See Also Back Page

WE HAVE JUST RECEIVED A NEW SHIPMENT OF "PYREX" GLASS TEAPOTS—$2.75 AND $3.75—BASEMENT

See Also Back Page

Plenty of Capable, Courteous Attendants Have Been Provided for This Event Mail Orders Filled While Quantities Last

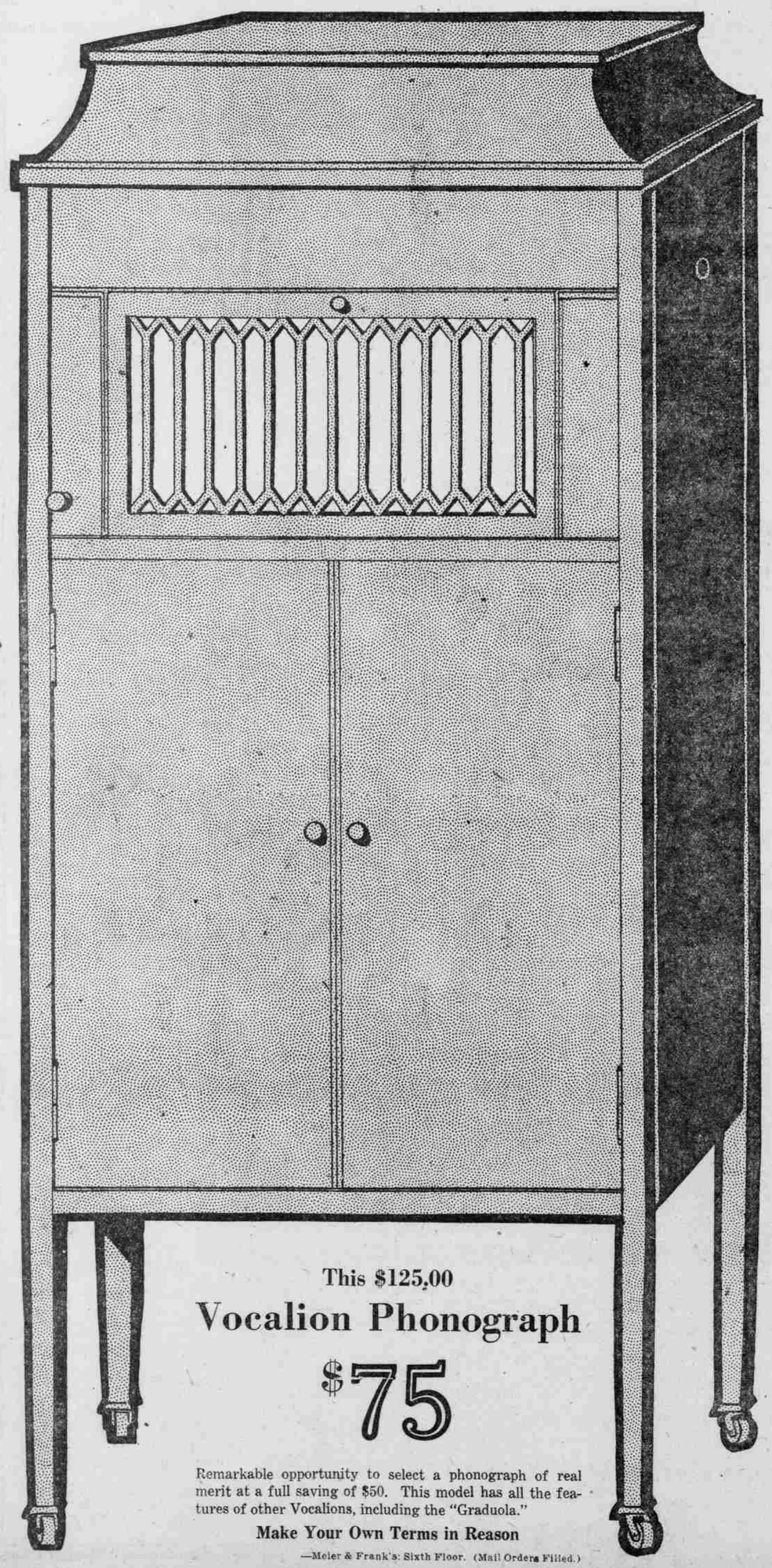
ESTABLISHED 1857
Meier & Frank Co.
THE QUALITY STORE OF PORTLAND

