



Victor-Victrola IV, \$20
Oak



Victor-Victrola IX, \$65
Mahogany or oak

Victor-Victrola

Try to think of the one great musical instrument and your mind instantly reverts to the Victor - Victrola. This is so whether you look at it from a musical or a business standpoint.

The Victor-Victrola is the one instrument above all others that stands pre-eminent in the musical world and in the musical industry.

And the success of the Victor-Victrola, the uplifting of the talking machine industry to its position of dignity and power, has had its effect on the betterment of the entire musical trade.

The Victor - Victrola is the keynote of music trade prosperity, and the opportunities for every dealer are greater to-day than ever before.



Victor-Victrola X, \$100
Mahogany or oak



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

BERLINER GRAM-O-PHONE COMPANY, Limited
MONTREAL