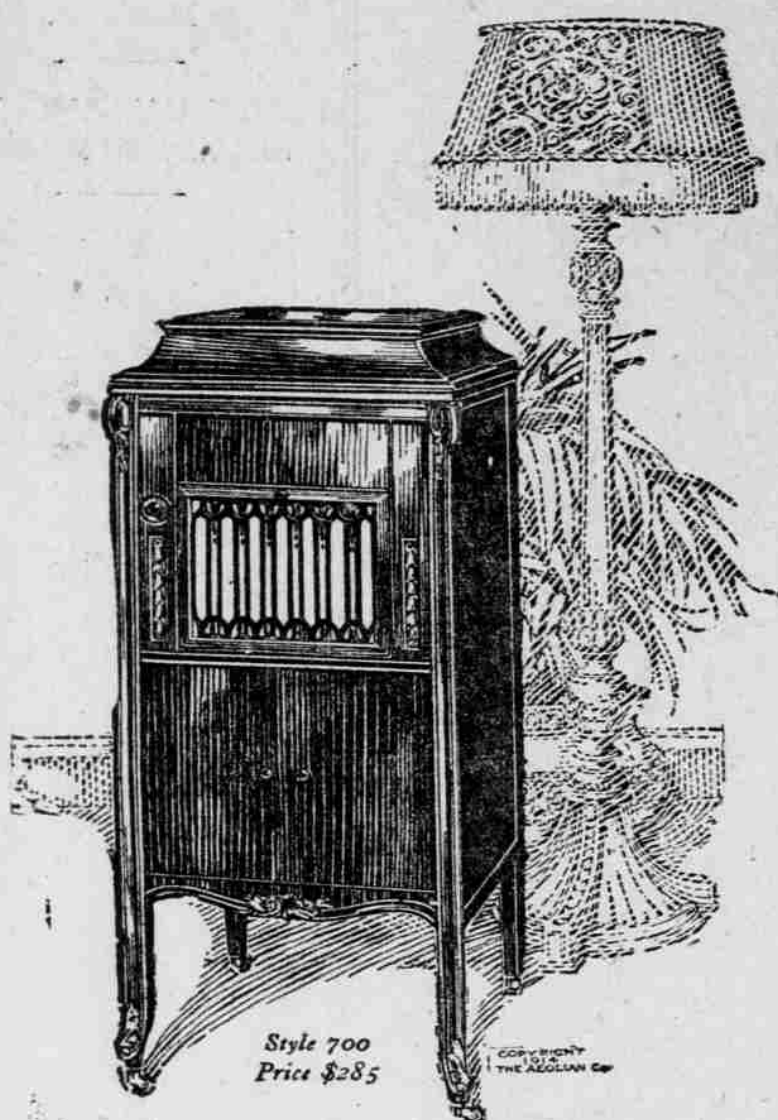


OTHER MEIER & FRANK NEWS ON PAGES 13 AND 15 AND BACK PAGE

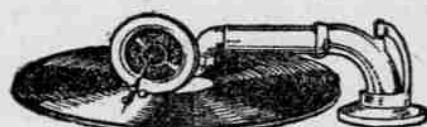
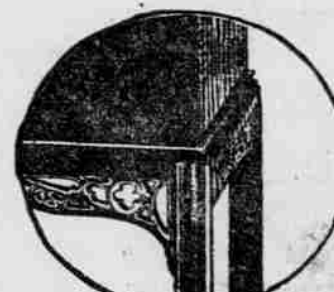
Style 700
Price \$285

Distinctive Features of the AEOLIAN- VOCALION The Greater Phonograph

THE phonograph has become one of the most popular musical instruments for the home ever devised. Designed originally as a Talking Machine, it had been brought to a high state of development mechanically, before the advent of the Aeolian-Vocalion four years ago. With the introduction of the Vocalion, however, the public was made acquainted with a new and superior type of phonograph—a phonograph which was not only mechanically in advance of other instruments, but which, *musically*, was so far ahead of anything hitherto known as to be in a class quite by itself. This superiority rests on definite and distinctive features of advantage, which are obvious upon even the most casual investigation.

