos so with Talking Machines, Band Instruments, Music Boxes, Violins, Guitars, Mandolins, Banjos, etc.

We control the leading agencies in these lines and most other dealers are thus compelled to buy their goods of our wholesale department.

Metrostyle Pianolas

The standard piano player of the world is the Metrostyle Pianola at \$250. It is the only piano player capable of artistic work—the only one endorsed and used by the great musicians—Paderewski, Hoimann, Bauer, Greig, Chamade, Rosenthal, etc. These artists have marked ("metrostyle") special rolls, and the wonderful Metrostyle enables you to play this music with the exact interpretation of the artist who marked it. No other piano player can use the patented Metrostyle.

Used Piano Players (various makes), \$125, \$150, \$175 and \$200.

Pianolas sold on easy payments. Also Pianolas rented \$5 and upwards a month.



Visitors Welcome.

Corner Post and Kearny Streets

KOHLER & CHASE

Largest Piano House on the Coast. Established 1850