



To insure Victor quality, always look for the famous trademark, "His Master's Voice." It is on every Victrola and every Victor Record. It is the identifying label on all genuine Victorolas and Victor Records.



"I have an exclusive agreement for twenty-five years with the Victor to make records of my voice. The records made by the Victor process are far superior—in quality of tone, natural reproduction, and in every detail—to those made by any other process in the world."

Enrico Caruso



"I am delighted to contribute a word of appreciation in favor of the Victor, and congratulate myself that my selections are brought before the public in so admirable a manner, by means of its wonderful merit."

Lillian Farrar



"I wish to express my appreciation of the splendid series of reproductions of my voice which the Victor Company has made. They seem to me remarkably lifelike and faithful."

Martinelli



"The reproductions of the Victor Records are wonderful. It is my great desire now to seal up and preserve a complete set of my Victor Records for my children."

Louise Homer



"The reproductions of the selections I sang for Victor Records are wonderfully lifelike—they reproduce the natural quality of the human voice."

Marcella Sembrich



"I believe that the process by which the Victor Records are made is the most perfect of all methods of voice reproduction. I have made records exclusively for the Victor since February 1910 and my present contract does not expire until February 1938."

John McCormack



"I have found Victor Records really wonderful reproductions of my singing."

Nellie Melba



"I would like to express my delight at renewing my contract with the Victor Talking Machine Company for ten years more."

"During my extensive travels I have had such a vivid illustration of the great work you are doing for the world that it is with the deepest feeling that I say I'm proud to be a part of such a great work, and that I may long enjoy the privilege is the earnest wish of

Alva Gluck



"Robert Burns once said—
"O wad some power the giftie gie us
To see ourself as ithers see us!"

I wonder what he would have said of the wonderful Victrola which surely made it possible for us to hear ourselves as others hear us!

Julia Culp



"The improvement in Victor recording during the past years has been so great that a singer is compelled to give the matter of making Victor Records the most serious and conscientious consideration."

Scotti



"Every true artist consistently endeavors to improve tone production. The quality of my voice in my Victor Records is so perfectly reproduced that when I study I use them as a standard for comparison."

Johanna Gadski



"The Victor today is the most relentless but the most just critic, as it reproduces absolutely what the artist has done."

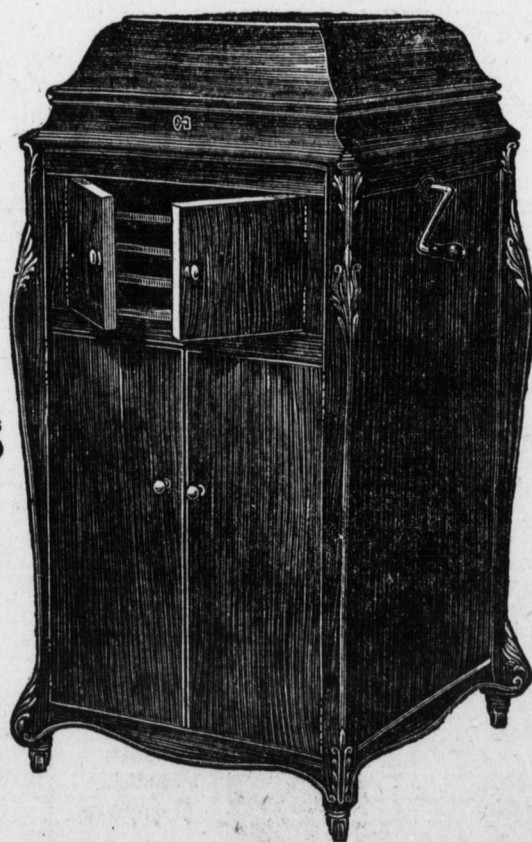
Ernestine Schumann-Heink

Victor Supremacy

What do the greatest artists think of it?

In your selection of a musical instrument, the opinions of the world's greatest artists are of inestimable value to you.

They know music. They are the recognized authorities. And when they say the Victrola reproduces their art absolutely true to life, you can depend upon their knowledge and endorsement. But they go still further. So great is their confidence in the fidelity of the Victrola that they make records for the Victrola exclusively.



Victrolas \$15 to \$400

Victors \$10 to \$100

Victor dealers everywhere
Ask your nearest dealer for demonstration