

The Talk of the Music World— Columbia Dance Records

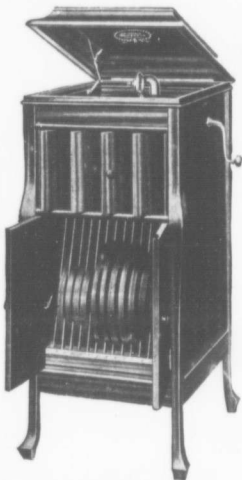
ALREADY you have had the first of the new dance records. That was one of January's happenings. Those dance records have

made more actual business than any series of records ever announced in the trade.

They are made *right*—the rightest dance records ever put out.



The perfect natural purity of tone which has made the Columbia Gramofon famous is a carefully analyzed effect, intended and inevitable. Its causes are carefully calculated. A convincing example of the triumph of Columbia tone is the Columbia "Leader" here illustrated.



The "LEADER" S100

YOU know how we did this, how we engaged the services of G. Hepburn Wilson, the greatest living authority on modern dancing, to rehearse those records until they were right. The result is a series of tangos, waltzes and one-steps that have no equal—the finest dance records that ever moved across your counter.

ABOVE all, don't lose sight of the fact that this is only the bare beginning of the year—1914 is not 60 days old. The start that we have made is certainly big as beginnings go, but it is just the start of things—nothing more than that. And the rest is on the way.

Columbia Graphophone Company

365-367 Sorauren Ave.

TORONTO, ONTARIO

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