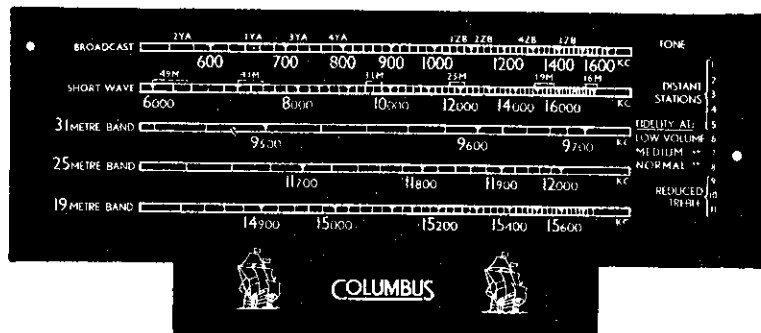


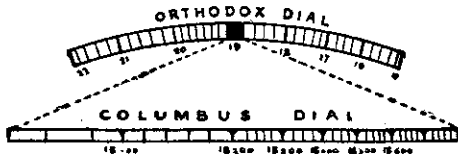
Look at it Hard . . . IT'S THE DIAL

THAT MAKES 300,000 RADIOS OUT-OF-DATE

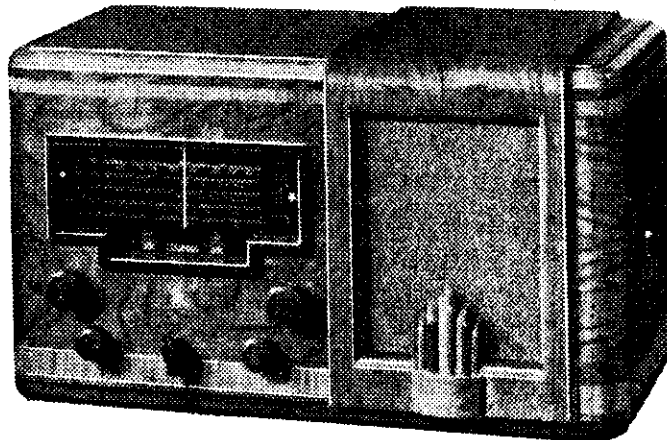


**NOW YOU CAN TUNE SHORTWAVE
AS EASILY AS BROADCAST**

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



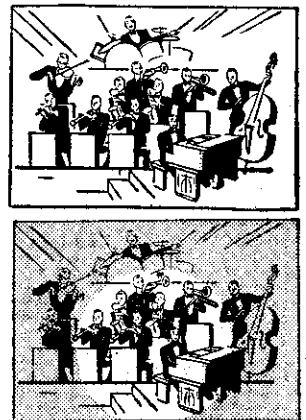
19-metre band—and the Columbus Calibrated Scale with the 19-metre band spread six inches wide. No wonder shortwave tuning is simple and quick. You want London on 15,070 kilocycles? Spin the pointer there and you're tuned. Once tuned, you **STAY** tuned. That's the modern Columbus way of making shortwave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

COLUMBUS

RADIO