



It's Easier to Sell Columbia Records!

If you know how to read the market right, you must know pretty definitely by now that it is easier to sell Columbia Records—and that it's going to be a lot easier yet.

For one thing, because of Columbia prestige—because excellence of Columbia product and the force of Columbia advertising combined are making the great part of the record-buying public think "Columbia"—and "Columbia" first.

And for another thing, because we are giving the dealer what we know from experience that the public wants: records he can sell by just telling his patrons the mere Name of the artist or title of selection.

Every step in Columbia progress has been a step nearer to ideal co-operation: to such close relations with the dealer and the public that, with every monthly list issued, we could more and more confidently predict: "These are the records the dealer wants and the public is going to buy!"

Columbia Graphophone Company

Factory and Headquarters:

Toronto, - Canada