



Victor-Victrola IV, \$20
Oak



Victor-Victrola VIII, \$52.
Oak

Victor-Victrola

The big opportunity in the music trade

The Victor-Victrola occupies the most commanding position in the entire musical world.

From a purely musical standpoint, the Victor-Victrola is the most wonderful musical achievement of modern times.

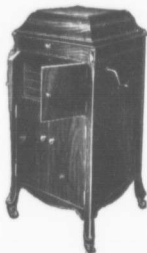
And on the business side, the Victor-Victrola has a record of accomplishments which establish it as the most influential force that ever entered into the music trade.

Around the Victor-Victrola centres the prevailing prosperity of the musical industry—a prosperity reflected in the handsome and luxurious salesrooms of to-day; a prosperity that extends right down to the very foundation of the music trade, which it has placed upon a more dignified and more substantial basis.

The Victor-Victrola keeps right on bringing greater opportunities to every dealer, accompanied by profit and prestige greater than ever before.



Victor-Victrola XI, \$135
Mahogany or oak



Victor-Victrola XIV, \$200
Mahogany or quartered oak.

BERLINER GRAM-O-PHONE CO., Limited
MONTREAL