



The VOCALION

The World's Greatest Phonograph

THE Aeolian Company are the world's masters in the art of musical instrument building. The magnificent pipe-organs built by this firm—the most pretentious and costliest instruments ever constructed—are installed in hundreds of the palaces of Europe and residences of wealth and culture in this country.

The Steinway and Weber Duo-Art Reproducing Pianos are unapproached in the realm of the pianoforte. All the productions of this house are distinctive, distinguished and superior, each in its especial field.

The Vocalion is far more than has hitherto been conveyed by the word "phonograph." It is a true musical instrument designed for, and appealing to, people of culture, taste, and refinement. Its tone is characterized by richness, depth, purity, and beauty. Its cases exhibit the simplicity of true art, the appropriateness to their surroundings that only knowledge and experience in fine instrument designing can produce.



UPRIGHT PERIOD VOCALIONS
(Illustrated, Jacobean Model)

Veritable masterpieces of the modern cabinet builders' art. Of the rarest case-woods, exquisitely matched and finished. The detailed beauty of these cabinets is far beyond anything ever before attempted in the phonograph field.

Its exclusive tone control—the Graduola—distinguishes the Vocalion from all other phonographs. This is a simple and artistic device by means of which the tone volume of the instrument can be modified to suit the musical taste of the listener. Any record may be played on the Vocalion as it was originally recorded, or the expression may be modified by means of the Graduola, at will. The fascination of playing a familiar song or instrumental selection, softening or increasing the tone to suit the mood of the moment, is beyond description.

The Vocalion, with its extraordinary qualities emphasized and enhanced by the wonderful Vocalion Red Record, occupies a position in the phonograph field that is a true reflection of the standing and character of the distinguished music house that builds it.

New Cases of Unexampled Beauty

The instruments illustrated on this page serve to indicate something of the unusual beauty and character of the Vocalion cases.

The Aeolian Company were the first to introduce the console or table model phonograph.



PERIOD VOCALIONS

(Illustrated, a Console Model in the Queen Anne Manner)

The line of Period Vocalions is the largest and most comprehensive in the world, consisting of over forty styles. These charming cabinets are surprisingly moderate in price considering their beautiful materials and workmanship.

While its lead has been followed by other manufacturers, no other house in the industry has so large or varied a selection of instruments of this design to offer.

Now, as another innovation, this Company has produced a group of upright Vocalions in Art and Period cases that established an entirely new standard of beauty and utility. Added to the recognized advantage of the upright model from the standpoint of saving space in the modern apartment, they lend themselves to wonderfully effective treatment as true *objets d'art*. No purchaser of a phonograph should select an instrument today without first visiting the Vocalion Salons at Aeolian Hall or its Branches, and learning what the world's foremost manufacturers of musical instruments have contributed to the musical qualities and beauty of the phonograph.

Vocalions are priced from \$45— with Graduola from \$125. Period styles from \$175. Moderate monthly payments. Allowances on other phonographs.

Literature descriptive of the new group of Period Vocalions sent upon request.

The AEOLIAN COMPANY

AEOLIAN HALL—29 West 42nd Street

In THE BRONX
367 East 149th St.

In BROOKLYN
11 Flatbush Ave.

In NEWARK
895 Broad St.

In FORDHAM
270 E. Fordham Rd.

THE WORLD'S FOREMOST MANUFACTURERS OF MUSICAL INSTRUMENTS

MAKERS OF THE FAMOUS DUO-ART REPRODUCING PIANO

