



THE BERLINER : THE VICTOR GRAM-O-PHONE : TALKING MACHINE

DO YOU WANT TO DO MORE BUSINESS ?

The Berliner Gram-o-phone and Victor Talking Machine trade is right **at your very door**. The general advertising we have done and the quality of the instruments and records have brought it there. A little local advertising—which we are willing to do to help new agents—will bring it right inside.

We published 188 New Records in January and shall publish 88 New Records in February, while about 60 will be published in March, including some magnificent Red Seal Records by Madamemoiselle and Schumann-Helink and other world renowned vocalists, musicians and bands.

THERE IS MORE MONEY TO BE MADE in handling our instruments and records than in books and sheet music, and we will convince you of this if you will write us for our **new and liberal discounts to the trade**.

Berliner Gram-o-phones and Victor Talking Machines \$10 to \$110.

Do not delay. Get ready for the Spring Trade **NOW**.

The Berliner Gram-o-phone Co. of Canada, Limited

2315 St. Catherine St., MONTREAL.

Toronto Winnipeg Vancouver

THE LATEST — IN —

PICTURE POSTALS

We have been appointed agents for one of the largest European manufacturers of Picture Post Cards.

SOMETHING STRICTLY NEW

WRITE FOR SAMPLES AND QUOTATIONS

PRICES EXCEPTIONALLY LOW

HAVE YOU SEEN

"JUNO"

The leading 5c. LEAD PENCIL? All grades.

McFARLANE, SON & HODGSON

706 Craig Street, MONTREAL.

"... Of all the newspapers in New York, the one which has approached most closely to what an American newspaper should be in straightforwardness and tone, THE NEW YORK TIMES stands first."

—Harper's Weekly.

The New York Times

"All the News That's Fit to Print."

Gives more space to news than any other New York newspaper. It gives impartial news free from bias. It goes into homes that bar other newspapers.

The London Times' Cable News Reports appear in this country exclusively in THE NEW YORK TIMES. No other American newspaper excels THE NEW YORK TIMES in the presentation of Domestic or Foreign News.

The New York Times

Is Now Appearing Every Sunday

IMPROVED and ENLARGED

with an illuminated PICTORIAL SECTION OF EIGHT FULL-SIZE PAGES, embracing pictures of prominent people in society and public life, also scenes and incidents of the important events of the day.

The Magazine Section accompanying the SUNDAY TIMES presents a variety of interesting illustrated features and a unique selection of the best stories about men and women of prominence.

The Financial Section gives a weekly review of current prices of stocks and bonds; also the dealings in securities, including high and low prices—comprising a compact and convenient reference publication for investors and others interested in financial matters.

The New York Times Saturday Review of Books

which accompanies the Saturday Edition, is the recognized authority to which the public looks for the first news of books.

ORDER THROUGH YOUR LOCAL
NEWSDEALER,

or mailed direct from office, as per following rates:

SUBSCRIPTION TERMS:

	By Mail.
One Year, Sundays Included.....	\$8 50
Six Months, Sundays Included	4 25
Three Months, Sundays Included	2 25
One Month, Sundays Included	75
Per Week	17
Daily, without Sunday, per year	6 00
Daily, without Sunday, six months	3 00
Daily, without Sunday, three months	1 50
Daily, without Sunday, one month	50
Daily, without Sunday, one week	12
Saturday, with Review of Books, per year	1 00
Sunday, with Financial Section, per year	2 50

Postage to foreign countries for Daily and Sunday editions, add \$1.00 per month.

Newdealers who are not receiving THE NEW YORK TIMES—Daily and Sunday editions—should order a regular supply at once. Write for terms. Address, Circulation Manager.

THE NEW YORK TIMES

TIMES SQUARE, - NEW YORK