



## Timeliness! Popularity! Big Sales!

Three things that make Columbia Records the biggest thing in the music line to-day.

Three things that you'll find behind the success of any dealer who had the foresight to put his name and reputation as a music-man back of Columbia product any time within the past few years.

Three things that are a practical guarantee, stronger every month, of a similar success for any music-dealer who wants to take full advantage of these times when music is one human commodity surest to be wanted by a nation at war.

There is reason for music-men to look to the future with entire, well justified trust—and added reason if Columbia business forms any considerable portion of their sales.

### Columbia Graphophone Company

Factory and Headquarters:

Toronto, - Canada