

For Sewing Machine Repairs Phone  
Adelaide 5000 and Ask for Sewing  
Machine Dept.

# EATON'S DAILY STORE NEWS

Leave Orders for  
AWNINGS  
in Drapery Department  
House Furnishings Building—Second  
Floor.

## "I, The 'Amphion,' LAY CLAIM TO BE The Phonograph Extraordinary FROM THE POINT OF VIEW OF PRICING

And Thereby Hangs a Tale Which I Will Endeavor to Tell."

### "Picture in Your Mind's Eye

an immense plant piled sky-high with the most valuable of wood upon which much care has been expended to render it beautiful.

"It is the wood for phonograph cabinets that will eventually house motors of proven worth.

"It is the wood for phonographs that are to be produced in Canada in great numbers, and which shall vie with the best for beauty and design, purity of tone and good looks. It was with these high ideals in view that

"Experienced cabinetmakers were put to work on this valuable wood.

"and that

"Mechanics who were versed in the mechanical needs of phonographs were gathered together, for the purpose of installing the best phonograph motors that money could buy.

"These motors met the laws of mechanics and the highest demands of music.

"They were delicate in operation and yet of the 'stuff' that endures the handling of the inexpert.

"They turned the turn tables with perfect rhythm and without hesitation.

"The cabinets made—the motors installed—and I, the 'Amphion,' sang sweetly, played truly and talked distinctly without quaver or tremor.

"Moreover, if I do say it myself, I am good looking and carry quite a distinguished air.

"I also have an universal tone arm, an improved reproducer and specially designed horn, which enables me to play the various kinds of records faithfully.

"Of course, I was made to sell.

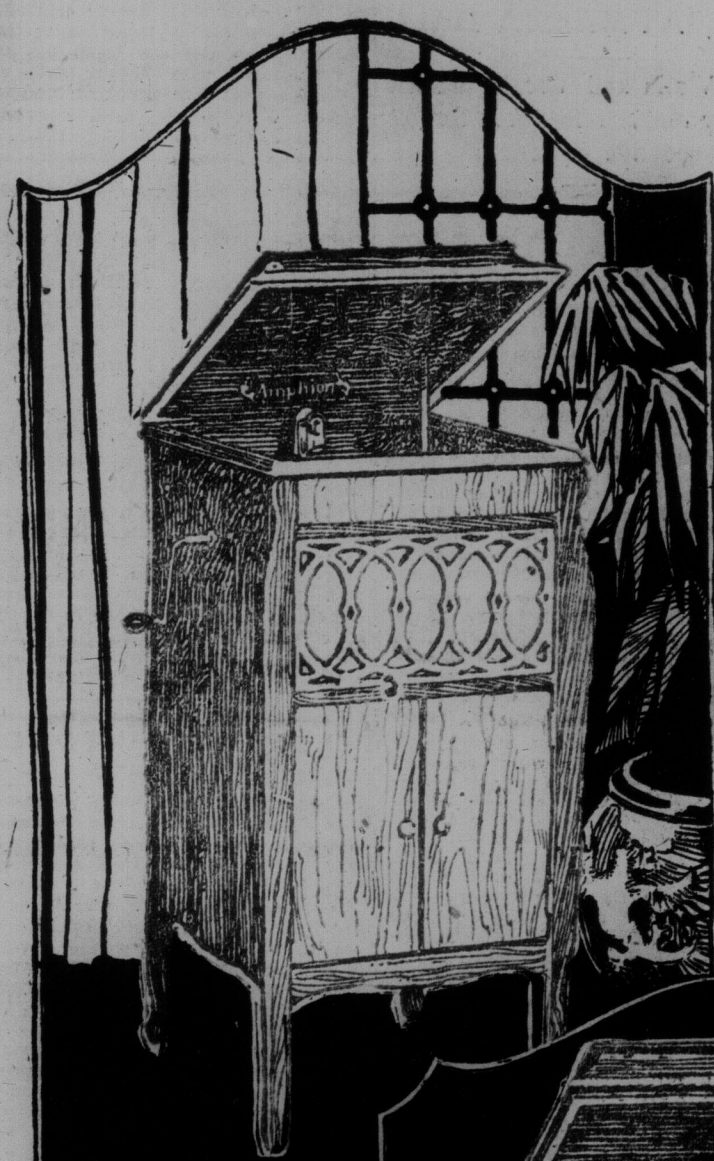
"It was not intended that I should remain in a plant all my life.

"One day my present owners bought me, along with my many brothers, for a sum, that enables them to offer me to their many customers at a price which should make history in the phonograph world.

"But come up and see me, and hear me play, talk, and sing. You are welcome to come at any time."

Store Opens at 8.30 a.m.  
and Closes at 5 p.m.

T. EATON & CO. LTD.



"Amphion" Model  
No. 3 Special  
\$75.00

A. Amphion model No. 3—Fumed oak or mahogany cabinet, size 40 1-2 inches high x 19 1-4 inches wide x 20 1-2 inches deep. Improved nickel-plated reproducer, with universal tone arm; 12-inch turn-table; tone control; graduated speed regulator and three-ply all-wood tone chamber. Record compartments for five albums, each with a capacity of twelve records. Newly designed Meiselbach double spring motor (can be wound while playing). Special price, \$75.00.

