



Columbia Dealers Are Doing Their "Bit"!

It is a recognized national need that there should be MUSIC on the lips—and in the hearts and HOMES of a people at war.

"The soldier who sings" and the nation that keeps its spirits up is the one that wins, according to General Bell, and Columbia dealers are doing a patriotic service in carrying the inspiring force of music into every home and every community.

Here is one thing you are pretty sure to know if you are a Columbia dealer. And something you ought to know if you're not:

A Columbia list is not just a list of records. It's a list of **BIG SELLERS**—not **ONE**, not a **FEW**, but **EVERY** record in it. It's a **PICKED** list. A list of **WINNERS**—artists, selections, all the way through.

Columbia Graphophone Company

Factory and Headquarters:

Toronto, - Canada