



# LAZARO

First Recordings  
now on sale on

**Columbia  
Records**



"The greatest  
tenor since  
Rubini,  
a greater than  
Gayarre"

Here, indeed, is the biggest news of the year. Biggest to dealers. Biggest to every lover of great music. Already whole countries have been thrilled with the marvel-voice of Lazaro. The supreme beauty of this remarkable tenor's voice thrills the very soul in his exclusive Columbia Records—records so wonderf-

ul that we cannot undertake to describe them in type. The only adequate description is to hear them. These magic tenor records are among the biggest selling opportunities to-day in the entire industry, because any record by Lazaro will sell as soon as heard.

**Columbia Graphophone Co.**

365 Sorauren Ave. - - - Toronto