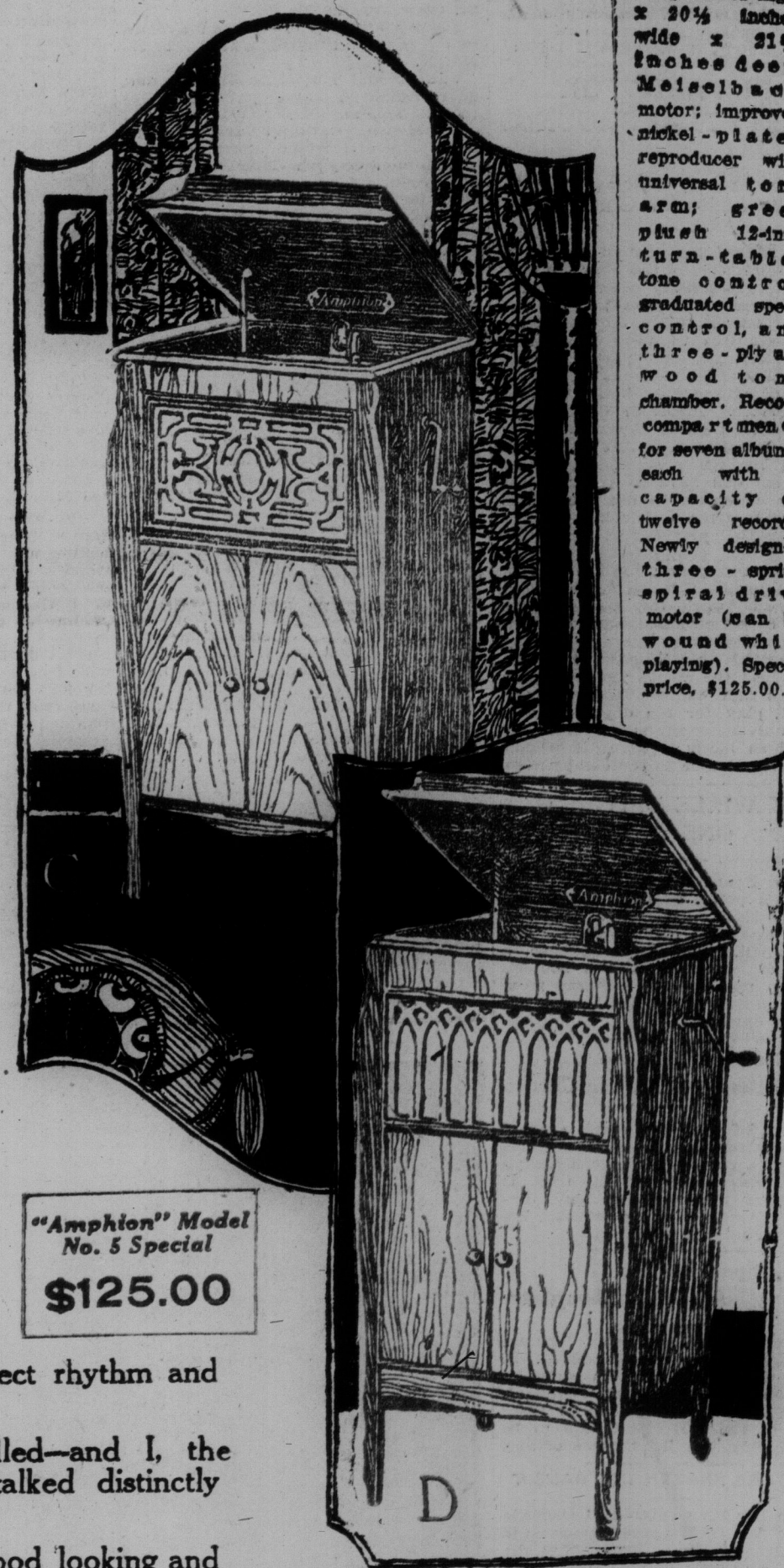


"Amphion" Model  
No. 2 Special  
\$50.00

B. Amphion model No. 2—Mahogany or fumed oak cabinet, table type, size 13 1-2 inches high x 18 1-2 inches wide x 21 1-2 inches deep, improved nickel-plated reproducer with universal tone arm; 12-inch turn-table; tone control; graduated speed regulator and three-ply all-wood tone chamber; Stephenson motor; double spring spiral drive (can be wound while playing). Special price, \$50.00.

### Out-of-Town Readers

If you wish to take advantage of this selling of phonographs, but cannot come to the Store yourself to make selection, address your order to SHOPPING SERVICE, and it will receive the immediate personal attention of one of the special shoppers. Kindly cut out and enclose illustration of the machine you wish to purchase.



"Amphion" Model  
No. 4 Special  
\$125.00

"Amphion" Model  
No. 4 Special  
\$100.00

D. Amphion model No. 4—Fumed oak, mahogany or walnut, size 43 inches high x 20 1/4 inches wide x 21 1/4 inches deep. Meiselbach motor, improved nickel-plated reproducer with universal tone arm; 12-inch turn-table; tone control; graduated speed regulator and three-ply all-wood tone chamber. Record compartments for six albums, each with a capacity of twelve records. Newly designed double spring motor (can be wound while playing). Special price, \$100.00.

C. Amphion model No. 5—Fumed oak, mahogany or walnut cabinet, size 44 1/2 inches high x 20 1/2 inches wide x 21 1/2 inches deep. Meiselbach motor; improved nickel-plated reproducer with universal tone arm; green plush 12-inch turn-table; tone control; graduated speed control, and three-ply all-wood tone chamber. Record compartments for seven albums, each with a capacity of twelve records. Newly designed three-spring spiral drive motor (can be wound while playing). Special price, \$125.00.