

Model 6, 5-valve
Miniature.

£18-10

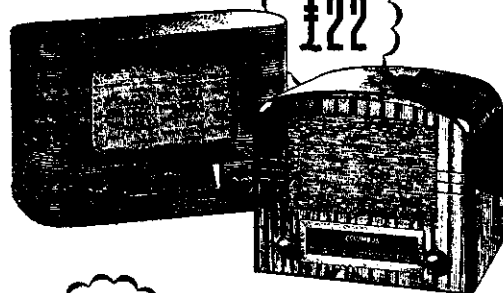
COLUMBUS

1946



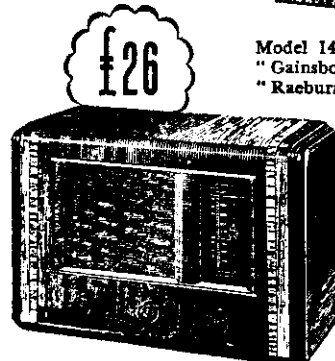
£49-10

Model 90, with Calibrated Spread
Short-wave Bands and 11-point Discrim-
inatory Tone Control, "Endeavour"



£22

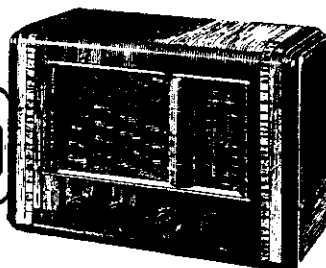
Model 14, 5-valve Miniature
"Gainsborough" (left) and
"Raeburn" (right)



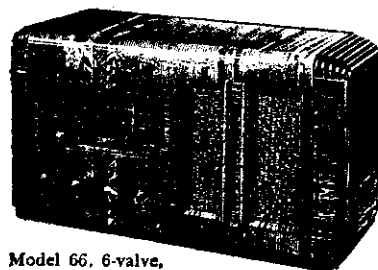
£26

Model 53, 5-valve,
High Fidelity,
"Corvette"

Model 55, 5-valve,
Broadcast and
Short-wave,
"Corvette"

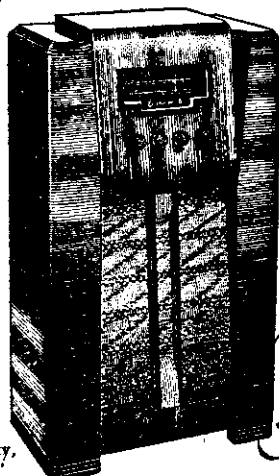


£29-10



£35

Model 66, 6-valve,
All-World,
"Warrior"



£46-10

Model 66,
All-World,
High Fidelity,
"Discovery"

WITH the approach of the first post-war winter and with the growing demand for radio that is becoming apparent as the evenings lengthen, Columbus is equipped and amply stocked with a range of models that is comprehensively and soundly conceived.

It is our paramount aim to provide a complete radio service—complete, in the sense that our organisation is competent to cater for all aspects of radio, and complete also, in the sense that our service is such that *all* people, in the most modest or in the finest of homes, may look to Columbus with confidence for their needs in radio.

The variety of radio displayed here is in conformity with that aim.

A range of models is provided, each one designed with discrimination, to meet the widest diversity of taste or requirement. And from a clearly-defined scale of prices, any prospective purchaser may consider any model judiciously, assessing its advantages in relation to the expenditure involved in its purchase and exercising the mature judgment that is an essential of wise "buying".

It is naturally pleasing to us at Columbus, that we have succeeded, within the short period that has elapsed since the war's ending, in producing a full range of radio—and that we have simultaneously created conditions whereby our clients can deal with us with confidence and surety.

But if we do derive satisfaction from these things, it is in sober realisation of the fact that we enjoy the notable advantage of concentrating our energies, technical and productive, solely upon radio. That concentration of effort will remain, unceasingly, in the service of those who entrust their radio requirements to the organisation that bears our name.

* * * *

MODELS ALSO AVAILABLE FOR

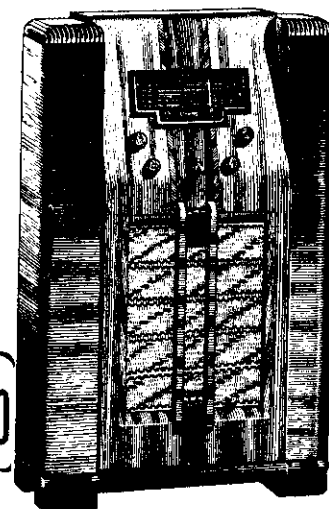
1. BATTERY OPERATION
2. A.C.—D.C. (ANY VOLTAGES)

Confidential Term Purchase, at low cost, available if desired.

COLUMBUS RADIO

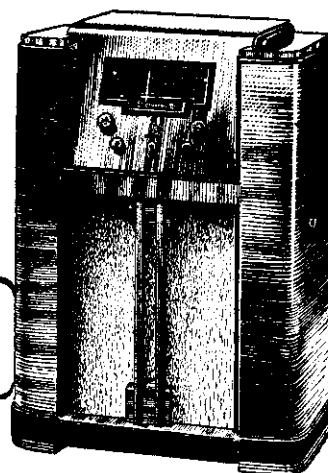
NATION-WIDE SERVICE

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



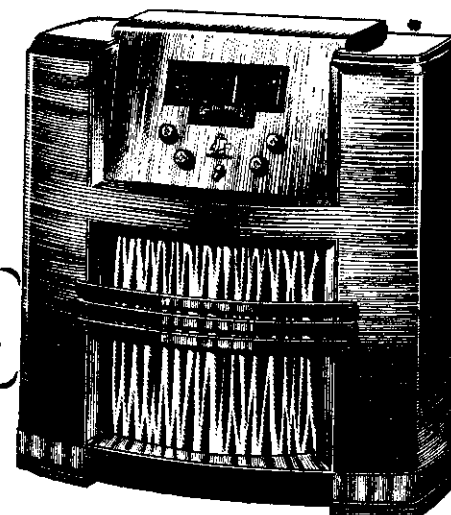
£61-10

Model 90 (as above), "Escort"



£65

Model 90 (as above), "Convoy"



£74

Model 90 (as above), "Squadron"