



## If We Stopped Advertising To-morrow

IF we stopped Columbia Grafonola advertising with a bang to-morrow—

IF we should shift the gears of our selling and merchandising department from high into low—

Columbia dealers would still continue to do a mighty profitable business.

A consistent and insistent Consumer Demand for Columbia goods because of their demonstrated superiority—this is the backbone of Columbia success.

But we're NOT going to stop Columbia advertising.

Every ounce of energy and every dollar which the Columbia Graphophone Company possesses is working to make Columbia merchandise better known. Every man and woman who hears a Columbia Grafonola played is a prospect worth hundreds of dollars to some Columbia dealer.

Remember that Columbia Demand makes Dollars for Dealers.

# Columbia Graphophone Company

Factory and Headquarters:

Toronto

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Canada