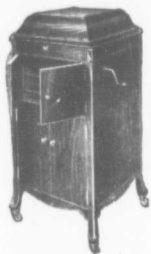


Piano "Prospects" Disappointing This Season ?

Simply the result of conditions that the people cannot help. They would buy the pianos if they could. Later on they will, but in the meantime your answer is in all that this trade mark stands for.



Victor-Victrolas and Victor Records



VICTROLA XIV.
\$200



VICTROLA XI.
\$125

will more than make up for the increased Piano business that would be yours under normal conditions. They will pay the expenses and give you a good big profit. Some of your choice piano "prospects" who are passing up the big purchase this year want a Victrola now. They simply must have music, you know, and there is a Victrola for everybody—\$20 to \$300.

Sell for cash or on time—your profit is good—a record customer is started, and your piano prospect is still your prospect.

Live Wire Victor-Berliner dealers are playing for big stakes this fall. They are taking advantage of conditions created by scarce money. You still have time to make big plans for Christmas business. Don't let any of it get away from you.

BERLINER GRAM-O-PHONE COMPANY
LIMITED

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