

LISTEN! Whaley-Royce Service always means:

You can concentrate all your buying, and get perfect satisfaction by dealing with this old-established house. Instead of several orders you need only have one. It means less expense, less correspondence, less trouble every way. On the other hand, it means a greater margin and better service.

We are Canada's only manufacturers of Band Instruments. We have been shipping to the British War Office for some time our Military pattern Bass and Snare Drums at the rate of 100 per week. This is the only contract of the kind ever placed by the British Government in Canada. Whaley-Royce "Made-in-Canada" Band Instruments are in every way superior to imported instruments. Our factory is working night and day, on **Bugles, Trumpets, Reed and Brass Instruments**, and the reason for our working night and day is that we are producing **THE GOODS**.

Quality Goods, Variety of Lines, Lowest Prices and One Transportation Bill.

You can get everything in music, and musical instruments from this house: Band Instruments—Imperial, Ideal, and Sterling grades—Guitars, Mandolins, Banjos, Mouth Organs, Violins, Strings and Fittings, Talking Machines, Records, and Needles, Sheet Music, and these steady selling books: "Imperial" Edition of 50-cent music books, "Elementary Classics," "Famous Classics," "Melodious Recreations," "Primary Classics," "First Pieces in Easy Keys"; also "Mammoth Instrumental Folio," Empire Song Folio, 120 Scotch Songs, "Read's Easy Tutor," "Church and Home Sacred Songs," "Bellak Methods," etc.

Whaley, Royce & Co.,
LIMITED
Toronto and Winnipeg

FOR WESTERN DEALERS

We maintain complete stocks at our Winnipeg branch. This insures the prompt, efficient handling of Western orders, which in turn has built up a fine WHALEY, ROYCE connection in the Western Provinces.

Be Prepared!

Trade for 1916 looks good, is good in fact, and with care on your part, ought to be more profitable than some previous years.

WHICH PIANO WILL YOU SELL?

On the piano you choose depends your profit to a large extent and instead of pushing a make that has reached the HIGH PRICE stage, try a piano like

THE STANLEY

that has 20 years' real success behind it, but is sold at a price that gives you the profit your hard work deserves.

DO IT NOW—WRITE US

STANLEY PIANOS - 241 Yonge Street, Toronto

The Piano with the Name That Sells