



WHETHER PIANOS SELL OR DO NOT SELL VICTOR-BERLINER BUSINESS

Will Be Good This Fall

WHEN

People are buying pianos and players, they and a lot more people are buying.

VICTROLAS.

WHEN

People sometimes feel too "hard-up" to buy pianos and players they can always reach to the price of a VICTROLA.

CONSEQUENTLY

Victrolas will sell whether piano business is dull or not — for, you know, people will have high class entertainment — and every Victrola purchaser is a player prospect. The experience of Canada's best music houses, nine-tenths of whom feature "His Master's Voice" lines, is that these lines always help piano sales. Many a live Victrola prospect is picked up by the regular selling staff and such prospects cost you not one cent — Remember that.

Be an Optimist and get your Fall order in. You will positively need the goods — and you will need a lot of them.

Do your part, we will do ours.

Think of last year. Think of the business you lost for the lack of goods. With all our added factory and warehouse space it's a human impossibility to foresee all the needs of all the dealers.

BERLINER GRAM-O-PHONE COMPANY

LIMITED

MONTREAL

CANADA

