



The Most Significant Trade Mark in the World of Music

As a trade mark the Columbia music notes are nearly ideal.

They infallibly suggest music. There is eye-arresting value in their combination of black spots, verticals and diagonals. They can be remembered.

But what has made it the most significant trade mark in its field?

Not merely its value as a symbol. It is what's back of it. It is the vision and the men behind it. It is the product itself. It is the hundreds of thousands of people buying Columbia goods again and again on the strength of the "music note" trade mark.

Accordingly, one of our biggest problems in the past has been to provide for the colossal Columbia demand. Addition after addition to plant after plant has been made, and it is only now that we are really satisfied in our minds that the 1917 demand can be properly handled.

Columbia advertising plans are bigger and better than ever. If YOU are not a Columbia Dealer you are missing the most significant opportunity in the world of music for making big, quick profits.

Let us hear from you to-day.

Columbia Graphophone Company

Office and Factory,

Sorauren Avenue,

TORONTO