



THE WAR HAS DONE A BIG JOB FOR THE PHONOGRAPH INDUSTRY.

It has taught the world that music is an essential, not a luxury.

An essential in maintaining the morale of our fighting forces.

An essential at the front in making man-power more effective.

An essential in the home.

Talking machines have been a part of every soldier's life.

Every mother's son of them will want an instrument at home.

Thousands of the boys will be released each month.

Dealers never had such an easy market for Grafonolas and Columbia Records.

Now is the time to advertise to Soldier Boys. They have learned that a home is not complete without a musical instrument that they can play. Do your part and the year 1919 will show an enormous increase in your sales.

Columbia Graphophone Co.
Toronto