

The best profits are made from the product that brings the buyer back for more



When you sell a Columbia Grafonola you've just got that customer started.

You've merely sold him a *first* order. He will return to your store *at least* once a month to purchase new Columbia records.

When you sell a piano you seldom see the owner again except when he wants it tuned or when instalments are due.

When you sell a Columbia Grafonola you have made a regular customer who will begin at once to put his money into records—and who is extremely likely to keep at it until he has enabled you to turn over considerably more than the cost of the instrument—paid for as he goes along, and giving you a liberal profit on every sale.

If Columbia Grafonolas and records are not being sold to your customers, they are going to be.

That money ought to be *yours*.

A piano store to-day is as incomplete without Columbia Grafonolas and Columbia Double-Disc Records as it would be without pianos.

Write for "Music Money"—a free book you ought to have.

COLUMBIA

Grafophone Co., Toronto, Canada

Columbia Records are Made in Canada