

# We will help you make money in 33 languages

How many foreigners  
are there in your local-  
ity? Italian, Hungar-  
ian, German, Poles—or  
whatever their mother-  
tongue  
may be?

Do you rea-  
lize how  
anxious they  
are to spend  
their money  
in your store?



Columbia-Records—a splen-  
did repertory in all of the  
following languages—and a  
correct catalog for each:

Arabic-Syrian Lithuanian  
Armenian Mexican  
Bohemian Norwegian  
Chinese Polish

Cuban Portuguese  
Danish Roumanian  
Finnish Russian  
French-Canadian Ruthenian  
Gaelic Scotch  
German-Austrian Serbo-Croatian  
Greek Slavish-(Krainier)  
Hawaiian Slovak  
Hebrew-Jewish Spanish  
Hungarian Swedish  
Italian-Neapolitan Turkish  
Japanese Welsh  
Javanese

Write for particulars to the Foreign Record Department.

Ask yourself enough that **music** means ten times more to the **foreigner** in your town than to the Canadian citizen. Especially the music of his own native land—and even more especially if it is sung by the best known artists and played by the best known instrumentalists of his own country—names as familiar to him as your own front door is to you.

We are now prepared not only with a remarkable series of records in 33 languages and dialects, but with the means of getting the business for you.

Our Foreign Record Department will co-operate with you to the limit; we can tell you very nearly how many foreigners there are in reach of your store—and we have a pretty clear idea of what **language** they speak, too. And we can tell you just how to go about bringing them in. It's the easiest thing in the world—once you have been put in touch with them they will come to you.

The Columbia repertory of foreign records is by far the biggest and best in every language. Most of them were recorded in Europe, and all of them are in the pure native language or dialect.

Good business in every month of the year—no dull July or August for you if you have this highly profitable foreign trade coming in.

We can tell you how, and we can help you do it!

# COLUMBIA

Graphophone Company, TORONTO