

The Phonograph Shop With Its Sound-Proof Parlors Is on the Sixth Floor.

Announcement

Of Interest to Portland and Surrounding Territory



SEE ALSO THE BACK PAGE OF THIS SECTION

MEIER & FRANK COMPANY

Sole Agents for the

AEOLIAN-VOCALION

Musically the Greatest of All Phonographs

BECAUSE of its recognized leadership the Meier & Frank Store has been able to secure the exclusive Portland agency for the magnificent new Aeolian-Vocalion--the phonograph which is more than a phonograph--the musical instrument with the GRADUOLA, which enables the player to express the music in his own soul--the personal phonograph which will play all the records of every other make of phonograph.

Exhibition and Sale of the Cabinet and Period Models of the Aeolian-Vocalion and Personal Demonstrations All This Week in the Phonograph Shop, Sixth Floor

Aeolian-Vocalions are built by the Aeolian Company, largest makers of musical instruments in the world. This company originated the Pianola, it developed the modern residence pipe organ and it is responsible for the famous Steinway, the Webber and the Steck Duo-Art Pianos.

No Description of the Vocalion Can Be Written

that in any way does justice to this superb instrument. Only by actual experience can one appreciate its tone-quality and expression control. Listening to its reproduction of the rich limpid tones of the human voice, the smooth velvety notes of the flute, the wistful beauty of the violin string, the sonorous voice of brass instruments, one realizes that here indeed is a phonograph in which the beauty in music of every type is preserved and emphasized.

The GRADUOLA Makes the Aeolian-Vocalion A REAL Musical Instrument

No music-producing means ever devised that did not afford opportunity for spontaneous and artistic expression control has been seriously considered by musicians or taken a permanent place in the music world.

For the First Time in the History of the Phonograph

this opportunity is offered by the Aeolian-Vocalion. How vastly it improves the phonograph, how much more interesting it makes both the instrument and its records, and how satisfactorily it meets the desire that practically all human beings feel for some way to express their music-thought, is written in the wonderful success that has been so quickly achieved by the Aeolian-Vocalion.

When, in Addition, One Experiences

the fascination of using the Graduola, changing places as it were with the artist who made the record and using his technique to give expression to one's own musical ideas, the realization invariably comes that at last the phonograph has reached a position of dignity and importance comparable with that occupied by the best-known and most seriously accepted musical instruments.

As You Listen to the Aeolian-Vocalion

you will realize that stridency and muffling of tone are quite absent, that surface scratch is almost eliminated and that a wonderful depth and freedom of natural tones of correct timbre are produced.

Artists Never Play or Sing Twice

with exactly the same feeling. Without actually changing the spirit of their interpretations, they vary them in detail with each performance. This is exactly what anyone can do with the Graduola. Without changing the artist's interpretations (its arbitrary elements, tempo and phrasing remaining the same) it can be varied in tone-color, thus giving it a freshness, livingness and spontaneity as though the artist were personally performing for you alone.

The Vocalion Plays All Records of All Standard Makes

The music of the entire world belongs to the owner of the Aeolian-Vocalion. Every singer, every instrumentalist, every entertainer, every orchestra or band that has made a record, has made it for you to hear and to enjoy on your own Vocalion.

No matter what the make of the record, the Aeolian-Vocalion, by means of its **Universal Tone Arm** will play it--and play it beautifully.

Ask to Hear the New Aeolian-Vocalion Records

—Meier & Frank's: Phonograph Shop, Sixth Floor (Mail Orders Filled.)



Queen Anne Art Style 1498



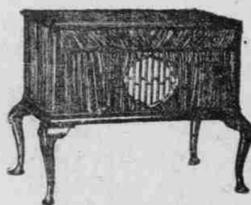
Conventional Style 820



Queen Anne Art Style 1516



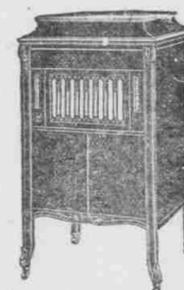
Conventional Style 620



Queen Anne Art Style 1493



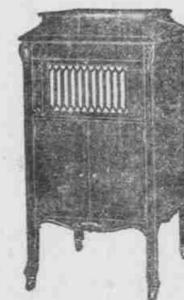
Chinese Chippendale Art Style 1511



Conventional Style 720



Gothic Windsor Art Style 1495



Conventional Style 540



Chippendale Art Style 1499

Conventional cabinet Aeolian-Vocalions priced \$135 (with Graduola \$165) to \$350.

Beautiful period cabinet Aeolian-Vocalions priced \$280 to \$700.

Your Own Terms in Reason

Come any time—but come this week if you can—and listen to this marvelous new phonograph—the phonograph of musicians—the Aeolian-Vocalion.

Here Only in Portland