

Our Message for 1917 is a Most Significant One

Every family to whom you have sold a piano is ready for a Columbia Grafonola.

Every family that you failed to reach with a piano sale, you can reach with a Columbia Grafonola or Columbia Double-Disc Records.

Every family that you found already in possession of a talking machine is another place where you can do Columbia Record Business.

Every visitor to the store can be interested in Columbia Grafonolas or Columbia Double-Disc Records.

Every sale of a Columbia Grafonola means a constant relationship between you and the buyer, which produces record business all the time and is likely any time to produce piano business.

This is not the place to discuss the actual figures of the margin of profit, but we can assure you that we realize, just as you do, that the principal feature of successful selling is successful buying, and we are prepared to go into full particulars with any piano dealer who will put a little of his time against a little of ours.

We will agree to make the conversation interesting.

COLUMBIA GRAPHOPHONE COMPANY

Factory and Headquarters:

Toronto - Canada

