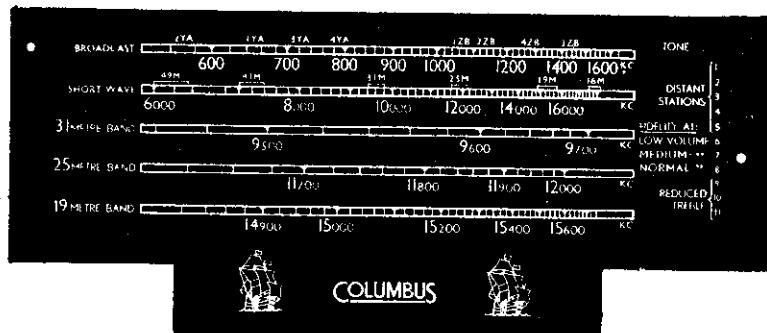




HARD-TO-PLEASE SHORTWAVE LISTENERS

ARE DUE FOR A

Surprise!



Tuning Shortwave Stations is now easier than Dialling a Telephone Number . . .

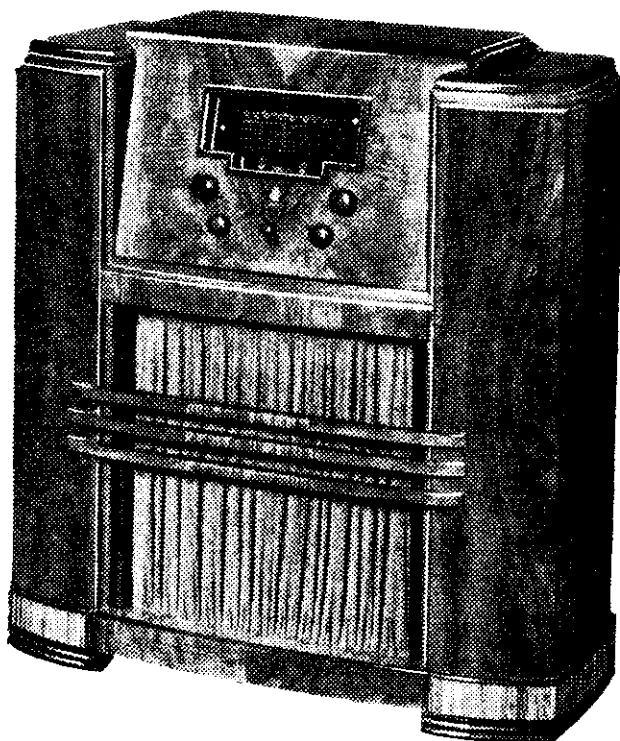
Take a good look at the dial you see above. It certainly doesn't look like the conventional radio dial. It certainly doesn't act like it, either. That's the Columbus Calibrated Bandspread Dial. It's also the end of all split-hair short-wave tuning . . . of trying to separate YOUR station from the three or four others that are dancing on the tuning-pointer. With the Bandspread Dial you simply dial the station's wavelength and you're there!

LET'S LISTEN TO SAN FRANCISCO

transmitting at 9670 kilocycles in the 31 metre band. Click—and you're on the 31 metre band. Spin the tuning knob and you're on 9670 kilocycles. There's San Francisco—as easily as that. And once tuned, you STAY tuned—no "drifting" off the wavelength.

BUILT FOR ENDURING SATISFACTION

Years of production experience and a mass of precision machine tools ensure the careful workmanship which endows your Columbus with a long and dependable life. You can rely on Columbus. As for its other qualities, reproduction of speech and music with rare fidelity, a beauty of design unrelated to changing fashions—these you can prove for yourself, in a demonstration.



COLUMBUS RADIO

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