

WE MAKE **RULES** FOR THE  
**JOBGING**  
**TRADE** | **ALL KINDS AND**  
**GREAT VARIETY**  
IN  
**Finish, Color and Scales**

FOR THE

Nothing is better  
than our Fine

**ADVERTISER**

Colored Rules with gilt printing—THEY ARE KEPT.

**WESTCOTT-JEWELL CO.**

Factory and Office

SENECA FALLS, N.Y.



**Mr. Bookseller!** You can handle the BERLINER or VICTOR GRAM-O-PHONE, with Books and Stationery, to your decided advantage.

BERLINER or VICTOR GRAM-O-PHONES are easy and continuous sellers. The demand for them has already been created, and is being constantly increased by our advertising.

There is a good profit in both Gram-o-phones and Records. Certainly more profit than in books. The Talking Machine line requires a smaller investment than Books and Stationery—and turns your money over quicker.

People are brought to your store right along by calls for Gram-o-phones, Records, Needles, etc. That helps them to get in touch with your Book and

Stationery business, besides making your Talking Machine business extremely profitable.

You are losing money every day that you put off sending for our proposition. Write now.

**Distributors for Berliner and Victor Machines and Records :**

Nova Scotia and Prince Edward Island—Maritime Gram-o-phone Company, Truro, N.S.  
New Brunswick—J. & A. McMillan, St. John,  
British Columbia—Dyke, Evans & Callaghan, Vancouver.  
Manitoba, Alberta and Saskatchewan—Clark Bros. & Company, Limited, Winnipeg.  
Ontario and Quebec—Berliner Gram-o-phone Company, Montreal, P.Q.

**BERLINER GRAM-O-PHONE CO. OF CANADA**  
2315 St. Catharine St., MONTREAL Limited

P.S.—One of the most valuable "hints" to a keen dealer is: Place standing orders for the new records with your distributor and push this feature. (Keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Bulletins furnished free for this purpose.