You Can Make Your Own Terms in Reason Deliveries as Speedily as Possible We Will Hold for Christmas if Desired

Sensational Offer Opens Meier & Frank's Xmas Phonograph Club

Vocalion Phonographs [CABINET MODELS] a Third Off

and--Vocalion Period Models at HALF PRICE



This $125.00
Vocalion Phonograph
$75

Remarkable opportunity to select a phonograph of real merit at a full saving of $50. This model has all the features of other Vocalions, including the "Graduola."

Make Your Own Terms in Reason

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

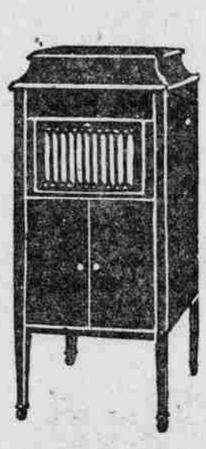
ANNOUNCEMENT extraordinary! Genuine Vocalion phonographs at reductions of a third AND MORE. An offer all the more remarkable because made right at the opening of the holiday season. What a glorious opportunity to secure a splendid gift—one that will be an addition to any home—at a wonderful saving.

Plays All Records

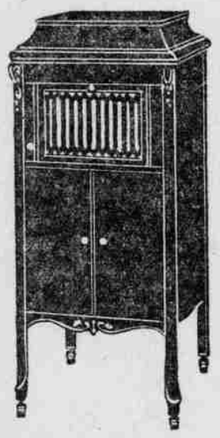
NO NEED to go into detail concerning the merits of Vocalion phonographs. The Vocalion is the only phonograph equipped with the wonderful "Graduola" tone control, which permits you to "play" the selection. It is in all respects a high grade phonograph, one that will satisfy the critical by reason of its musical excellence and appearance.

Buy Now for Christmas

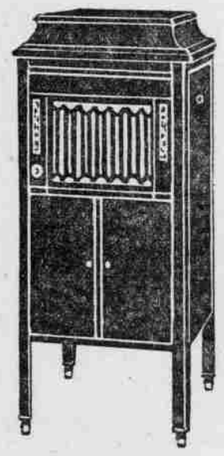
A FEW OF THE MANY STYLES ARE ILLUSTRATED HERE



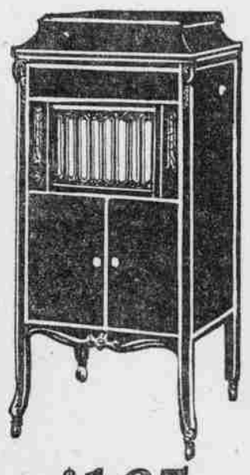
$100
for this regular $150.00 Vocalion phonograph.



$130
for this regular $200.00 Vocalion phonograph.



$150
for this regular $225.00 Vocalion phonograph.



$165
for this regular $250.00 Vocalion phonograph.

Other Cabinet Vocalions at $65, $115 and $195--Were $100, $175 and $300

$207.50
for this regular $415.00 Vocalion period phonograph.

$175.00
for this regular $350.00 Vocalion period phonograph.

All Other Period Vocalions--Were $350 to $475--Now Half Price

7000 Aeolian Vocalion Records

25c *5 for $1*

Regularly 75c and $1.00 Each

65c *5 for $3*

Regularly $1.25 and $1.50 Each

A tremendous clearaway of 7000 genuine Vocalion records at half price and less. Vocalion records will PLAY ON ANY PHONOGRAPH. Splendid choice of instrumental and dance selections, vocal recordings, etc.

NOTE: No records will be played and none will be exchanged. Records arranged on tables for convenience in selection. You can afford to choose freely.

—Meier & Frank's: Phonograph Salons, Sixth Floor.