

**Prepare Now
For the
January and February
Record Business**



THE success of the talking machine business is in no small measure due to the record end of it. When you sell a Gramophone—that customer comes back to your store frequently and regularly, therefore

Push Victor Records
Talk Victor Records
Feature Victor Records
Advertise Victor Records
and
Stock Victor Records

January and February are record months. Formulate your plans now and reap the reward in due time.

**VICTOR
RECORDS
OF
FAMOUS**

Sopranos
Contraltos
Tenors
Baritones
Basses
Comedians
Comediennes
Whistlers
Yodlers
Male Quartettes
Choruses
Elocutionists
Speakers
Bands
Orchestras
Pianists
Violinists
Cellists, etc.

Others Are Doing It.
Why Not YOU ?

Berliner Gram - o - phone Co.
Limited

Montreal, Canada.