



## *Christmas is coming.*

**A**ND this year the Christmas Season will mean much more to Columbia dealers than ever before. Be prepared to smash all records in sales.

**N**OT only are we placing Columbia distributors in a position to handle a greatly increased business in Columbia Grafonolas and Columbia Records, we are also backing up production with a tremendous publicity campaign.

**T**HE best brains procurable have been occupied in studying the situation from every angle and every view point in an endeavor to create a condition that will enable every Columbia Dealer to profit to the greatest possible degree through his possession of the Columbia franchise.

**A**ND EVERY DEALER WILL provided he prepares accordingly and links his best efforts with those of the Columbia sales promotion organization.

**P**LACE your holiday sales' requirements immediately with your regular Columbia Distribution and be liberal with the quantity—you'll need 'em.

**Columbia Graphophone Co.**

**Toronto**