

Look under the lid!



Be sure it is a Victrola you get for Christmas!

When you go into a store to purchase a Victrola, make sure the instrument you buy is a Victrola and not some other instrument masqueraded under that name.

The Victrola is the one instrument to which the most famous singers and instrumentalists have entrusted their art—an unanswerable proof of its merits. It is the one instrument and the only instrument specially made to play these

artists' records. And, proud of our craftsmanship, we have placed our marks upon these products as an acceptance of our responsibility for them.

The word "Victrola" is our trademark as is also the picture "His Master's Voice." Protect yourself from substitution by the simple means we have provided.

LOOK UNDER THE LID!

Victor Talking Machine Company, Camden, New Jersey

Victrola

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