

**If You are  
Planning the Greatest Success  
For 1916  
You Must Include the  
COLUMBIA**

In the fact that it was impossible for us to deliver much more than about 75 per cent of the total demand for Grafonolas this year there is both regret and pride—regret because you and we could not add that business to our sales, and because your customers were dissatisfied. But at the same time it is for you and us to be proud that so many more people wanted Columbia than even we in our confident optimism expected.

We will be able to do better next year—plans that we have been working on, including substantial additions to the factory, are well under way, and that will mean a greater output of every Grafonola type. So don't let anything deter you from making your 1916 plans on big, broad and sane lines, always remembering that the Columbia is a money-in-the-bank proposition.

Write for "Music Money," a booklet full of meat for those dealers interested in quick and frequent turnover of capital.

**COLUMBIA**



**Graphophone Co., Toronto, Canada**

**Columbia Products are Made in Canada**