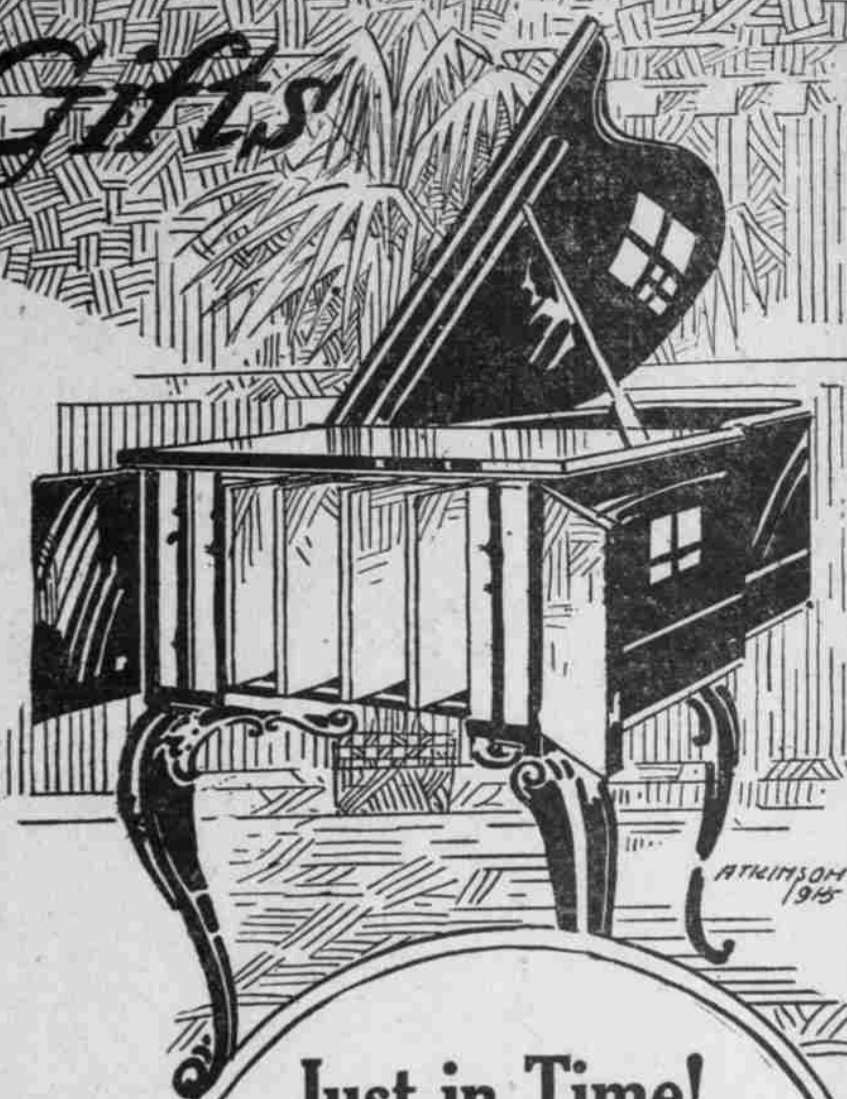


# The Christmas Gift of All Gifts A Talking Machine

IT brings to mansion and to modest home alike. the supreme joy of music. Makes no difference if the wind DOES howl and the sleet "pat-pats" against the window panes these long, cold winter nights. A Talking Machine assures you that the evening hours will fly with speed and pleasantness.

For, around your own warm fireside with family or with friends—makes no difference where or when—you can bring forth instantly for your enjoyment, the master artists of the age. The most alluring singers, bands and orchestras of first renown, funniest comedians—you'll find them all awaiting to obey your every wish, no matter whether momentary whim may call for classic or the latest rag.

Without question, the Christmas Gift of ALL Gifts is the Talking Machine. It's a gift a man's wife will most appreciate; it's an educative and most welcome gift for children; it's the gift ideal for one, good friend to present to another. And it's a Christmas present that no one may hesitate to buy, for very easy terms of payment may be had—any of the houses in this announcement will be glad to explain.



**Just in Time!**

An 11th-Hour Offer From



A THEATROLA  
A Copy of a Latest Well-known \$150 Model  
Plays All Makes of Records  
An Armful of Records—28 Selections Altogether—Also  
8 Albums, Together With Oil, Needles, Record Cleaner

**All for \$87.60**

Pay \$2 a Week  
Invariably One Can Do Better at



Better Service  
Better Assortment  
Better Satisfaction  
EILERS BLDG.

**The Best Place to Buy Talking Machines Is The Wiley B. Allen Co.**

The most perfectly equipped shop in the Northwest. Every known record in perfect condition. Every priced machine in the various woods and finishes.

Terms and Delivery to Suit You

*The Wiley B. Allen Co.*

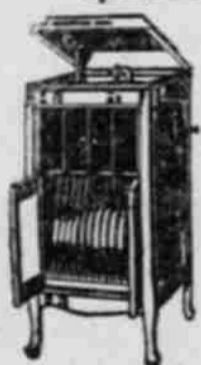
Morrison St. at Broadway  
Other Stores—San Francisco, Oakland, Sacramento, Los Angeles, and Other Coast Cities.

