



Model 140  
\$50

Model 550  
\$200

Model 440  
\$150

Model 540  
\$175

For Christmas — the newest  
and finest of all phonographs —  
The NEW  
Columbia

**M**USIC experts in passing judgment on the New Columbia unhesitatingly pronounce it "great"—great in the sense that any masterpiece is great—great because its marvelous performance as a music-reproducing instrument sets it apart from all other instruments of its kind.

Five enthusiastic years have gone into the making of the New Columbia, and a technical knowledge and skill founded on the deepest and broadest experience. The best engineering talent the world affords directed its concentrated effort month after month toward the elimination of certain musical defects which have been common heretofore to all phonographs.

How successful this effort has been is demonstrated by every New Columbia Phonograph. Go to any Columbia Dealer and ask him to play any records you choose on any New Columbia Phonograph.

You will hear phonograph music faithful to the original rendition. The flawless purity of tone of the New Columbia, its fidelity to the original is amazing. Violin, piano, cello, orchestral instruments of every kind, and the human voice—all come to you clearly and truly in their full natural beauty of tone.

For the first time you will really enjoy phonograph music with the keen appreciation of which only a true lover of music is capable. Let your ears take in the subtle phrasing, the delicate shades of tone which the Columbia alone can reproduce.

Of course, you will want your family to share in this enjoyment. So, this Christmas, let your gift to your nearest and dearest be a New Columbia. You may rest assured that it is the finest phonograph your money can buy, whatever the price you wish to pay.

Technically and mechanically the New Columbia is a perfect instrument. The new reproducer (the "voice" of a phonograph) is a marvel of ingenuity. 491 experimental reproducers were made before one was accepted. Now, because of this new reproducer, we have a phonograph in which there is not the least trace of blast,

vibration, metallic tinniness, nasal intonation, false pitch, woody boxed-in tones, or any other faults which have been characteristic of previous phonographs.

"Shock absorbers" supporting the needle arm have conquered vibration just as shock absorbers absorb the pounding of the road against a car.

The new motor of the New Columbia is a mechanical marvel. 700 patents protect it both here and abroad and insure it to the exclusive use of Columbia. The evenness of speed in a phonograph motor is a factor in control of pitch—and in the New Columbia motor the speed is as rhythmic, regular, and smooth as the flight of Time itself. Unquestionably it is the quietest, smoothest running, most dependable motor ever put in a phonograph!

Other features exclusive to the New Columbia are the automatic start and non-set automatic stop, a patented device tested 10,000 times before it was deemed worthy of the New Columbia. With this device the motor starts when the tone-arm is moved over to place the needle on the record. The record stops revolving when the music stops. You can put on a record, go into the next room, or finish a dance, knowing that when the music stops the record will no longer revolve. And you don't have to set it to make it stop exactly when the music stops.

The New Columbia has the pipe-organ tone-control leaves (exclusive to Columbia) which throw the tone freely and fully instead of straining it through interrupting fabric or lattice work.

Cabinets and consoles in which the New Columbia is encased are made of rich woods, fashioned into a simple elegance of design that makes them exceedingly desirable from a decorative standpoint. You will be truly proud to have any one of them in your home.

Make a visit to the establishment of any Columbia Dealer and hear a New Columbia Phonograph—whether or not you now wish to buy. Satisfy yourself of its merit, then when the time comes for purchase convenient terms can be arranged or your old phonograph taken in part payment.

Prices, \$50 to \$600

COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York

BUY COLUMBIA NEW PROCESS RECORDS, and notice their superiority

Buy the Special Demonstration Columbia New Process Record, 25c  
Featuring Schubert's Serenade sung by Charles Hackett, the greatest American tenor—played by Toscha Seidel, the famous violinist, and the Columbia Symphony Orchestra on one side; on the other side, Ted Lewis and His Band playing a medley of fox-trot favorites.  
This record is sold for 25c solely for the purpose of convincing you of the superiority of all Columbia New Process Records which are regularly priced at 75c and up.



