

**Another Exclusive
Another Visible**



**Columbia Feature
" Selling Point "**

The Columbia Individual Record Ejector

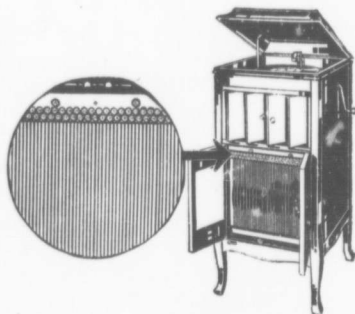
Press the button and out comes the record—that's the way it works!

Each record is accommodated in a separate compartment, edged with plush, which acts as an automatic cleaning device for the record both when it is taken out and when it is put back. This convenient filing of records is in the mind of every prospective owner of a talking machine, nowadays, and this is an innovation which will appeal to everyone who has ever strained finger and thumb trying to get hold of a record in a crowded cabinet.

The first Columbia instruments so equipped are the "Leader" and "Mignonette." The picture shows the neat and attractive appearance of the "Leader" provided with this new device.

The price of the "Leader" so equipped is \$110; the "Mignonette" \$145.

The addition of the Columbia Individual Record Ejector in the "Leader" and the "Mignonette" does not mean that the present styles will be discontinued. On the contrary, judging by the increased call for these two instruments with record racks (the "Leader" at \$100 and the "Mignonette" at \$130) they appear to be just as popular as ever.



The "Leader" with Individual Record Ejector. \$110.

COLUMBIA

Graphophone Company, Toronto

Creators of the talking machine industry.

Pioneers and leaders in the talking machine art.

Owners of the fundamental patents.

Dealers wanted where we are not now actively represented.