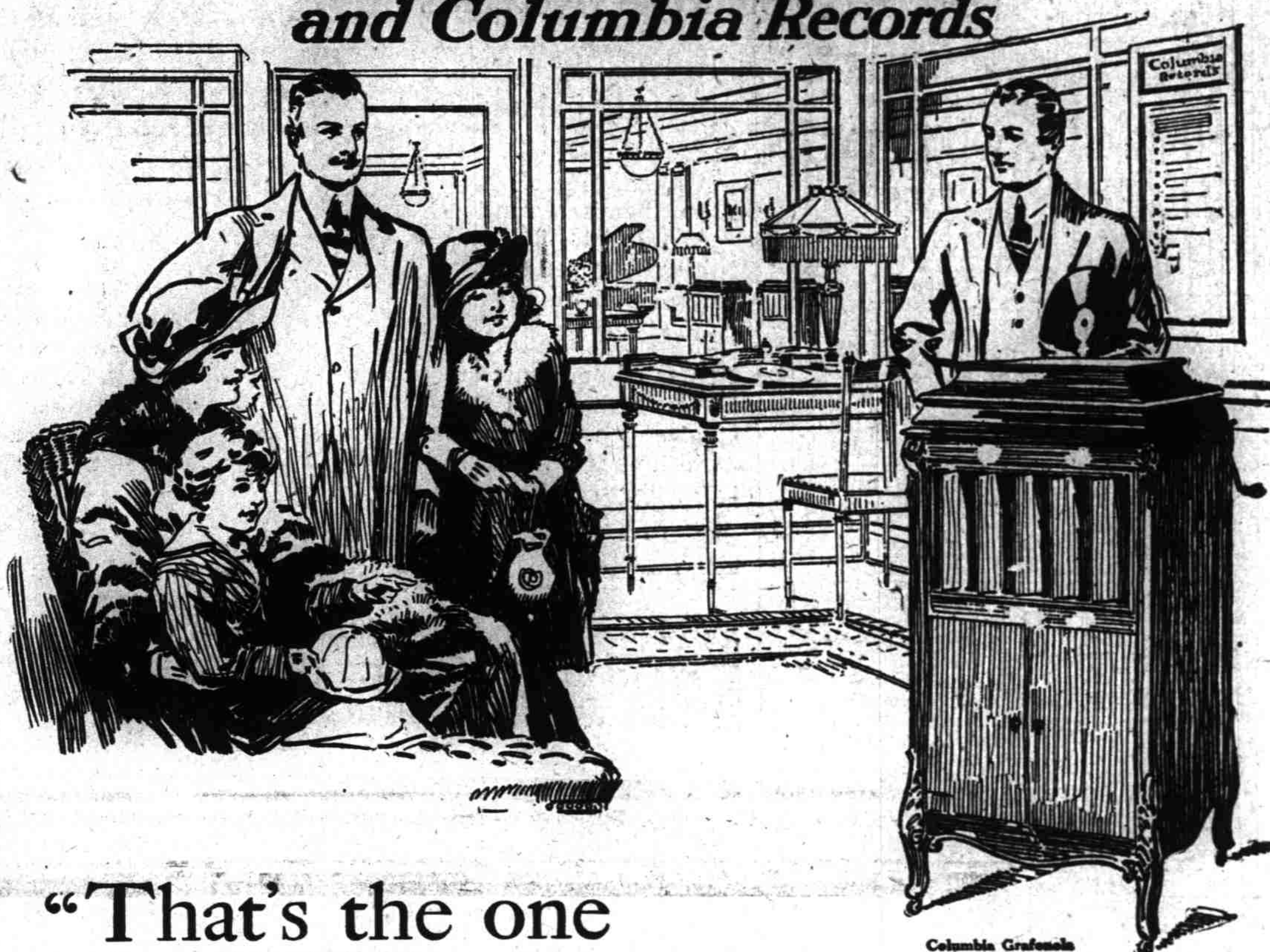


Columbia

Grafonola

and Columbia Records



"That's the one we want"

You want to have just that secure, *decided* feeling when you buy a phonograph at Christmas or any other time.

You are not likely to have a complete conviction that you are buying the right instrument for your home until you have seen and heard the Columbia Grafonola.

Whatever the price that you feel ready to pay, you will find in the Columbia Grafonola a model of such substantial value that you will have to give it a place in your consideration.

From the lowest-priced Grafonola at \$18 to the handsome cabinet instrument at \$250, Columbia instruments invite and welcome comparison.



The customer who calls only at a Columbia Grafonola store is sure to be pleased when he hears the Columbia. The customer who hears many instruments is convinced on hearing the Columbia that "That's the one we want."

Columbia Graphophone Company, New York

Columbia Grafonola
Price \$215



Columbia Grafonola
Price \$110



Columbia Grafonola
Price \$85



Columbia Grafonola
Price \$45



Columbia Grafonola
Price \$18

See Them All
AND HEAR THEM ALL DEMONSTRATED
at



Headquarters for

Columbia

GRAFONOLAS AND COLUMBIA RECORDS

You will be able to say, with supreme satisfaction,

"That's the One We Want"

after our experts have taken you over our complete stock of Columbia Grafonolas, have pointed out their individual features to you and have demonstrated them to you thoroughly in our pleasantly homelike, well-ventilated, sound-proof rooms.

We Have All the Columbia Grafonolas and Our Record Stock Is Most Complete

A splendid selection of Christmas records as well as the latest Columbia Mid-Month Specials are ready now for holiday choosing. We will be delighted to play any or all of them for you—over and over again.

Those who desire EASY PAYMENTS especially should come to Meier & Frank's, where the most favorable terms are extended to the purchaser. Everyone can enjoy them by joining our

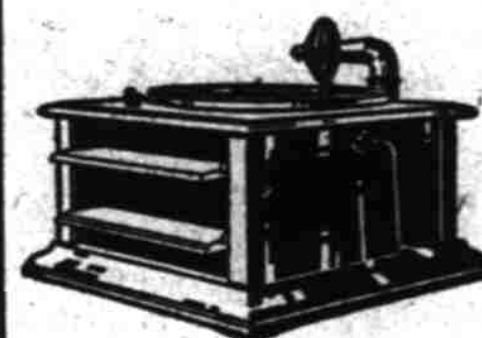
Xmas' Phonograph Club

Here are a few of the much-in-demand Grafonola outfits. Of course your selection is not limited to any of these. Note the particularly easy terms and make up your mind to become a member of our Phonograph Club tomorrow.

Grafonola and 12 Selections \$22.50

or \$1 Down and 50c Week

Genuine Columbia Grafonola. Cabinet of golden oak or mahogany. An excellent little instrument in convenient size. An assortment of needles included at this price.



Grafonola and 12 Selections \$49.50

OR \$3 DOWN AND \$1 WEEK

A very popular outfit. One that will brighten the home with its companionship and good cheer. Cabinet of mahogany or selected quartered golden oak. Convenient size instrument. An assortment of needles included at this price.



Grafonola and 12 Selections \$89.50

or \$5 Down and \$5 Month

Cabinet of mahogany, walnut, golden or fumed oak. This model is equipped with all the essential modern Grafonola features. An assortment of needles included at this price.



Grafonola and 24 Selections \$119

OR \$10 DOWN AND \$7 MONTH

A Grafonola of exceedingly artistic appearance. Cabinet of mahogany, satin walnut or quartered oak in all finishes. An assortment of needles included at this price. With Columbia Individual Record Ejector, \$129. —Phonograph Shop, Sixth Floor.

