



A War-Time Message to Columbia Dealers

Here is **one** business that cannot be disturbed by upset general business conditions—a business that goes on and prospers and produces a steady, increasing profit for the dealer, regardless of what happens in Wall Street or abroad.

It is an established principle that in times of stress people want the relief and forgetfulness of the sort of amusement Columbia offers more than in normal times—and Columbia dealers have learned to know what even "normal demand" for Columbia product means in assurance of profits and prosperity.

One thing is clear: you are in a fine business, a **stable** business, a business that has a big future and no fears, when you are selling Columbia products.

Columbia Graphophone Co.
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