Victor

"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.

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 Victrolas and Victor Records.

Caruso chose the Victor

—because only the Victor gives you his voice exactly as it is

—because only the Victor thrills you with his mighty power

—because only the Victor charms and caresses you with all the delicate beauties of his subtlest tone shadings

—because only the Victor and Victor Records convey his matchless art to all the world for all time

Caruso is the mightiest singer the world has ever seen. He dominates the artistic world. By sheer force of his genius he has at his beck and call every resource known to his art. Only the best would suffice for such an artist. His choice of the Victor was a foregone conclusion. He decided that only the Victor could do full justice to his superb art, that only the Victor could thrill you with *his* power, that only the Victor could express in every fine detail the vocal subtlety of his softest tones. Hence it is that only on Victor Records can you hear him. And only on the Victrola can you hear him *exactly as he is*, in the tone-volume best suited to the environment in which you happen to be. Caruso's choice of the Victor demonstrates beyond question the *Supremacy of the Victor.*

Victors and Victrolas $10 to $400.

Victor dealers everywhere

Ask your nearest dealer for demonstration

Photo Bert