

# Columbia

"The Mirror of Music"

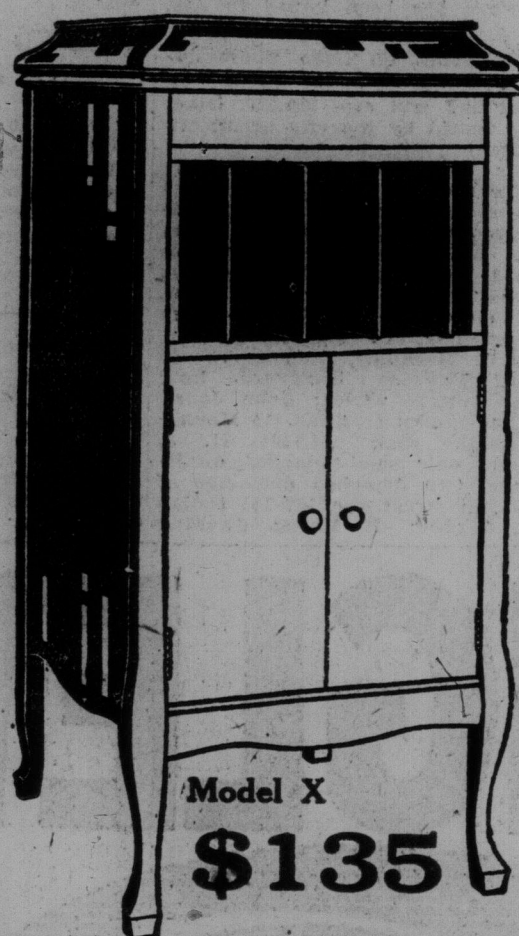
The One Incomparable Musical Instrument

## The Christmas Grafonola Club

---with Membership Limited to 500---and Extremely Easy Membership Fees---  
**Is Now Open To You---Join Early**

These Christmas Clubs annually enroll thousands of members, providing the easiest method of bringing into the home the greatest means of entertainment and enjoyment in existence. The Grafonola is a gift that lasts the whole year round. One gift to the whole family—a gift that every member of the family can enjoy equally.

Any one of the Columbia dealers listed below is authorized to enter you in the Christmas Grafonola Club. Only a small sum is required to join, the amount is based upon the instrument you select—there are a dozen models to choose from—\$37.50 and up. All members of the family can join hands in the purchase of a Grafonola, each one subscribing a little, thus making it a matter of trifling expenditure through the Club.

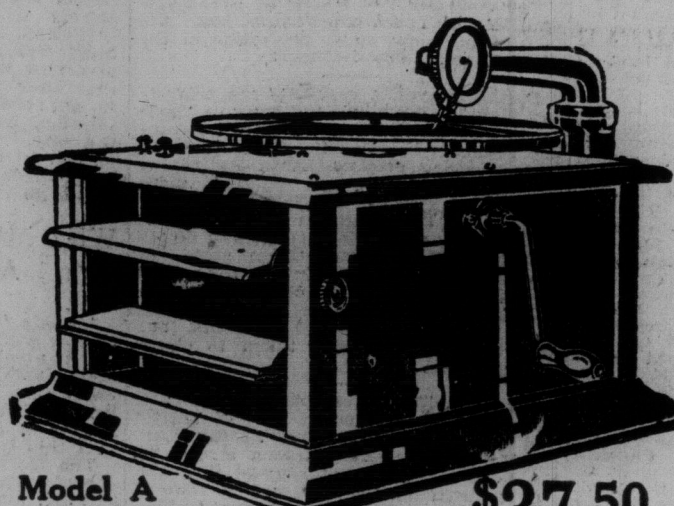


Model X  
\$135

This handsome instrument is made in both mahogany and fumed oak finish, and you can have your choice of either. It is over 40 inches high, 18½ inches wide, 20½ inches deep (front to back). All the mechanical details are of best construction. It has three-speed motor, plays four records with one winding, tone control leaves, graduated dial, speed regulator, new bayonet-joint tone arm, Columbia reproducer, piano-hinged lid, with self-adjusting support. All exposed parts heavily nickel-plated.

