

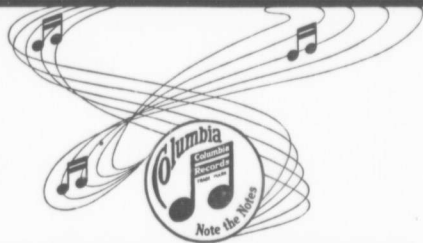
THE LATEST AND GREATEST COLUMBIA SALES HELP

A Bigger Record Supplement in a Brighter, Better Dress

COLUMBIA RECORDS



NOVEMBER 1915



We are investing heavily in future prosperity. Our latest investment (and a mighty big one at that) has been in a **New Monthly Record Supplement**. The November issue marks the start. Beginning with that month the supplements will be greatly increased in size—5 in. x 6 ¼ in. Their general make-up and appearance will be as great an improvement over our present supplement as the volume of business we are now doing is over that of last year, and that you will agree is a strong statement.

Four colors will be used on the cover instead of two as in the past. The beautiful illustrations that we have been using on the back covers of the leading magazines will be used on the supplement covers, and thus our supplement designs will link up with our National publicity. The covers will be printed by the artistic offset process which gives a richness and natural color-tone that can be secured in no other way. The supplement itself will be well illustrated throughout. The record stories and descriptions will come as close to selling records as anything can do which doesn't actually take the money.

To those talking machine dealers who have not yet seen their way clear to taking on the Columbia line we have this to say: the new Columbia Record Supplement is one more additional memo of your need of Columbia product alongside your other lines and of our willingness to take hold with you.

COLUMBIA GRAPHOPHONE COMPANY

Toronto

COLUMBIA PRODUCTS
ARE MADE IN CANADA

Canada