

## The Present Dancing Craze Is Too Good A Thing To Be Passed By



No other Company has gone to the expense or given the time to make their dance records so authentic as the Columbia Company

So *we have the goods*—got them right, too. Tangos, One-Steps, Hesitation Waltzes, Bostons, Turkey-Trots—everyone of them in approved dance tempo, made under the personal direction of the greatest authority in this country on modern dancing—G. Hepburn Wilson, M.B., *who dances while the band makes the records.*

Which, being the case, we are taking scores of opportunities to feature Columbia Dance Records in our nation-wide publicity campaign.

This advertising is all dance—and modern dance at that. These records have the real spirit that no dancing enthusiast can resist. For home dancing they are in a class by themselves—beyond the reach of serious competition.

And the demand for records of this kind is actually shouting.

If you are not yet sharing in the Columbia dance record dividends, step around to the handiest Columbia dealer. Ask him to play Columbia Record A-1458. When you have heard it, just ponder over the fact that that's the kind of dance music he is selling to his customers—and *yours*, too, don't forget that—for *85 cents*.

**Columbia Graphophone Company**  
**365-367 Sorauren Ave. Toronto, Ontario**

Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World. Dealers and prospective dealers write for confidential letter and a free copy of our book "Music Money." Manufacturers of the Dictaphone.