Now on Sale  
New Process Records

DANCE MUSIC

- You Darling You. (Brockman) 9 D 75c
- Melancholy. (Friend and Carr) Fox-Trots. California Ramblers. 9 D 75c
- Last Night on the Back Porch. (Brown and Schraubstrader) (Incidental chorus by Billy Jones) 7 D 75c
- Walk, Jenny, Walk! (Wooding and Schafer) (Incidental chorus by Billy Jones) Fox-Trots. Memphis Five. 7 D 75c
- Just A Girl That Men Forget. (Dubin, Rath and Garren) 1 D 75c
- I'm Drifting Back to Dreamland. (Charlesworth, Harrison and Sadler) Waltzes. Columbia Dance Orchestra. 1 D 75c
- So This Is Love. From "Little Miss Bluebeard." (Goetz) 13 D 75c
- The Waltz of Long Ago. From "Music Box Revue 1923-24." (Berlin) Waltzes. Paul Specht and His Orchestra. 13 D 75c
- I'm Sitting Pretty in a Pretty Little City. (Davis, Baer and Santly) 15 D 75c
- Learn To Do the Strut. From "Music Box Revue 1923-24." (Berlin) Fox-Trots. The Georgians. 11 D 75c
- Oh You Little Sun-uv-er-Gun. (Solman) Fox-Trot. Ray Miller and His Orchestra. 10 D 75c
- The Arkansaw Mule. (Clark) Fox-Trot. Jimmy Carr and His Orchestra. 10 D 75c
- What Do You Do Sunday, Mary? From "Poppy." (Jones and Caesar) 8 D 75c
- Moonlight Kisses. From "The Greenwich Village Follies." (Conrad) Fox-Trots. California Ramblers. 15 D 75c
- Mississippi Rippins. (Hanley and Earl) 15 D 75c
- Wedding Bells. (Pether-Eatherley) Waltzes. Columbia Dance Orchestra. 8 D 75c

POPULAR VOCAL SELECTIONS

- Wonderful One. (Whiteman and Grofe) Tenor Solo. Lewis James. 14 D 75c
- I'm Drifting Back to Dreamland. (Charlesworth, Harrison and Sadler) Male Quartette. Shannon Four. 14 D 75c
- I've Done What You Told Me to Do. 2 D 75c
- You May Carry Me, You May Bury Me in the Comin' Day. Male Quartettes. Fisk University Jubilee Singers. 2 D 75c
- When it's Night-Time in Italy, it's Wednesday Over Here. (Kendis and Brown) 5 D 75c
- Hot Roasted Peanuts. (Breaux, Tobias and Tobias) Tenor and Baritone Duets. Furman and Nash. 5 D 75c
- You Didn't Care When You Broke My Heart. (Johnson and Russell) Tenor Duet. Lewis James and Charles Hart. 4 D 75c
- I Wish I Had Someone to Cry Over Me. (Young and Squires) Tenor Solo. Lewis James. 4 D 75c

COMEDY SELECTIONS

- Sittin' in a Corner. (Meyer) 6 D 75c
- That Bran' New Gal o' Mine. (Van and Schenck, Davis and Akst) 6 D 75c
- Van and Schenck. Comedians. 6 D 75c
- Cohen 'Phones Mrs. Levi (Regarding a Matter-o'-Money) (Hayman) 3 D 75c
- Cohen 'Phones for a Phone. (Hayman) Comedy Monologues. Joe Hayman. 3 D 75c

SYMPHONY AND CONCERT SELECTIONS

- Norwegian Dances, Nos. 1 and 2. (Grieg) Op. 35. 68001 D \$2.00
- Roses From the South. (Strauss) New York Symphony Orchestra. 68001 D \$2.00
- Le Prophète. "Ah, mon fils!" (Ah, my son!) (Meyerbeer) 68000 D \$2.00
- Samson and Delilah. "Printemps qui commence." (Spring with her dower) (Saint-Saens) Contralto Solos. Cyrena Van Gordon. 60000 D \$1.50
- L'Africana. (L'Africaine) "Figlio del sol." (Son of the Sun) Act II. (Meyerbeer) 60001 D \$1.50
- La Bohème. "Mi chiamano Mimi." (Mimi they call me) Act I. (Puccini) Soprano Solos. Rosa Ponselle. 68000 D \$2.00
- Légende. Op. 17. (Wieniawski) 60001 D \$1.50
- Souvenir de Moscow. (Wieniawski) Violin Solos. Duci de Kerekjarto. 60001 D \$1.50