

The Berliner Gram-o-phone



The Victor Talking Machine

An Important Epoch in the History of Talking Machines

has been reached. By an agreement, just completed, we have arranged to act as **sole distributors** in Canada for the Victor Talking Machine Co. We shall carry a full stock of their machines in all sizes, also a complete selection of 7 10 and 12 inch records made from their original matrices, and under their **exclusive license**. This will enable us to offer the famous "Red Seal" Records in this country for the first time. Records by the following celebrated singers and musicians, most of whom are under contract to make records **only** for the Victor Company, have already been made:

Caruso
Crossley
Kubelik
Campanari
Scotti

Meiba
Kristman
de Lucia
Gadski
Calve

de Lussan
Plancon
Homer
Nuibo
Blass

Sembrich
Tamango
Journet
Powell
Juch

We have also just published a series of Records of the Gregorian Chants made by the Choir of St. Peter's, Rome, by special permission of His Holiness the Pope. We shall be in a position to fill orders for Victor Machines promptly on September 1st.

We will continue to make and publish the Berliner Gram-o-phone and Records regularly as before and they will—as always—be **made in Canada**. Prices from \$15 to \$65 retail. Liberal discount to the trade.

The bookseller and stationer now has a splendid opportunity for building up a regular business in Records, as every one owning a Machine **MUST** buy Records for it. We have a proposition which will interest YOU. Send for it NOW.

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

2315 St. Catherine St. - Montreal