

# INTERNATIONAL COLUMBUS MODEL 90

## A STATEMENT

ONLY once in a decade does the purchase of a new radio figure in the budget of average household expenditure, and, naturally, such an occasion merits careful consideration before final selection is made. For that reason, Columbus takes this opportunity to make a statement in commendation of its Model 90.

There are, without doubt, many people who feel vaguely dissatisfied with what they derive from radio entertainment, and probably, no single factor contributes more to this feeling than an awareness of tonal artificiality in the reproduction of programmes—especially where music is concerned. So it is cold comfort to hear from those responsible strong defence of the quality of transmission from National Broadcasting Service stations . . . and, inferentially, criticism of the quality of reproduction of the average domestic receiver.

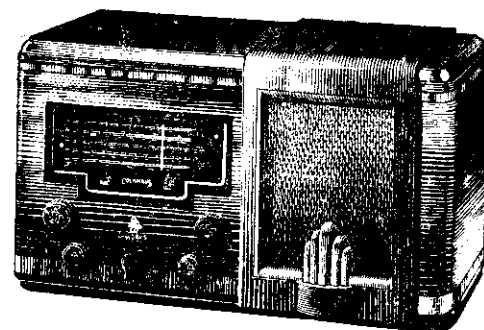
Well, Columbus has always been tone-quality conscious, and certainly never complacent about that all-important aspect of radio. So from consistent striving Columbus

Model 90 has emerged with attributes of tonal quality that are all that anyone could conceivably look for in radio, and which are achieved, moreover, without complication and heavy expense.

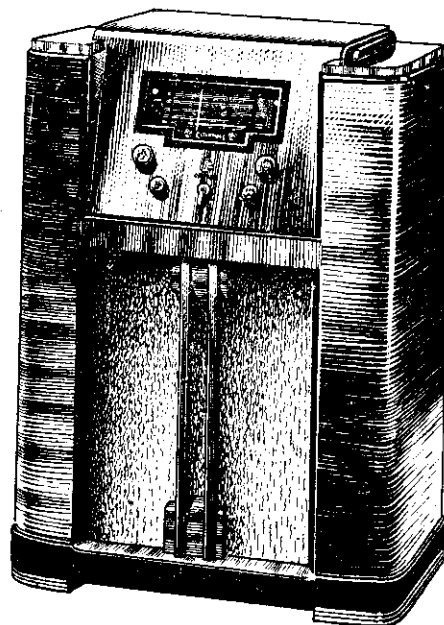
To reach this result Columbus has had recourse to many new and unique practices of technical design which, popularly described, would fill the space of a small book. But three features alone—the method of frequency discrimination employed for tonal control; the remarkable frequency characteristics of a new loudspeaker design; and the calibration of spread shortwave bands—place Model 90 so far in advance of any other radio that comparison is unnecessary. But most importantly, these features are not "stunts" designed to rouse the interest of an indifferent market. What Columbus has built into Model 90 is flawless perfection of performance that any person with a love of music and the arts of radio will immediately recognise as something that completely outmodes the orthodox radio receiver of contemporary design.

### NATION WIDE SERVICE

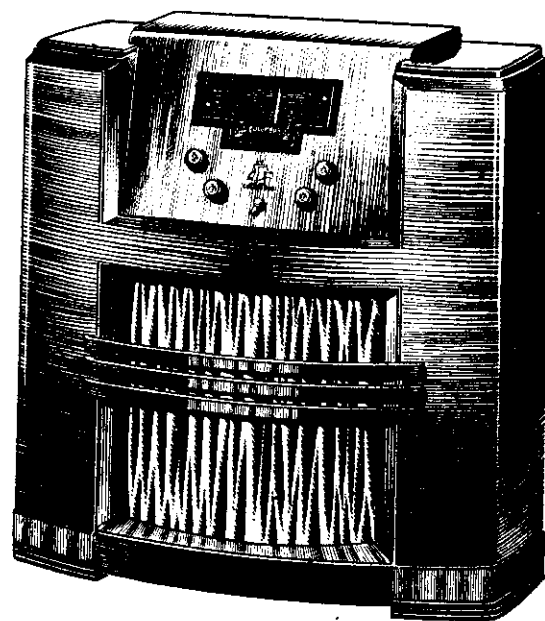
Whangarei, Auckland, Hamilton, Rotorua, Gisborne,  
Napier, Hastings, Dannevirke, Taihape, New Plymouth,  
Wanganui, Palmerston North, Masterton, Wellington,  
Nelson, Greymouth, Christchurch, Timaru, Oamaru,  
Dunedin, Gore, Invercargill.



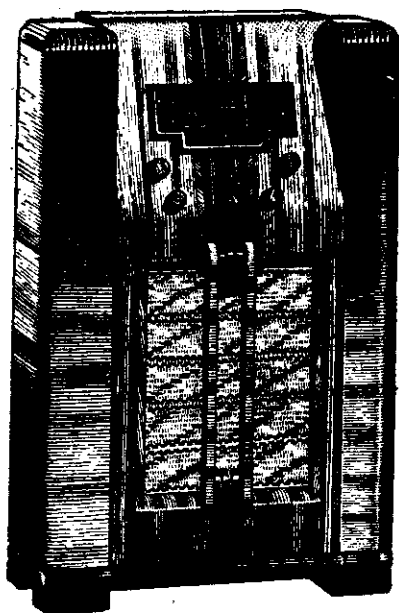
VICTORY MANTEL MODEL



CONWAY CONSOLE MODEL



SQUADRON CONSOLE MODEL



ESCORT CONSOLE  
MODEL

# COLUMBUS RADIO