

how the Columbus ELECTRONIC EAR

ends
"scale
distortion"

Ever noticed how the full roar of a passing car thins out as the car recedes in the distance? That's because of the curious phenomenon that scientists call "scale distortion." As noises or music decrease in volume, the human ear becomes less sensitive to the deep bass sounds and the high treble notes.

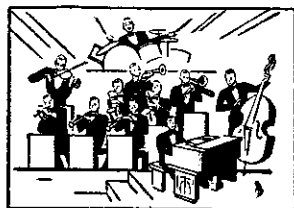
When you turn down the volume on an orthodox radio the same thing happens — you stop hearing the highs and the lows.

But, thanks to the Electronic Ear, you'll hear them on Columbus. The Electronic Ear—the Columbus 11-point tone control—switched to Position 6, actually compensates for these losses . . . restores the missing notes . . . gives you fully balanced reproduction.

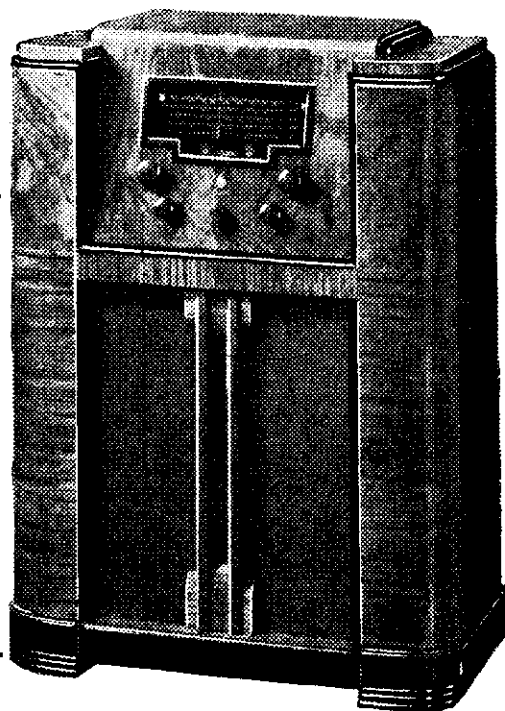
That's just one of its jobs. The Electronic Ear set at the appropriate positions reduces static on distant stations, gives absolute fidelity on normal reception and maximum clarity at all times.

It's only one of the conclusive features on to-day's most exclusive radio.

ILLUSTRATING "SCALE DISTORTION"



At normal volume you hear all the notes as in the picture at left; at low volume the ear is less sensitive to high and low notes, and the musical balance is distorted, as at right.



COLUMBUS RADIO