

Make this a  
**COLUMBIA**  
SPRING and SUMMER

Columbia dealers banked more money this last three months than ever before.

Which is by way of saying the past quarter was a phenomenal Columbia one.

And the general business sky is full of signs all pointing to a spring and summer, and beyond, that will throw any previous record, wonderful as it was, into the shade.

We are going to keep up our end—keep up the strong, sane, able advertising—and more of it—that has backed up Columbia dealers for Columbia product.

The standardized prices of Columbia records made effective April 20th have as one result filled our files with letters from pleased dealers all over the Dominion unanimously auguring an unprecedented increase in record business this year, and these prophecies are being backed by a splendid increase in their record orders.

Now as to the product: We made more than super-generous provision in bygone months, but even so we couldn't meet the extraordinarily increased demand. But for this year, with more factory extensions and broadened facilities, we are confident that we shall be able to accommodate, before very long, what any sane man should be able to predict as the normal requirement of all our dealers. And that is figured on what 1916 is bound to be.

**Remember**

Prices of the famous Columbia Disc Records have been Canadianized. We are telling people far and wide that Columbia records now cost them less—and that means Dollars to you.



**Columbia Graphophone  
Company**

TORONTO

CANADA

