

# Columbia Record Prestige Columbia Record Demand



Once in a while it is profitable to take a sort of inventory of the **reasons** that justify the prestige that everybody recognizes.

We have reason to be well satisfied that the one word "**tone**" explains it all—coupled with our very successful policy of issuing "All the hits while they **are** hits."

Take our dance records: **You** as a dealer know better than anyone else that in tone, as well as in time and rhythm, they are unsurpassed.

Take any one of our instrumental trios: What but pure, perfect **tone** made this instant and permanent success?

Take our unmatched talking records: "Cohen at the Telephone," or any of the others. Had you any idea that **talking** records could take hold in such extraordinary fashion?

Take our recordings of the violin: Has the violin ever before been anything like so faithfully reflected?

And in musical novelties: What a hit was made by our Hawaiian music, and how the Marimba records sold and resold!

It's the **tone** of such records as these that has made the prestige—and prestige is demand.

And the demand for Columbia Grafonolas and Columbia Double-Disc Records has been increasing so rapidly that the bare figures are enough to convince any shrewd buyer and seller of merchandise that the demand is healthy, natural and dependable and growing even stronger every week.

## Columbia Graphophone Company

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