

Columbia Grafonolas

A Booming Barrage of Publicity

COLUMBIA advertising prepares the way for sure, quick Columbia sales.

Columbia advertising is not a "nibble" here and a "nibble" there.

It's a sustained, rip-roaring, booming curtain fire of irresistible selling publicity that creates the urge to buy and keeps on urging until lovers of music come into your store and say, "I must have Columbia Records number so-and-so."

That's *Columbia* advertising!

Columbia Graphophone Co.

Factory and Headquarters:

Toronto, Canada

