



Victor-Victrola X, \$100
Mahogany or oak



Victor-Victrola

The entire musical trade owes a debt of gratitude to Victor-Victrola.

This wonderful instrument aroused the public to a greater and more intelligent appreciation of the best in music, and in so doing gave to the music trade in general unprecedented prosperity.

Never has the musical industry been on such a high plane as it occupies to-day.

Never had the dealers such well located, splendidly equipped salesrooms — salesrooms for which "His Master's Voice" dealers in many instances pay annual rentals of thousands of dollars.

Never was an instrument such a complete success as the Victor-Victrola, leading from one success to another still greater, offering better opportunities to dealers right along, and in which even at the present time every dealer can readily participate.



Victor-Victrola XI, \$135
Mahogany or oak



Victor-Victrola XIV, \$ 200
Mahogany or oak



Victor-Victrola XVI, \$250
Mahogany or quartered oak

BERLINER GRAM - O - PHONE COMPANY, Limited
MONTREAL