

The Columbia "Grand"



Grafonola

The Last Word
in Instruments
of Music
Price \$650



TRADE MARK

The Columbia "Grand" is the result of our definite intention to produce, once and for all, the one musical instrument that must be accepted without question as the incomparable ideal. In musical possibilities, in design, and in equipment, the Columbia "Grand" reaches a point where comparison with "talking-machines" ceases to be possible.

It is operated by electric current; it stops automatically at the end of each record without adjustment or attention; it is equipped with Columbia tone-control shutters—as are all Columbia Grafonolas. All exposed metal parts are heavily plated with 18-karat gold, and the instrument is electrically illuminated under the lid. A tone chamber built like a 'cello gives it a tone never before attained, and it will play the records made by every great artist, *without a single exception.*

The Book of the Columbia "Grand" is now in the hands of every dealer who sells the highest grade of musical instruments. Ask your dealer for a copy and then *hear* the instrument. If necessary, write to us direct for the Book.

Columbia instruments now range from \$20 to \$650; catalogs on request.

Columbia Double-Disc Records are interchangeable on any disc "talking machine"; catalogs on request.



Columbia "Eclipse"—\$26



Columbia "Regal"—\$52



Columbia Grafonola
"Mignonette"—\$125



Columbia Grafonola
"Nonpareil"—\$180



Columbia Grafonola
"Colonial"—\$195



Columbia "Favorite"—\$65



Columbia Grafonola
"Regent"—\$250

COLUMBIA PHONOGRAPH COMPANY, Gen'l
McKINNON BUILDING, TORONTO, ONT.

ators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World. Dealers and prospective dealers, write for a confidential letter and a free copy of our book "Music Money."