



# Columbia Makes the Public Look Up Your Store

Every ounce of energy, brain, and skill of the entire Columbia organization is working night and day for just one thing.

To bring music-hungry men and women into your store.

We make Columbia Grafonolas, just as good, just as beautiful, just as honestly as we know how.

We make Columbia Records that we are absolutely certain the people want.

We tell the people about Columbia products, we awaken desire in their minds for Columbia goods, we give them the original impulse that lands them in your place of business ready to buy.

You know how easy the rest is.

## Columbia Graphophone Company

Factory and Headquarters:

Toronto

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Canada