



WE believe this is a peculiarly appropriate time to remind the trade of certain features in the Columbia policy—fully established and in entirely successful operation.

This is really only by way of re-asserting our stand that there is and shall be no change in the Columbia principle of manufacturing the product that the people want and selling it with a liberal and standard margin of profit between the wholesale and the fixed, invariable retail price, subject to that one inflexible protective feature of absolute price maintenance.

PRODUCT—Model by model—dollar for dollar, part by part, Columbia Grafonolas are beyond compare. And Records the same—quality, durability, volume, repertoire and timeliness.

DEMAND—As evident as the face on the town clock. There never has been such an easy market for Grafonolas and Columbia records as there is right now, and we very confidently predict that there will be an enormous increase in your sales throughout 1919, provided you do your part.

SERVICE—Better than ever before, notwithstanding the wonderfully increased demand, and we confidently predict that there will be no disappointments in 1919.

Columbia Graphophone Co.
Toronto

