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The Fastest Selling Line at this Season is the Talking Machine

And the fastest selling makes
are those which we handle.
The best of these we con-
trol for Canada.



There is
Big Money in this Line
for You

ONE year ago we opened our Talking Machine Department with one machine and two dozen records. Now we are buying these goods by the carload. Our stock at all times runs into hundreds of machines and tens of thousands of records. In the short period of one year we have built up the biggest Talking Machine business in Canada. Our success has resulted from good advertising of exceptionally good instruments.

I took time and cost considerable to learn what were the best makes. We have had scores of samples of machines and records and all manner of supplies from Germany, Austria, Italy, Switzerland, France, England and the United States, and now we are able to offer our customers the best Talking Machine Goods produced anywhere in the world.

DEALERS! This is an important point for you to consider. When you sell a machine it should be your best advertisement, and when you can give your customers, as we do, machines which they will find to be better than any owned by their friends, your firm will get talked about and from every machine you sell you will get business.

WE have goods of exceptional merit to offer you. We are in a position to quote liberal discounts to dealers, and we are prepared to back up our representatives with the experience acquired in our own Retail Department. There are nearly a dozen dealers in the down-town district in Toronto, and we are doing quite two-thirds of the entire retail business. You can judge for yourself whether our goods and our methods are right.

THERE is big money in this line for you. Call and see us if you can conveniently. The harvest time in the Talking Machine business is now on. Don't put the matter off but get started at once. If you cannot see us drop a line and we will either write you fully or have one of our travellers call and see you.

JOHNSTON & CO., 191 Yonge Street, Toronto

Largest Exclusive Dealers in Talking Machines in Canada