

The Reason Why

J.W. JENKINS SONS' MUSIC CO.

Sell

Victrolas and Victor Records Exclusively

A Plain Statement of Facts—



Victrola XI
\$130.00

IN every class of merchandise there is a STANDARD that is always spoken of—compared to—and judged by. The policy of this Store in every case is to secure just that line of standard merchandise for its customers.

IN talking machines there is one make that stands pre-eminent over all others—THE VICTROLA. Its popularity is unquestioned; the demand for it is always far beyond the supply.

WHEN the vast Victor factory went to war (devoting 90 per cent of its facilities to the making of supplies for the War Department) its output of VICTROLAS was necessarily curtailed. The opportunity was offered us, just the same as it was offered to other dealers, to fill our customers' wants with other makes of talking machines.



Victrola XVI
\$250.00



Victrola IX \$70.00

WE knew Victrolas and Victor Records. We knew that each and every statement of superiority made by the Victor Company as to tone, durability, price and value were proven time and again. We had specialized in VICTROLAS for many years and we knew that our customers would not be completely satisfied with their purchase unless it were a VICTROLA.

FOR that reason we declined the offers of other manufacturers and prepared to wait until the Victor Company was able to supply VICTROLAS in sufficient quantities to satisfy the demands of our customers.

OF course every one realizes that the demand for VICTROLAS is enormous. We therefore urge those who contemplate purchasing a Victrola to make their selection at the earliest possible moment.

A CORDIAL invitation is extended to you to visit our Department and avail yourself of the opportunity to realize the quality of our VICTROLA service.



Victrola XIV
\$200.00



Victrola X
\$110.00



To insure Victor Quality always look for the famous trademark, "His Master's Voice." It is on all genuine products of the Victor Talking Machine Company.

This We Did Not Care to do

Victrolas

Exclusively

"MUSIC
IS
ESSENTIAL"

J.W. JENKINS

SONS' MUSIC CO.

"We Serve You Best—Many Reasons"

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