

# EXTRA FINE BLANK BOOKS



The stationer who does not handle our blank books because they last too long, shows a lack of business acumen.

**THE COPP, CLARK CO.**

LIMITED

TORONTO.

## Zon-o-phones need no Salesman

They talk so  
well them-  
selves.



You just give them a chance and they will make sales that will astonish you, and incidentally they will swell your bank account.

### Amongst Talking Machines the Zon-o-phone reigns supreme.

Both machine and records are unquestionably the best made. There are imitations but no rivals. Every Zon-o-phone Talking Machine and every Zon-o-phone Record we guarantee to be superior to anything else of the kind made or sold in Canada. The cabinets are handsome in design and piano-finished. The motor combines simplicity with the smoothness and durability of a fine watch movement, and will run more Records with one winding than any other.

By special arrangement with the manufacturers every Zon-o-phone we sell is equipped with the famous International Exhibition Sound Box, — a sound box which is sold by thousands on this continent at \$5.00 each and in Europe at 30/- each. When you sell a Zon-o-phone you give your customer \$5.00 more value in this respect alone than any other make of machine offers.

Then there are the Zon-o-phone Records. These are made by a new and much improved process, in use now for only a few months. They have a high grade appearance, they are louder, clearer, sweeter, and reproduce more delicate effects than any other, and will wear much longer. It does not pay to handle poor Records or a machine equipped with a poor Sound Box. Upon the impression made on the inquirer depend two things: First, whether you make the sale or not, and Second, having made the sale, how many Records you afterwards sell. But perhaps the greatest advantage of all in favor of the Zon-o-phone is that it so completely eclipses all others that purchasers become more and more enthusiastic over it as time goes on and many sales result. You know that these are the kind of goods it pays to handle.

Zon-o-phone machines are made in 5 styles retailing at \$15, \$20, \$25, \$35 and \$40 each, and even the \$15 type is equipped with the International Exhibition Sound Box. 7-inch Zon-o-phone Records retail at 50c. each or \$5.00 doz., and 9 inch at 75c. each or \$7.50 doz. The 9-inch runs as long as any \$1.00 10-inch, and the 7-inch runs longer than any other 5 c. record made. Prices on Zon-o-phone goods are strictly maintained. Cutting will not be allowed under any conditions. You can depend upon this and you can easily get the full price for Zon-o-phone goods. Whether you are handling other makes of machines or not it will pay you to take up the Zon-o-phone. They sell themselves. They give you a good profit. Write for catalogues and terms.

**JOHNSTON & CO.,**

(Exclusive Jobbers in  
Zon-o-phone goods  
for Canada).

**9 and 11 Queen St. East, Toronto**