The New Aeolian-Vocalion Record

FROM the great music house responsible for the perfecting of the phonograph as a *musical instrument*, there has recently come a new and better type of record. This record, made under an exclusive and more scientific system, produces astonishing musical results. Instead of the slightly metallic effects hitherto characteristic of phonograph performances, it produces clear, rich tones of great depth and beauty, which are marvelously similar to the natural tones of different instruments and voices.

The revolutionary new
phonograph recordTone Arm
Playing lateral cut RecordShowing how the Graduola
is operatedDetail of Chinese Chippen-
dale case design

The New Universal Tone-Arm

IN this feature of the Vocalion is found a perfect means of supplying what is now recognized as an absolute necessity in the modern phonograph—*viz.*: a practical method of playing *all makes of records*. Without such means, the enjoyment of a phonograph is seriously curtailed. Many different companies are now making records, and unless these records can all be played, all the great artists cannot be heard. Moreover, this new Tone-Arm not only plays all records, but plays them *at their best*.

The Graduola Tone-Control

ALL phonograph makers provide means for controlling the phonograph's tone, but the Graduola—an exclusive feature of the Vocalion, is the only method that not only perfectly controls tone without impairing its qualities, but gives the performer the opportunity to put in *true musical expression*. With the Graduola it is actually possible to *play the phonograph*, shading and coloring the music to suit one's personal taste. This fascinating device quite doubles the enjoyment to be derived from the phonograph.

Beauty of Case Design

THE Vocalion does not stop at musical superiority, nor at perfection of mechanical detail. As is the case with all Aeolian instruments, the Vocalion cases are planned and executed by the most expert designers and artisans; the result being a new standard of phonograph beauty, both in outline and finish. The exquisite new Period Models, while comparatively moderate in price, are without doubt the most artistic and unusual phonographs ever produced.

Vocalion Prices Are: Upright Models From \$110 (With Graduola, \$135). Period Models From \$360. Other Phonographs Taken in Exchange

