

# RADIO PRE-EMINENT

## COLUMBUS MODEL 90

*An Honoured and Highly Regarded Radio*

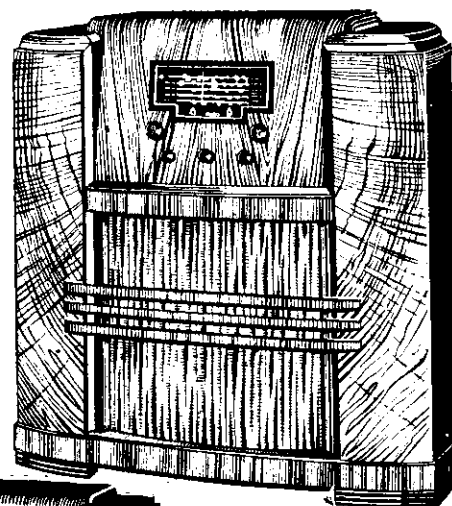
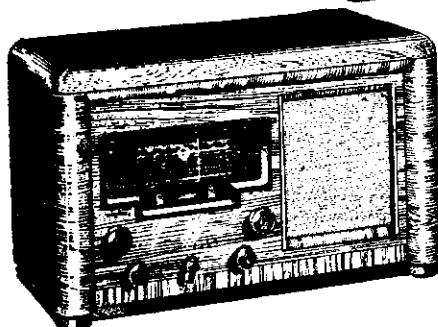
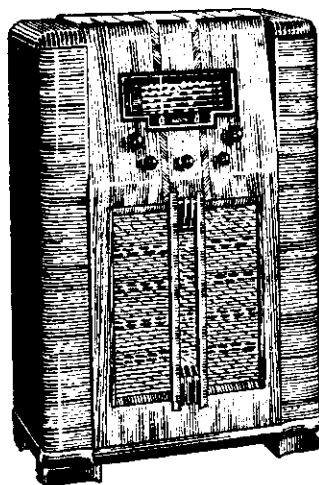
With big developments planned for New Zealand's broadcasting service (of which the "opening move" will be the revision of station wavelengths on September 1st), we are entering upon an era in which radio listening will acquire unprecedented popularity throughout the Dominion.

*Within a year or so, 5 completely new stations will come on the air, the power of 14 existing stations will be greatly increased, and 9 of the existing stations will continue to operate at their present power. Listeners will find that their choice of good-strength stations will be doubled—and more than doubled, in some instances.*

This is a development of first-class significance to the people of New Zealand—just how significant will become apparent to everybody as the programme of development is fulfilled, step by step.

Model 90 "Escort" (right)  
£61 10 0  
Height: 39in.; Width: 25½in.; Depth: 13in.

Model 90 "Endeavour" (below) — £49 10 0  
Height: 14½in.; Width: 24in.; Depth: 11½in.



Model 90 "Squadron" (above) — £74 0 0  
Height: 38½in.; Width: 36in.; Depth: 14½in.

Model 90 "Convoy" (left) — £65 0 0  
Height: 39in.; Width: 27½in.; Depth: 13in.

In these auspicious and encouraging circumstances, COLUMBUS earnestly commends its Model 90 to the many radio listeners who will decide that the improvement in the scope of their radio listening will justify their selecting a radio of proven and unassailable quality.

COLUMBUS Model 90 is just that. It is in all ways the perfect radio—of modern and unique technical design, with calibrated band-spreading for shortwave, with discriminatory tone control, with peerless tonal qualities, and with faultlessly immaculate appearance.

To people with a love of music and the spoken arts, Model 90 offers a standard of quality reproduction which will be recognised immediately as something away and beyond the conventional.

**NATION-WIDE SERVICE:** Whangarei, Auckland, Hamilton, Paeroa, Rotorua, Tauranga, Gisborne, Napier, Hastings, Dannevirke, Taihape, New Plymouth, Wanganui, Palmerston North, Masterton, Wellington, Blenheim, Nelson, Grey-mouth, Christchurch, Timaru, Oamaru, Dunedin, Gore, Invercargill.

**COLUMBUS**  
  
**RADIO**