IUSINESS BOOM |S $\begin{gathered}\text { Center of Strike } \\ \text { Shifts to Fields } \\ \text { SAAL STRIINE NOW }\end{gathered}$ Fonecas wivish

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Yield Whthis 2 Weeks


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NOW ON SALE fox-trot! T"S "Lovable Eyes"-played with nating double rhythm that the Columbians put into it.
Such a banjo-twanging, snare-
drum-tapping, medley of syncopated harmony would make a marble statue fox-trot off its pedestal.
They'll say, "Please play it again!" All right-but first turn the record over. "Sweet Indiana Home" is on
the other side.
Go through this month's entire Columbia list. You'll find another and another masterpiece-each of an all-star program. ${ }^{0}$ The sew
The new process Columbia
Records give you the season's most Records give you the season's most
popular dance music played by the masters of infectious crash-andclatter harmony
On Columbia Records you get every note or the music-warh no scrape or other surface sound-just smooth-as-velvet, unmarred melody that makes you realize how differ ent, and how superior, Columbia
Tear out this month's list of new Columbia Records. Take it to any to play all the selections you wish

Columbia Symphony Records-Artists with superb votes have sung them. Great orchestras have payed them. Virtuosos of the violin, cello, harp. pianoforte have given of their genius. Columbia.
recording has caught all their majesty. Columbia methods of record making give vou perfect rendition.

