



What's Behind the Notes ?

Tone Quality !

Tone quality in the reproducing construction of the Columbia Grafonola. Tone quality in the Columbia Records that are bought to play on it—tone quality so absolutely superior that every buyer of a Columbia Record knows it.

Fair Dealing !

Progressiveness in manufacture and broadness in appreciation of the dealer's needs and problems, and of the dealer's point of view.

That is what is back of this most significant trade mark in the musical world!

Now, have you a good business reason for letting what should be your share of this very considerable profit go to someone else or go to waste entirely?

We will take the keenest interest in comparing data with you if you will only moisten the first postage stamp.

Columbia

Double-Disc
Records