

SPECIAL OFFER FOR MARCH

£5



RECORDS

FREE!

WITH EVERY COLUMBUS RADIOGRAM

HURRY! OFFER CLOSES MARCH 29th!

- * A style for every home. See these and other fine models
- * A price for every purse. at Columbus Radio Centre.

COLUMBUS AND ONLY COLUMBUS OFFERS YOU ALL THESE:—Full 12 months' unconditional guarantee ANYWHERE IN NEW ZEALAND. Generous CASH TRADE-IN ALLOWANCE on your old set.

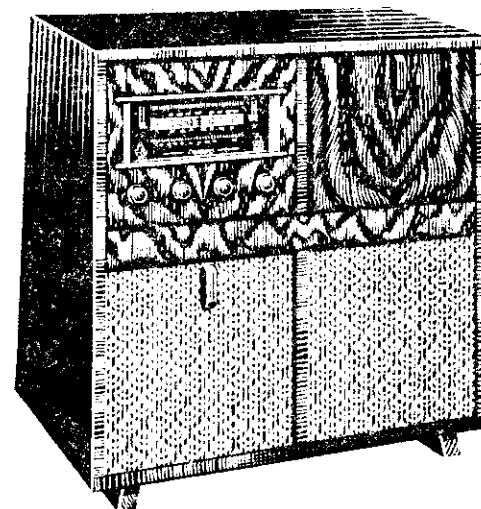
EASY CREDIT TERMS—You can "play as you pay" for your Columbus. New Zealand's **FINEST RANGE** of Radios, Radiograms—bar none! And now—£5 of recordings **FREE** with every radiogram purchased during March.

NEW

Flotilla

New Beauty in Design
New Standard in
Performance

Only the new 1955 Columbus Flotilla gives you all these sensational new features: Full short-wave coverage, 2-21 megacycles. Ten high-performance multi-purpose valves. "Cross-over" speaker network—12in. "woofer," 6in. "tweeter." Separate bass and treble controls. Push-pull output. Extended Audio Frequency range. Special hum filtering system. Iron-cored, high gain coils. Independent Automatic Volume Control for special handling of weak signals in noisy locations. Completely new design, with split lid for operating convenience. Extra record storage space. Mixer-changer for various record speeds. Exquisite cabinetry, with specially selected veneers. **£155/10/-**.

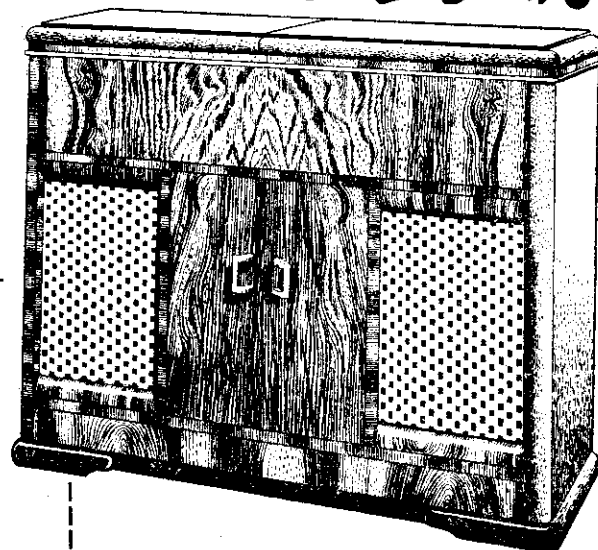


ELITE: This is an outstanding example of Columbus value. One of the finest cabinets in New Zealand containing a big 6-valve radio with 12in. speaker and compact record changer. A radiogram to add elegance to any home. **£69/10/-**.



CARLISLE: Supplies entertainment from radio or records when and where you want it. A Table Radiogram that combines attractive appearance with outstanding performance and value. Two models are available.
Record Changer **£48/10/-**.
Record Player **£38/10/-**.

Choose your recordings from the world-famous R.C.A. range, or take your pick from Festival, Capitol, or Tanza labels, etc.



COLUMBUS RADIO CENTRE

Columbus Radio Centres Throughout New Zealand

AUCKLAND—4 Shops (Karangahape Road, Queen Street, Takapuna, Panmure). BLENHEIM, CHRISTCHURCH, DANNEVIRKE, DUNEDIN, GISBORNE, GREYMOUTH, HAMILTON, HASTINGS, INVERCARGILL, MASTERTON, NAPIER, NELSON, NEW PLYMOUTH, OAMARU, PAEROA, PALMERSTON NORTH, PUKEKOHE, ROXBURGH, TAIHAPE, TAURANGA, TIMARU, TOKOROA, WANGANUI, WELLINGTON—4 Shops (Cuba Street, Lambton Quay, Courtenay Place, Hutt City), WHAKATANE, WHANGAREI.