



**The most significant  
trade-mark in the world  
of music ❖ ❖ ❖**

What do the two tied music notes mean to you as a dealer?

Musical sounds—that's what they meant, and that's all they meant, until we put Columbia on them and then put them on Columbia products.

Soundness—that's what they mean right now: merchandising soundness—soundness of manufacturing method, soundness of selling policy.

The Columbia twin music-note, trade-mark, this prosperous month of October, 1916, stands for prestige—prestige of dealer and manufacturer, in equal quantities, on equal terms.

We don't need to tell you to keep your eye on it—you have unmistakably been doing it.

**Columbia Graphophone Co.**  
365 Sorauren Ave., TORONTO

