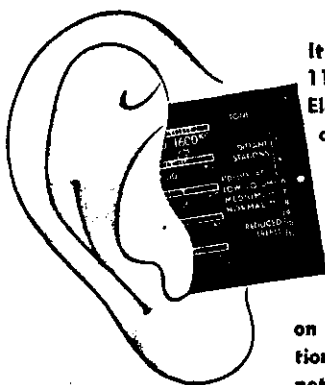


THE RESULT OF DOING ONE THING

*... and doing
it superlatively well!*

Columbus ELECTRONIC EAR to give you ALL the music



It looks simple enough . . . this 11-point tone control we call the Electronic Ear. And it IS simple to operate. But behind it lies all the experience and knowledge that Columbus designers have won in their search for fidelity. The Electronic Ear — exclusive to Columbus Radios — makes that fidelity possible. It reduces static on distant stations. On normal reception it reproduces faithfully every note, every shade, every inflection of

music and voice. It does something that no other radio has ever done before . . . it gives perfectly balanced reproduction at low volume levels. The Electronic Ear enriches all your radio listening.

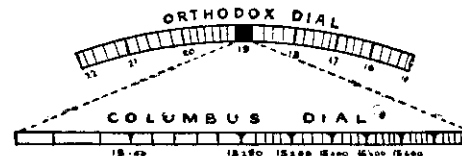
This amazing piece of electronic engineering is a product of specialised research in the field of radio.

The science of electronics . . . the business of radio . . . these are the concern of Columbus Radio, and nothing else.

And this policy of concentrating its wealth of knowledge and its supreme engineering skill in the radio field exclusively means advances such as those described above . . . advances that bring you radios simpler to operate, more enjoyable to listen to, more beautiful to look at.

Wherever you are, experience Columbus performance before you choose a radio.

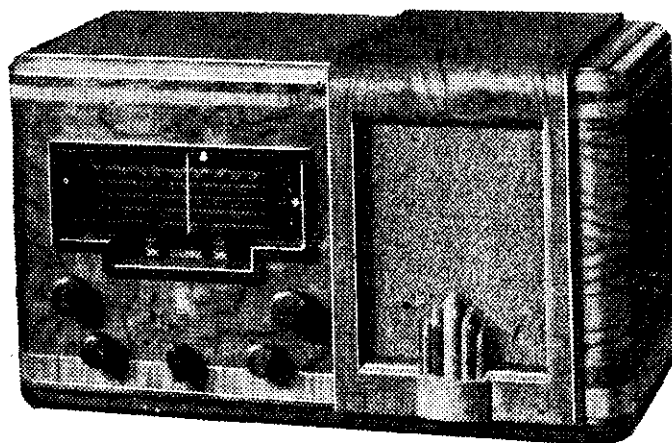
Columbus BAND SPREAD DIAL brings broadcast ease to SHORTWAVE TUNING



Columbus radio engineers found a way to end the needle-point tuning which used to make shortwave listening a hobby only of the enthusiast. By taking selected portions of the shortwave bands where stations clustered thickly, and s-p-r-e-a-d-i-n-g them to 25 times their former length, they made shortwave tuning easier than broadcast. For on these Band Spread scales stations are even FURTHER APART than they are on broadcast! Columbus electronic skill has doubled the enjoyment of radio listening.

Columbus FIDELITY RADIOS

are the product of an organisation which devotes ALL its resources, ALL its skill, ALL its experience, to radio alone.



COLUMBUS RADIO

A Triumph of Electronics