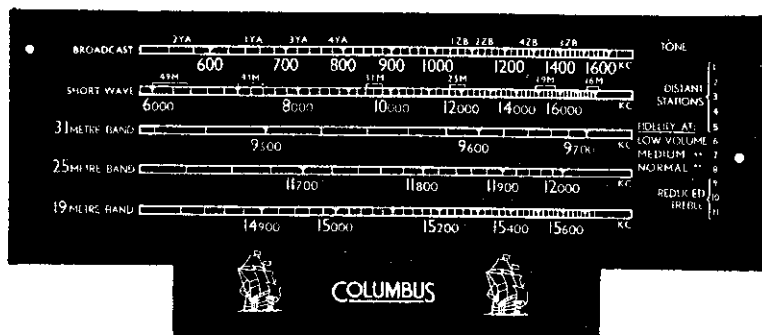
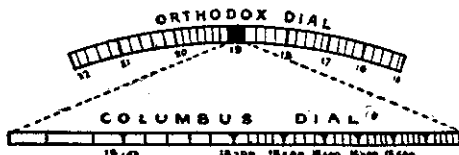


# Look at it Hard . . . IT'S THE DIAL THAT MAKES 300,000 RADIOS OUT-OF-DATE

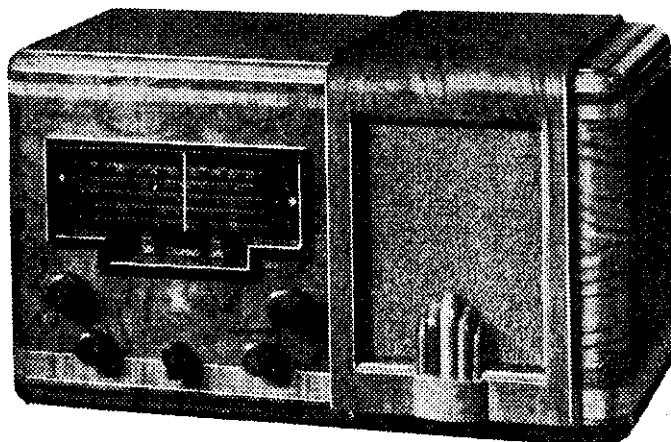


**NOW YOU CAN TUNE SHORTWAVE  
AS EASILY AS BROADCAST**

**with Columbus Calibrated band  
spread tuning** The little sketch below shows  
you the difference between the shortwave tuning scale on  
orthodox radios, with dozens of stations crowded on the



19-metre band—and the Columbus Calibrated Scale with  
the 19-metre band spread six inches wide. No wonder  
shortwave tuning is  
simple and quick. You  
want London on 15,070  
kilocycles? Spin the  
pointer there and you're  
tuned. Once tuned, you  
STAY tuned. That's the  
modern Columbus way  
of making shortwave  
enjoyable.



**NOW YOU CAN HAVE ALL THE  
MUSIC WHATEVER THE VOLUME**

**with Columbus Electronic Ear**

Did you know that low  
and high notes tend to  
disappear when you  
turn down the volume on  
an ordinary radio? That's  
because of "scale distor-  
tion"—the lessened  
sensitivity of the human  
ear to those high and low  
notes when volume is  
low. The effect is as you  
see it in lower sketch.  
But, thanks to the  
Electronic Ear, you'll  
hear all the notes on  
Columbus.



The Electronic Ear—  
the Columbus 11-point  
tone control — restores  
the missing notes and  
gives you fully balanced  
reproduction, just as you  
see it in the top sketch.  
Another exclusive fea-  
ture in an exclusive  
radio.

# COLUMBUS RADIO