



It's Started

The biggest campaign ever launched for the promotion of

Columbia Grafonolas and *Columbia Records*

is now under way.

We have set an objective for 1920 much greater than any previous year, and we are going to reach and pass that objective because:

We are producing the Quality and we are producing the Quantity to supply the demand for Quality.

Our publicity campaign will reach every nook and corner in Canada to convincingly tell the public of the merits of Columbia products.

We will have live and energetic Columbia dealers everywhere in Canada to see that the public is served and satisfied. And every one of these dealers will catch the spirit of progressiveness that permeates the Columbia organization and will enthusiastically put forth their best efforts to make 1920 the biggest, best and most profitable year on record.

Columbia Graphophone Company

TORONTO