



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

Nellie Melba



"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



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

Lucretia Schumann-Heink



"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



"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."

James M'Cormack



"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 greatest endorsement ever given any musical instrument

The mere fact that the world's greatest artists—universally acknowledged the greatest, and commanding the highest salaries—make records exclusively for the Victor is the most conclusive endorsement of

Victor Supremacy

These famous artists know that the Victor carries to the uttermost corners of the world their voices and art true to the very life, with all the beauty of shading and individuality of expression which characterize their every rendition.

They know that the Victor and Victrola are the only instruments that bring out their voices and art with absolute fidelity—that bring out of the Victor Record every part of every selection just as sweet and natural as when they sing or play on the operatic or concert stage.

The proof is in the hearing. Get an actual demonstration of Victrola supremacy today.

Victor dealers everywhere

Ask your nearest dealer for demonstration

Victrolas \$15 to \$400. Victors \$10 to \$100.



"I have recently listened to the Victor Records of my violin playing and have more than ever been impressed by the marvelous faithfulness with which they reproduce, or rather recreate the minutest details of phrasing and every shade of tone-color, in short, the personality of the player."

"Truly, Victor Records are the last word of mechanical reproduction and quite justly does the civilized world all over the globe today look upon them as an inexhaustible source of pleasure and education."

Fritz Kreisler



"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 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."

Scotty Scott

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

Marcella Sembrich

