

If Flour Was \$6.75 Would You Pay \$11.00?

IF YOU could buy as good or better flour direct from the mill, and save the middlemen's profit, and other heavy expenses, would you buy direct and pocket the difference?

That's just the proposition we have to make you. Here we offer you this wonderful phonograph direct from the factory, of which \$42.50 of the purchase price you are putting in your own pocket in place of the agent's.

**Direct from Factory to Home
Was \$110.00 Now \$67.50**

All Express Charges Prepaid

By discontinuing our expensive selling force of salesmen and agents—by cutting down our big overhead expenses—high rentals in costly stores, etc., and by eliminating long credit plans, we are enabled to reduce the price of the Veolian from \$110.00 to \$67.50.

In future, you will be our agent or salesman. You know the original price of the Veolian, you know that formerly hundreds have been sold at \$110.00—well, this is the identical machine—it embodies every improvement and superior features contained in any phonograph—yes, and also a great many patented exclusive features not to be had in other machines. Read the detailed specifications and guarantee. You will be interested in reading all about the Veolian.

How to Order

**Send Us by Return Mail
Only \$10.00**

State finish you prefer, and we will send to your nearest railroad station, all express charges paid, this beautiful VEOLIAN PHONOGRAPH exactly as shown in this picture and exactly as described, the balance to be paid upon receipt of the machine. After ten days' trial, if you do not find it exactly as represented, return to us and we will cheerfully refund you the full purchase price. Give it a trial in your home—play your favorite selections all Christmas day, and listen to the accurate reproduction of your favorite pieces—the symphony, orchestra, the gay Scotch laddie's comic songs, the patriotic selections of Sousa, etc.

Write or wire at our expense for your Veolian to-day. You won't enjoy Christmas without it.

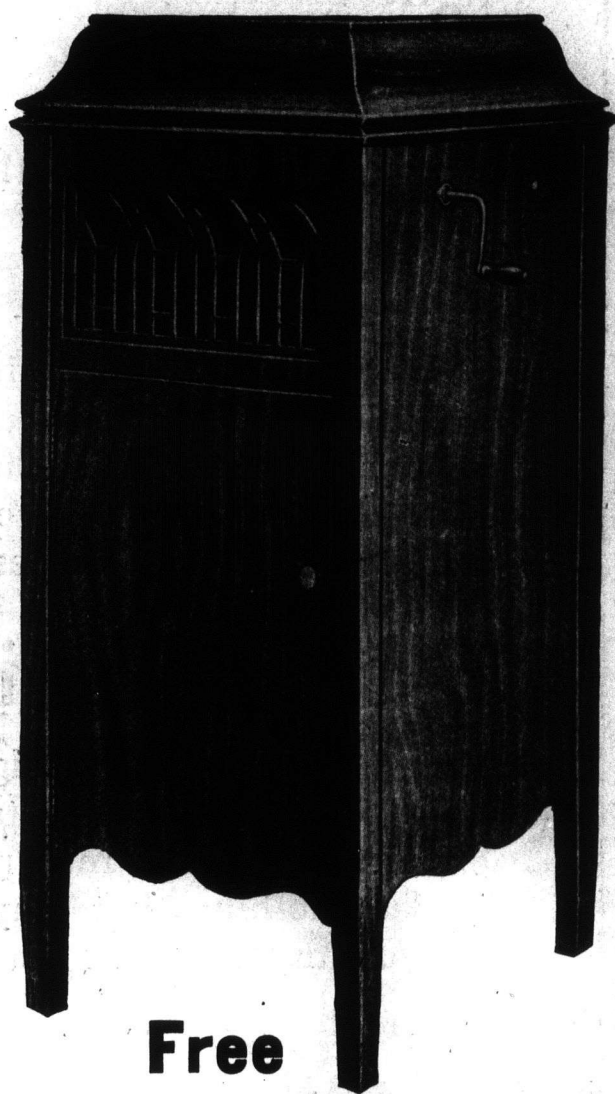
FREE with each machine, 12 selections (6 records) one package of needles and one jewel point for playing Edison records.

**We refer you to the Bank
of Hamilton, Winnipeg.**

The VEOLIAN

SIZE:
42 ins. High 18 ins. Wide
20½ ins. Deep

Made of genuine quarter-cut oak, fumed finish, selected mahogany or walnut—all four sides are finished alike, a feature not to be found in many instruments up to \$200.00. Note the beauty of design, its silk-lined Grille Front, its large record compartment, every detail perfect. An automatic cover support, tone control and an all wood sound chamber. The universal tone arm enables you to play all makes of disc records, Victor, Columbia, Edison, Pathe, etc., without any extra attachments. Jewel Point for playing Edison records supplied free with each instrument. A powerful but simple double spring, silent running worm-gear, constant speed motor of exceptional quality construction, ensures a lifetime of wear.



Free Trial and Guarantee

Order the Veolian and play it in your home, the only place to get a real test. Our guarantee is as strong as it is short—satisfaction or money refunded. The risk is ours. We guarantee the Veolian to be constructed of the finest quarter cut oak, or real rich mahogany, or walnut—to be equal in appearance, musical quality, richness of tone, and volume of sound to any instrument selling to-day up to \$150.00.

**We refer you to the Bank
of Hamilton, Winnipeg.**

THE VEOLIAN PHONOGRAPH CO.
WINNIPEG BRANTFORD TORONTO

Address all correspondence to our Western Office, Paris Building, Winnipeg