## As Little As \$1 Down Admits You to Meier & Frank's Xmas Grafonola Club

See These Special Outfits Today—  
Delivered on First Payment—No Interest

—Choose your Christmas Phonograph and Records from the largest retail stock in the West! Our Grafonola Club brings the joy of music to every home. The terms are within YOUR reach. Visit our big new department today—Basement Balcony.

Beautiful Grafonola  
With 32 Selections  
**\$88.80**



Your choice of five beautiful woods—Circassian walnut, fumed oak, golden oak, waxed oak or mahogany. Large filing space for records.  
—Machine and 32 selections, \$88.80—\$10 down and \$5 monthly.

### Xmas Club Terms:

Any \$15 Columbia, \$1 Down, \$1 Monthly  
Any \$25 Columbia, \$2 Down, \$2 Monthly  
Any \$40 Columbia, \$3 Down, \$3 Monthly  
Any \$50 Columbia, \$4 Down, \$4 Monthly  
Any \$100 Columbia, \$10 Down, \$10 Monthly

Columbia "Favorite" and 24 Selections  
**\$62.00**



—A large-size machine, without record-filing space. A separate cabinet or albums may be used. Finished in mahogany, fumed or golden oak, plays Columbia or Victor Records.

—Outfit, \$62.00—\$5 down and \$5 monthly. No interest.

You can have

### Columbia Christmas Grafonola Outfit

sent to your home (or anywhere you say) and on Christmas morning if you wish, for only a small initial payment. Balance can be paid, at your convenience, after the Holidays.

We can give you an outfit that will just fit your pocketbook and on special Christmas terms.

Columbia Double-Disc Records 65c and Up

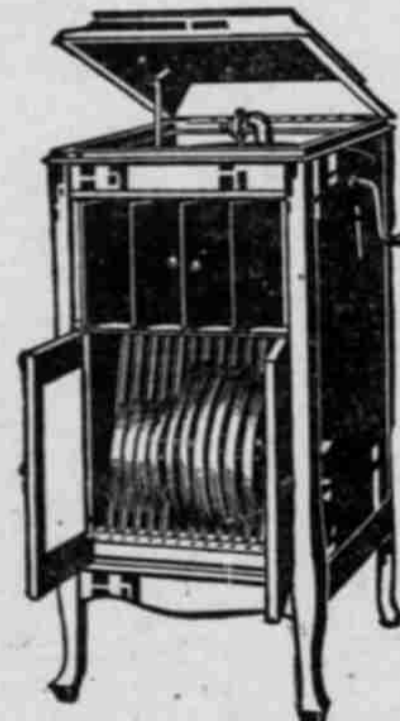
**REED-FRENCH**  
PIANO MFG. CO

Tenth and Stark  
Phones:  
Mar. 53, A 1252



## THE SUPREME! The Columbia Grafonola

Wherever exhibited has carried away more Grand Prizes and Gold Medals than all other makes combined.



### The Two Leaders

\$75.00 and \$85.00  
Either at \$6.00 Per Month  
A Year's Free Service

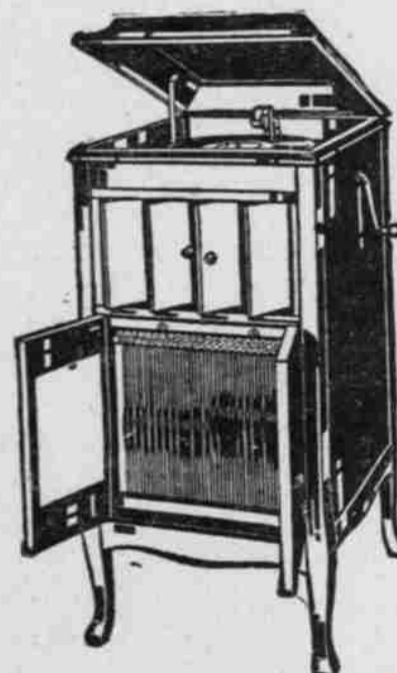
Other outfits \$15.00 to \$500.00. We sell only new goods.

Terms as low as \$1.00 per week.

Special Outfit—Special Terms All This Week

**Columbia Graphophone Co.**

429-431 Washington Street  
OPEN EVENINGS UNTIL XMAS



## LISTEN

Don't forget, we have the best equipped store in the city to give you Columbia Service.

We sell on the easiest of terms—charge you no interest on your deferred payments.

A small deposit will put aside your Grafonola for Christmas.



## HYATT

Talking Machine Company  
350 ALDER  
Main 6896 A 3277



## VICTOR COLUMBIA SONORA Come In and Hear the World's Three Greatest Talking Machines **BUSH & LANE PIANO CO.**

Portland Store—433-435 Washington Street, Corner Twelfth