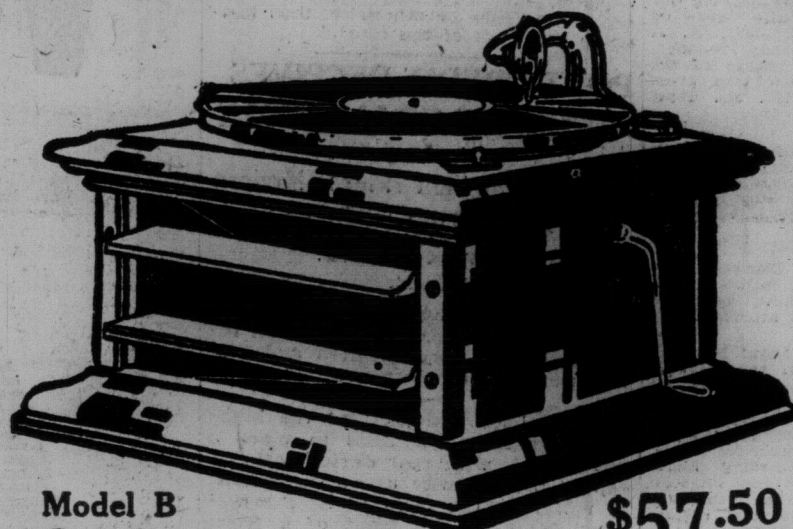
### Thousands Will Want to Join

Everyone is urged to go at once to the nearest dealer and make their selection, as the nearer it comes to Christmas the smaller the scope of choice among the various models. Besides, membership is positively limited to 500.



Model A  
Grafonola, Price \$37.50

Despite its very low price, this Grafonola is an instrument of absolute dependability, and with a surprisingly good tone. It has strong, noiseless motor, sound regulating tone chamber, graduated start and stop device, etc. Plays any size disc record. Cabinet is made of selected oak. Size 13 x 13½ inches. Wonderful value.



Model B  
Grafonola, Price \$57.50

This is a special offer for to-morrow, and should appeal to everyone wishing to own a really good instrument at small cost. It is a Grafonola of unusual merit, having most of the features of instruments of two and three times the price, such as new bayonet-joint tone arm, Columbia tone control leaves, Columbia reproducer, graduated dial, speed regulator, start and stop device, etc. It has powerful motor and plays two selections with one winding, and is enclosed in handsome oak case.

### Only 500 Can Join this Club

The Club will accept members up till Christmas Eve, providing the limited number of Grafonolas is not taken up before.

But as soon as 500 members are enrolled the Club automatically closes—Join Early.



Model W-M  
\$235

"William and Mary" design, one of the most popular period adaptations. The motif is introduced into the cabinet work, especially noticeable in the mountings, mitered moulding and legs. It has best Columbia motor, with large tone chamber, all the finest fittings, beautifully nickel-plated metal parts. Height 45 inches, width 20½ inches, depth 24 inches. Has accommodation for 110 records. May be had in either mahogany or walnut.



