



*A finer phonograph than  
the world has ever known before—*  
The NEW

# Columbia



**T**HE New Columbia is something really new in phonographs—new artistically, new mechanically, new in its musical excellence.

We believe it to be the phonograph of all phonographs—superior musically because of its wonderful new reproducer; excelling mechanically because of its marvelous motor—unquestionably the best the phonograph industry has ever seen, and surpassingly beautiful because of the artistic, simple elegance of its cabinet designs. The New Columbia eliminates the things you didn't like about phonographs—no more rasp and blare; no more screechiness or nasal tonal qualities. All music sounds better on the New Columbia. Symphonic, operatic and popular music—all are reproduced with the natural tone quality of the original.

Listen to the New Columbia after hearing any other phonograph and judge for yourself of this new quality in phonograph music. Measure its purity of tone by that greatest of all tests—the test of actual comparison.

**491 Experimental Reproducers Made Before One Was Accepted**

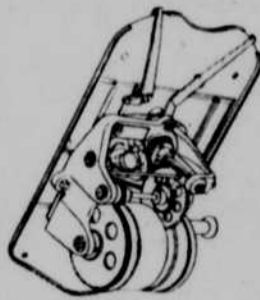
The New Columbia's extraordinary freedom from musical defect of any kind, its absolute purity of tone, are due first of all to the New Columbia reproducer. Nearly 500 reproducers were made before the perfect reproducer was finally developed. It is an amazing achievement.

There is a device, for instance—so simple it bears the stamp of genius—which controls vibration. (Excessive vibration is the cause of what phonograph men call "blast.") This device consists of two little springs of highly tempered steel so placed that they absorb the excess vibration much as "shock absorbers" absorb the pounding of the road against the car.

In its fidelity to "pitch" the New Columbia reproducer is a marvel of accuracy. The pitch is "international" (the standard by which pianos are tuned the world over), and because it cannot vary, all human voices and all musical instruments are reproduced truly and with the full beauty of

their natural tone. A soprano is a soprano and not a contralto. A tenor, a tenor and not a baritone. A violin, a violin and not a cello. And in every note of every voice and every instrument—whatever the voice or instrument may be—you have the brilliancy, finish, and detail that characterize the original.

**A New Motor, Protected by 700 Patents**



The mechanism of the New Columbia includes a new motor insured to the sole use of the Columbia Phonograph Company by 700 patents—the rights of which are protected both here and abroad. The great virtue of this new motor is its ability to deliver power unflinching and with a rhythmic smoothness that does not vary by the fraction of a beat. The motor's evenness of speed is an important factor in control of pitch—and no motor in any other phonograph operates with such absolute precision as this.

**Pipe-organ Tone Control**

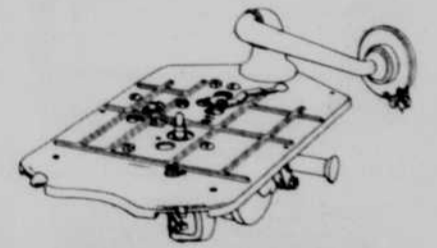
Each model—including the beautiful consoles—has the pipe-organ tone-control leaves which throw the tone freely and fully instead of straining it through interrupting fabric or lattice work.

**Automatic Start and Non-Set Automatic Stop Proved by 10,000 Tests**

Another feature exclusive to the New Columbia. With this new device, the motor starts when the tone-arm is moved over to place the needle on the record.

BUY COLUMBIA NEW PROCESS RECORDS, and notice their superiority

The record stops revolving when the music stops. You can put on a record and go into the next room, or keep your comfortable seat, knowing that when the music stops the record will no longer revolve.



**Tasteful and Decorative Designs**

The New Columbia Phonograph is encased in cabinets or consoles that are truly ornamental—a graceful piece of furniture you are glad to have in any room. The woods are of the choicest and you may be sure that whatever the type you select, its quiet elegance will harmonize with the decorations of your home.

**Phonographs Taken in Part Payment Convenient Terms Arranged**

The men who sell the New Columbia are happy to demonstrate its fine musical qualities—whether or not you now contemplate a purchase. Spend one of the pleasantest half-hours of your life. Go to any Columbia Dealer. Ask him to play your favorite record on the New Columbia and compare it with any other renditions you have ever heard.

We believe you will agree with us that the New Columbia is a finer phonograph than has ever been made before. Your present phonograph will be taken in partial payment and convenient terms arranged.

Prices, \$50 to \$600  
Consoles are \$100, \$125, \$150, \$175, \$200, and up

**COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York**