

Startling Good News for Phonograph Owners!

Columbia discovers a process which produces records free from objectionable Surface Noise!



ROSA PONSELLE is perhaps the most dazzling soprano in the history of grand opera. Here has been called the "voice of voices." Ponselle makes records exclusively for Columbia.

AS a phonograph owner you have always been annoyed by the swish and grinding and scratching noises of records. This "surface noise" has been considered impossible to remove. After years of experiment, the Columbia Graphophone Company to-day presents to the world a record that is virtually noiseless.

This record has been made possible by the discovery, in Columbia laboratories, of a process by which we are able to produce a surface material so fine in texture, so marvelously smooth, so free from friction that the phonograph needle travels over it almost inaudibly and with imperceptible wear.

The playing-result from the use of this new material is actually astounding—no other word can describe it. Melody unmarred by penetrating, obtrusive surface sounds, harmony without disconcerting scratch or scrape—think what this means to you and to every phonograph owner in the world.

This is made practical by Columbia's patented laminated, or three-ply, construction. The core or centre leaf in Columbia *New Process* Records, because it is absolutely distinct from the playing surfaces, is made of a harder, more durable substance. Over this rigid backbone are laid the two playing faces made of the new, ultra fine, ultra smooth surface fabric.

This laminated construction gives greatly increased strength and longevity plus the most noiseless surface ever perfected.

The invention of this new process record by the Columbia Graphophone Co.—for it is the genius-creation of Columbia engineers and chemists—marks the greatest outstanding improvement since the invention of the universally used disc record.

With *New Process* Columbia Records you get all the real beauty of voice; all the exquisite, delicate tones of the cello and the violin! You get melody unobscured by objectionable surface noise that has been considered impossible to remove UNTIL COLUMBIA REMOVED IT!

So great is our confidence in the enjoyment *New Process* Columbia Records provide that we ask you to tear out the list of records in this advertisement, take it to a Columbia Dealer and have him play them! Possibly he can play the same selections by other makers! Each comparison test will be a greater Columbia triumph!

You will be thrilled by the Columbia reproduction of every note, every inflection; of the most delicate phrasing—shades of harmony exquisitely expressed that have previously been LOST IN SURFACE NOISES!

In comparison with ordinary records, as made by other manufacturers, *New Process* Columbia Records will prove immediately preferable.

No other record can be like *New Process* Columbia Records. No one can produce anything even resembling them, for they are fully protected by broad basic patents.

In no other record can you get the same wonderful degree of surface quietness and pure, uninterrupted music, for the simple reason that Columbia alone possesses the secret of making a material which, employed as a surface for phonograph records, obliterates obnoxious and intrusive surface sounds.

This new substance does not hush loud surface noises. They are never created. Surface noise is merely friction, the point of the needle grinding on microscopic roughness and multiplied by the sensitive reproducer. In *New Process* Columbia Records this microscopic roughness is refined away till friction is almost a fiction.

With new and unbelievably quiet playing surfaces, the dream of making the phonograph a musical instrument of the highest and purest type has become a reality! Columbia's new surface discovery has solved the whole question! Reproduction of music has now entered a new and greater phase! To-day, the phonograph with the *New Process* Columbia Records is a masterful triumph. You can now buy Columbia *New Process* Records from any Columbia Dealer.

Go hear these Columbia Records! Take this list with you! Note the smoothness and fullness of Columbia tone! Note the beauty of expression! Note the seeming presence of the actual voice or instrument! GO hear these records to-day.



PERCY GRAINGER is acknowledged one of the great masters of the piano. Grainger makes records exclusively for Columbia.



Put These New Process Columbia Records to the Hardest Comparison Tests!

Blue Danube Waltz. (Strauss)	Rosa Ponselle.	
49988	12-inch	\$1.50
Salut D'Amour. (Elgar)	Pablo Casals.	
80158	10-inch	\$1.00
Muineira. (Duci de Kerekjarto).	49931	12-inch \$1.50
Melody. Eddy Brown.	A-3656	10-inch \$1.00
Prince Igor.		
Zampa Overture.	Metropolitan Opera House Orchestra.	
A-6218	12-inch	\$1.50
Norwegian Bridal Procession.	Percy Grainger.	
A-6217	12-inch	\$1.50
Two Little Stars.		
Calm As the Night.	Barbara Maurel.	
A-3643	10-inch	\$1.00
A Song of the Hills.	Tandy Mackenzie.	
80351	10-inch	\$1.00
In My Home Town.	Frank Grunitt.	
The 19th Hole.	A-3666	10-inch 75c
You've Had Your Day.		
I Ain't Never Had Nobody Cray Over Me.	Nora Bayes.	
A-3652	10-inch	75c
Silver Stars.		
In Rose Time.	Paul Specht and His Hotel Astor Orchestra.	
A-3672	10-inch	75c
Send Back My Honeyman.		
Georgette.	Ted Lewis and His Band.	
A-3662	10-inch	75c

This illustrates the laminated construction of the new process Columbia Records.

A—Illustrates the much smoother playing surfaces which are made of a new substance over which the needle travels almost inaudibly.

B—Illustrates the much harder centre core which resists warping.

THE METROPOLITAN Opera House Orchestra, of New York, makes records for Columbia.

TO HEAR Pablo Casals is to have born in one an utterly new conception of the magnificence and beauty of the violoncello in the hands of a master. Casals makes records exclusively for Columbia.

COLUMBIA GRAPHOPHONE CO.
New York



Columbia

NEW PROCESS

RECORDS