

Columbia Grafonola

Bring the Opera Season to Your Town

WITH the opening of the great opera seasons in New York, Boston and Chicago; with concerts, recitals, symphonies and philharmonic societies getting started everywhere for the winter, the thoughts of music-lovers turn to the more classic in music.

That is why Columbia advertisements are devoted to operatic artists who make Columbia Records. Lazaro, Barrientos, Straccari, Mardones and other world-famous stars soon will be singing their great roles. This advertising will bring the fact that they make Columbia Records to the attention of millions of people—thousands of whom are or should be your customers.

Bring the opera season to your people. This advertising appears in many of the leading national magazines. Millions of people will see it. Make it work for you! Tie up your local publicity with these great Columbia artists—have a good assortment of the great operatic artists—and bring the opera season to your town.

Columbia Graphophone Company, Toronto

