

We have set just one limit on the Columbia programme for 1914

A minimum limit of 100% increase of Columbia record business.

We are going to do to the record business of this country just what we have already done to the machine business.

Watch it !

We are ready to-day to tell you some of the details of our 1914 campaign for doubling the sales of a record retailing at 5 cents less than any competitive record, yet carrying a larger percentage of profit on each record sold.

And if you operate with us you can count on our placing in your hands the means of securing the name of every active talking machine user in your locality.

The owner of a talking machine, of any make, only needs to know that Destinn records are available to

want these Destinn records, and Bonci records, and Fremstad records, and Josef Hofmann records, and Ysaye records.

And more than that, the owner who buys dance records needs only to hear such true-tempo tangos as ours to go somewhere to get them.

And all the way between the Opera and the One-step, the guaranteed tone quality and the reproducing quality and the endurance of Columbia records make a buyer every time the owner of a talking machine hears the first Columbia record.

Here's this year :

We intend to make two Columbia records sell where one sold before.

We intend to turn two dollars into Columbia dealers' pockets where one dollar was turned in before.

We intend to bring one new regular buyer of Columbia records to a Columbia dealer's door for every one who opens it now.

Watch it !

But watch it from the inside looking out, not from the outside looking in.

The view is much better from the inside.

So if you are interested in the larger side of the music business this year, write for particulars.



Columbia Graphophone Company

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.