

Sherman, Clay & Co.



Christmas Suggestions

COME with us to music land! Soon it will be Christmas—the time of year for the giving of great joy. Soon it will be New Year—the time for annual reflection and high resolve. Here you shall find means for giving joy indeed. And Christmas shall bring no fairer gift, and New Year no finer resolution, than the providing of music for your household. So resolve to make this Christmas a musical Christmas and the forthcoming New Year a musical year.

VICTROLAS—There are many styles of Victrolas, at a great variety of prices, from little instruments at \$25 up to the handsomest period models. There is a very wide choice of Victrolas at from \$100 to \$250 particularly, including both the familiar "upright" models and the popular "horizontal" or console models.

VICTOR RECORDS—Why not give Victor records this Christmas as you would give books or candy? Like books, they store up pleasure and education for use at any time. Unlike many other gifts, they are enduring; and the pleasure they give can be shared with many others at the same time. Victor records are from 75c up and include vocal and instrumental renderings of the greatest musicians in the world.

PIANOLAS—What a world of music the word "Pianola" opens up! How many countless thousands can enjoy piano music of their own making, whose fingers never received the training to play! A prominent music critic once said that, marvelous as the pianola is, the sight of a little girl playing the keyboard with her own fingers is to him a marvel still greater, and always will be. And that is right and proper. Let the little ones learn to play the piano if they will—so much

the more pleasure for them in later years. But meanwhile there are thousands who cannot play, persons young and old—for them the Pianola is a joy indeed! Come in and let us show you the array of Pianolas on our floor, and discover what fun it is to have music instantly.

DUO-ART PIANOS—Out of the Pianola has grown the marvelous Duo-Art piano. It not only plays all standard player-rolls—it not only may be played by the fingers, as with any other instrument—but it also plays rolls that the masters themselves created. These masters are a unit in declaring that the Duo-Art, playing their rolls, constitutes their playing, exactly as if they were before your very eyes. So come in and let us tell you more about the Duo-Art piano, which comes in the Steinway pianoforte and also in the Weber, Aeolian, Steck, Wheelock and Stroud.

STEINWAY PIANOS—After all, there is but one Steinway! Steinways are priced at from \$925 up. Your Steinway may be obtained for as little as one-tenth down, and the balance over a broad period.

PIANO BENCHES—Mahogany, ebony, walnut, oak, with a compartment for sheet music. \$14.50 up.

CERTAIN OTHER PIANOS—We carry other pianos as well—splendid instruments, at a wide range of prices. There is the Aldrich at \$445, an excellent piano very modestly priced. There is the wonderful little Strohber, at \$350—just the piano to delight the heart of a little girl; or to fit in a small corner in a bungalow or apartment. There are many other good pianos carried here.

PLAYER PIANOS—We carry a number of excellent player instruments, prices from \$395 up.

PLAYER ROLLS—Here is another present ideal at Christmas—a few rolls, chosen and given exactly as you would give popular or standard books. They range in price from 75c to \$1.50. The Duo-Art rolls are from \$1.25 to \$5.00.

Do you know that we can cut player rolls to order? The cost is nominal—usually \$3.00 per roll.

PLAYER ROLL AND SHEET MUSIC CABINETS—Something that is really needed, where there is a pianola or player piano to care properly for player rolls. Cabinets from \$22.50 upward.

PLAY-O-LITES AND PIANO LAMPS—Also bench pads and Kleer-Note pumps.

Convenient terms cordially extended.

Or—why not solve it with a Musical Merchandise Order?

An order on Sherman, Clay & Co. for high class musical merchandise of any description is redeemable at any of the Sherman, Clay & Co. stores on the Coast.



Sherman, Clay & Co.

Sixth and Morrison Streets
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