

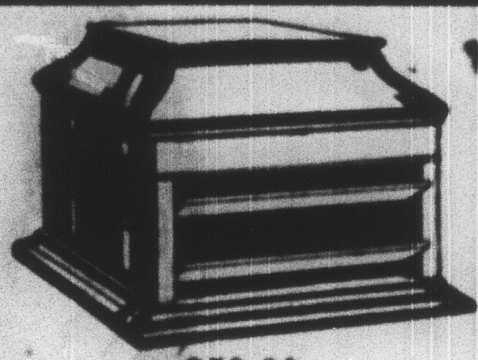
D. K. Rishel, O. D.

The Features In

THIS Phonograph



are what make the Columbia Grafonola the one incomparable instrument for the reproduction of music



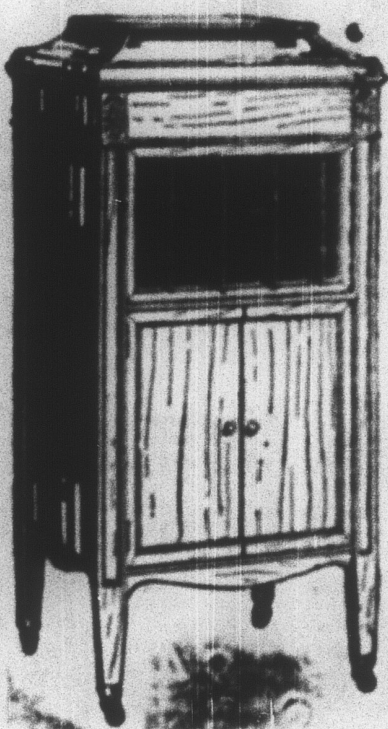
\$50.00

The upright tone leaves give the Columbia Grafonola an absolutely flexible, exclusive system of tone control. The scientifically correct construction of the Columbia Grafonola gives it exquisite clearness and purity of tone. The artistically correct design of their cabinets makes all Columbia Grafonolas harmonize with any furniture.

The individual record ejector facilitating the handling of records is a feature found in Columbia Grafonolas exclusively.

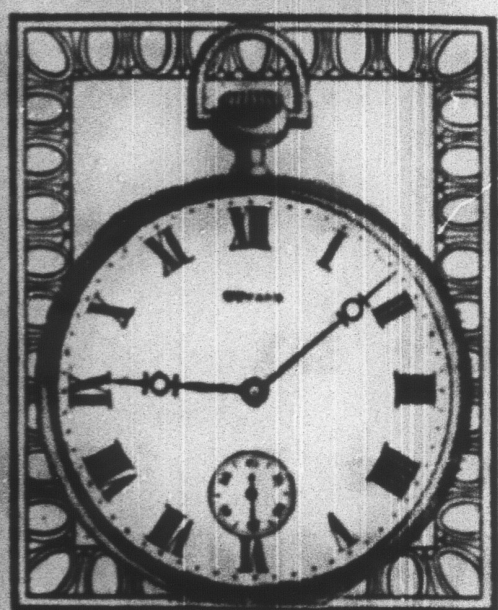
The Columbia Grafonola is in a class by itself. Tone is, after all, the test of any phonograph and tone is a test for the ear alone. It cannot be argued in type. Come and hear the Columbia tone. Your own ears will quickly tell you that its quality is unequalled.

EVERY RECORD EVERY MONTH.



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Every man who is looking forward to owning a Howard Watch will want to see the Augustan—designed in the spirit of Augustan Rome. 12-size Extra-thin, Open Face, Plain Polished—14k solid gold case. We have a few of these watches for our customers.

Our Watch and Jewelry repair department is amply ready to serve you. Mr. Luther J. Kline, of State College, has associated himself with this firm. He is an expert in this line of work, and can give both prompt service and satisfaction.

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In up to the minute designs. Quality, our watch-word, but prices to suit everybody.

Rishel-Sauter Jewelry Co.,
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Patton, Pa.

New March Numbers of

Columbia Records



Margaret Romaine's First Columbia Records

This sensational new soprano of the New York Metropolitan Opera Company makes her Columbia debut with four exquisite records. As an exclusive Columbia star she gives every promise of adding an even wider following of music lovers to the great audiences who have so enthusiastically applauded her every appearance in London, Paris, and New York.

La Bohème Musette Waltz A-2846
Mignon Rondo Gavotte A-2847
Lonesome, That's All A-2847
A Little Bit of Honey A-2848

Mardones Magnificent in Songs of the Sea

"Rocked in the Cradle of the Deep" and "Asleep in the Deep." Into these songs Mardones has woven all the magic and the mystery of the sea. The sonorous bass of this exclusive Columbia artist has all the majestic power of surf booming upon some rocky shore.

A-6134—\$1.50



Ponselle Soars Through Gay Sicilian Bolero

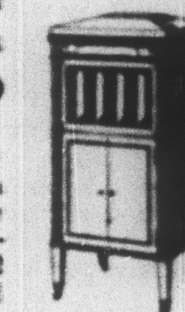
There is a volcanic brilliancy in Verdi's great "Bolero" that truly sings the sunburnt joys of Sicily. And Ponselle, exclusive Columbia artist, has poured her whole soul into this perfect record of a glorious melody.

49686—\$1.50

And 41 Other Great Selections

The 48 new Columbia selections for March include 3 Grand Opera arias, 4 popular songs by Grand Opera stars, 14 popular song hits, 3 orchestra selections, 2 bird imitations, 2 band pieces, 2 piano solos, 2 accordion solos, 1 violin solo, 1 whistling solo and 14 dances, comprising 8 fox-trots, 3 waltzes and 3 one-steps.

Get the new Columbia Novelty Record Booklet. Every Columbia dealer has it. New Columbia Records on Sale the 10th and 20th of Every Month. COLUMBIA GRAPHOPHONE COMPANY, New York



COLUMBIA GRAFONOLAS Standard 18 inch up to 1.50 Period Designs up to \$2.75

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