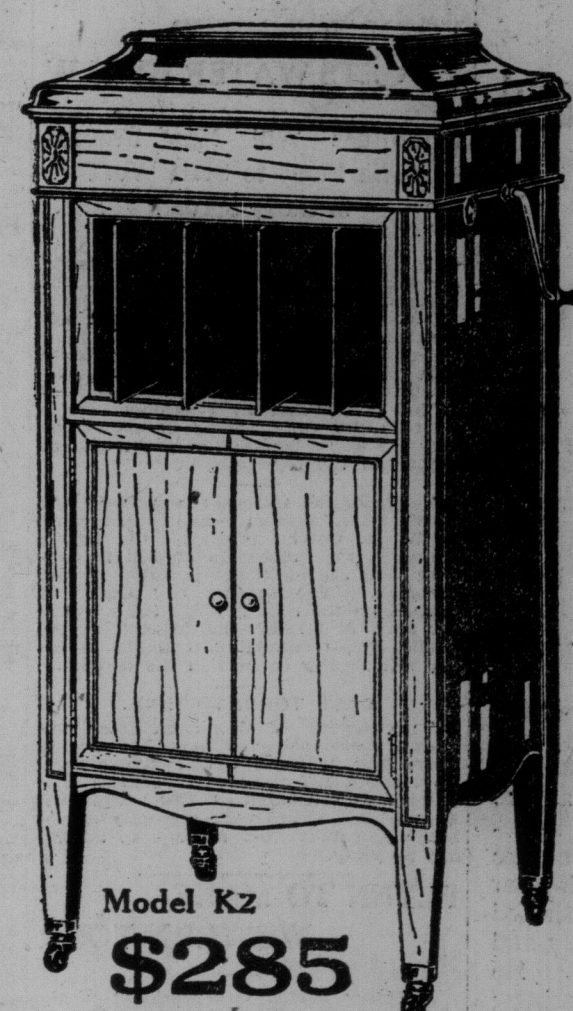
Model G  
\$210

Can be had in choice of either mahogany or quartered oak. It is a superb instrument, having all the good features to be found in phonographs costing two and three times the price, such as three-spring drive motor, large sound chamber, tone control leaves, patented start and stop device, graduated speed control and best Columbia reproducer. Cabinet has space for seventy-five records.

## Where to Go to Join the Christmas Club

Any of the Columbia dealers listed below will be glad to demonstrate the various models of Grafonolas and enroll you in the Christmas Club. But don't delay, for there is sure to be a rush to get in on this splendid offer. Remember that you don't have to wait—you can have your Grafonola delivered at once, or any time before Christmas you say.

ADAMS FURNITURE CO., LTD.	211-219 Yonge Street
THE BEATTIE AGENCY	Yonge Street Arcade
THE BEATTIE AGENCY	291 Danforth Avenue
H. A. BERNARD	283 Roncesvalles Avenue
THE BURNETT GRAFONOLA CO.	9 Queen Street East
CARLTON MUSIC SHOP	240½ Carlton Street
THE CECILIAN CO.	247 Yonge Street
HOME NEEDS, LIMITED	1198 St. Clair Avenue
THOMAS CLAXTON, LTD.	251 Yonge Street
THE DALE FURNITURE CO.	308 Yonge Street
HOME FURNITURE CARPET CO.	345 Queen Street East
THE IMPERIAL MUSIC CO.	293 Parliament Street
FRED JOHNSTON	1174 Queen Street West
JOHNSTON FURNITURE CO.	707 Queen Street East
LONSDALE PIANO CO.	136 Danforth Avenue
NELSON MUSIC STORE	935 Queen Street East
NEWCOMBE PIANO CO.	442 Yonge Street
RELIABLE FURNITURE CO.	36 Queen Street East
RUSSELL MUSIC STORE	535A Bloor Street West
SNIDER GRAFONOLA CO.	1011 Bloor Street West
TORONTO GRAFONOLA CO.	420 Yonge Street
THE TORONTO MUSIC CO., LTD.	40 Bloor Street West
R. F. WILKS & CO.	11 Bloor Street East
WEST TORONTO MUSIC CO.	2823 Dundas Street West



Model KZ  
\$285

The highest quality of workmanship, fine clarity of tone, and noteworthy beauty of design are all to be found in this substantial and wholly satisfying Columbia Grafonola. The cabinet is equipped with seven handsome record albums, each with a capacity for twelve records. Finished in mahogany, walnut, golden oak and fumed oak. Size, 46 5-16 inches high, 21½ inches wide, 19¾ inches deep.

All the Music of all the world and most of the Fun in it are in Columbia Records. Everything worth Recording quickly finds a place on Columbia Lists