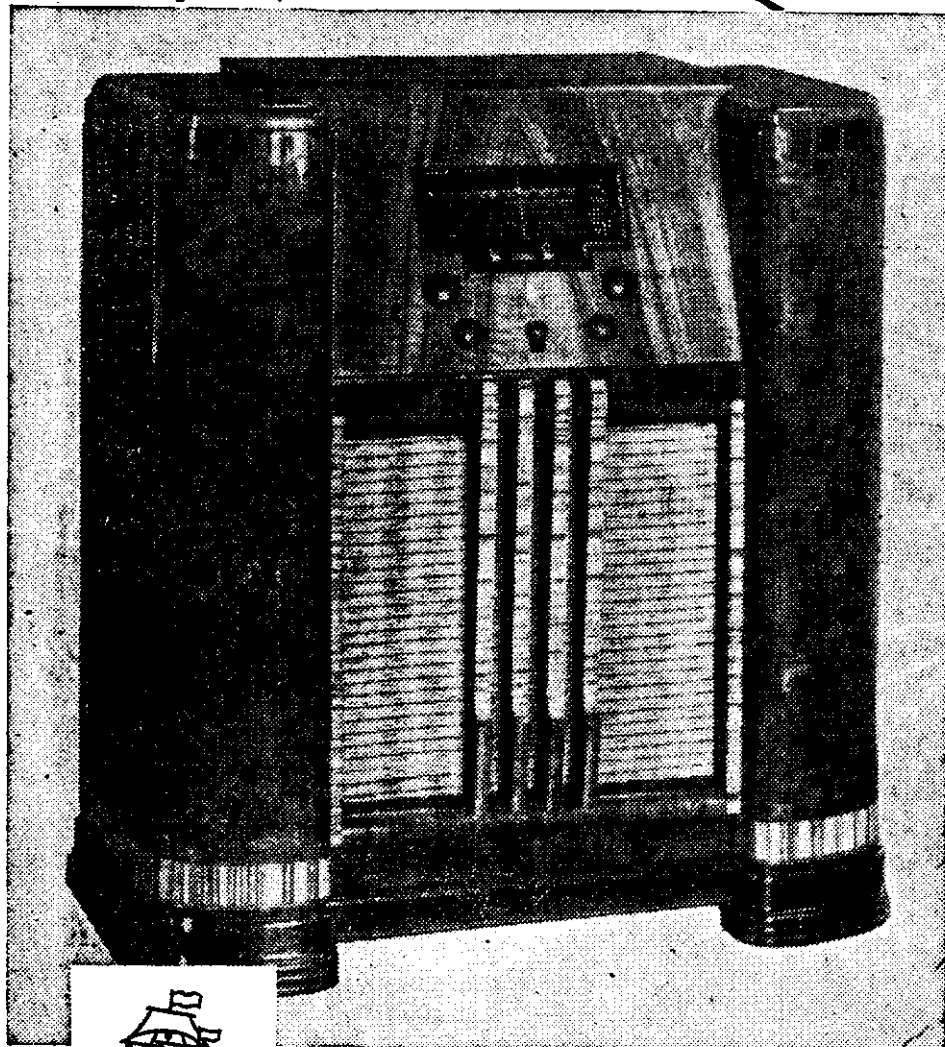




The radio with no voice of its own



COLUMBUS RADIO

A TRIUMPH OF ELECTRONICS



A GOOD violin may have a tone of its own—but not a good radio. Though it is the very voice of music, in itself a radio set is a scientific, not a musical, instrument.

Note by note, tone for tone, it must re-create in your drawing room the precise pattern of the sound-waves that leave the violin's strings or the singer's throat. It must take away nothing and it must add nothing . . . least of all its own tone.

So when people hear a Columbus radio mirroring the lyric beauty of a singer's voice and say "What beautiful tone," they really mean "What unusual fidelity."

Columbus radio engineers are responsible for that—for they perfected the Electronic Ear, that safeguard of fidelity shared by no other radio.

Such progress results from the Columbus policy of directing its whole resources—research, design, production—exclusively into the field of radio and sound equipment. From this specialisation comes the knowledge to build a great radio like Columbus.