



The Victor - Berliner Agency is a Business Proposition

What per cent. of the possible VICTROLA and RED SEAL TRADE in YOUR territory are YOU getting? Probably no more than the standard you set—if indeed, you have ever set a standard. Think this over and put a mark to climb to, but DON'T PUT OFF ORDERING the goods you'll need.

If you are not cashing in on the franchise that the VICTOR-BERLINER square-deal service, advertising and musical merit have built up get in touch right away,—you still have time to get in on it for fall. HIS MASTER'S VOICE products will give you MORE PROFIT on a SMALLER INVESTMENT than any other line you can handle. Ask other HIS MASTER'S VOICE DEALERS about that. The VICTOR-BERLINER list of artists has no duplicate. Here are just a few of the stars under EXCLUSIVE contract to make VICTOR RECORDS: CARUSO, Scotti, Sembrich, Melba, Clara Butt, Gluck, John McCormack, Galski, Amato, Tetrizzini, de Pachmann, Geraldine Farrar, Emmy Destinn, ad infinitum.

The Victrola and Victor Records are Played and Recommended

By leaders of society, successful business men, lawyers, doctors, teachers, musicians,—in short by discriminating people in every walk. Withal the range of prices—\$20. to \$300.—puts the VICTROLA within the range of ANY WAGE or ANY SALARY. Whether you have farm trade, factory trade, merchant trade, society trade, or just common-every-day average trade you can meet ANY TASTE and ANY PRICE with the VICTOR BERLINER line—cash or easy payments.

HIS MASTER'S VOICE lines have been advertised as NO OTHER LINE EVER WAS and still we have INCREASED this year's appropriation by \$50,000, which means MORE people ASKING FOR VICTROLAS than ever. With these and the people YOU go after can't you just enthuse over your PROFIT PROSPECTS? Write about it.

BERLINER GRAM-O-PHONE COMPANY

LIMITED

MONTREAL

CANADA