THE AEOLIAN VOCALION CAN BE PURCHASED ONLY AT THIS STORE IN PORTLAND

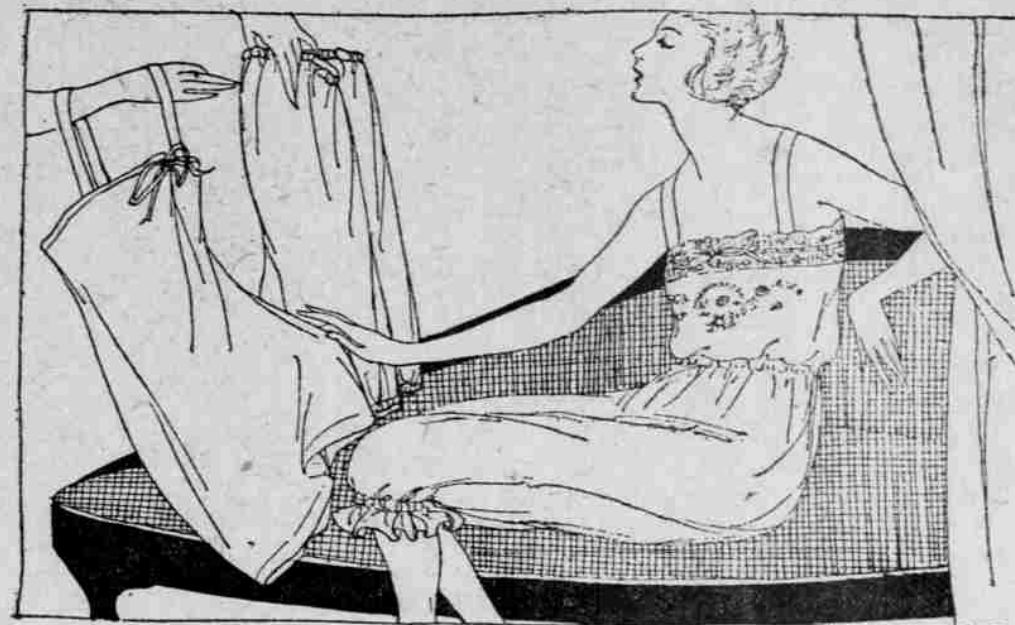
MAKE YOUR OWN TERMS--IN REASON

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



MEIER & FRANK COMPANY

News for Monday—See Also Pages 13 and 15 and Back Page



Tomorrow—An Important Sale of Women's New Silk Underwear at \$1.95 to \$8

1668 daintily fine silk undergarments including camisoles, bodice vests, bloomers and pantalettes.

One of the underwear buyer's big special purchases from a famous manufacturer well known to every woman. Because of the reductions we are not permitted to use the name, but the qualities speak for themselves.

Fancy Silk Camisoles Special \$1.95

Glove silk in pink or white with ribbon shoulder straps and trimmed with lace and embroidery.

Bodice Vests Special \$3.19

Pink glove silk with ribbon shoulder straps. Carefully reinforced under the arms. All sizes at \$3.19.

Silk Bloomers Special \$4.25

Pink glove silk properly reinforced and knee length. Elastic at waist and knee.

Silk Pantalettes Special \$8

Italian silk in black, cordovan, emerald, navy, purple, Russian green and smoke. Properly reinforced. Knee length. Elastic at waist and knee.

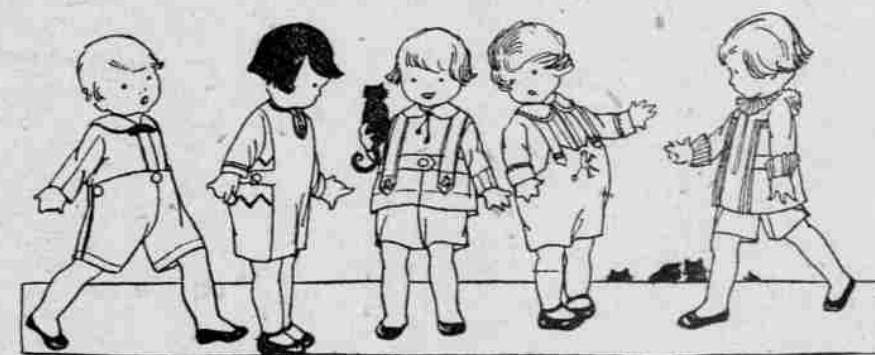
—Meier & Frank's: Knit Underwear Shop, Main Floor. (Mail Orders Filled.)

Unexpected Sale of Corsets \$1.98 to \$10.95

Four unusual groups of special quality corsets will be offered this week at \$1.98, \$4.95, \$6.95 and \$10.95—were \$2.50 to \$25. Sizes 22 to 36 in the lot. Favorite makes such as Mme. Lyra and American Lady models. Fashioned of fine brocade or coutil in flesh and white. Medium and low busts and long hips designed for all types of figures.

Even though specially priced, they are all recent models designed to wear under winter gowns!

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



Little Boys' and Girls' Sample Suits and Frocks \$3.95 \$4.95 \$6.95

Many Half Price

Boys' suits in size 2 only; the little girls' frocks are in sizes 2 to 6.

Both kinds come from a delightfully artistic maker of children's clothes. Every little suit or dress is agreeably different from anything one sees ordinarily. Many are combined with hand stitching and hand embroidery.

Fine materials are used in each one and the colors are charming. Chambray, pique, mercerized poplin, cotton crash and combinations of similar fabrics.

Dozens of styles—and every garment is fresh and perfect.

Amusing ones have embroidered bunnies or flowers to give a touch of all-outdoors. Fond mothers will agree with us that they are the nicest ones we have had in a long time.

—Meier & Frank's: Second Floor. (Mail Orders Filled.)

