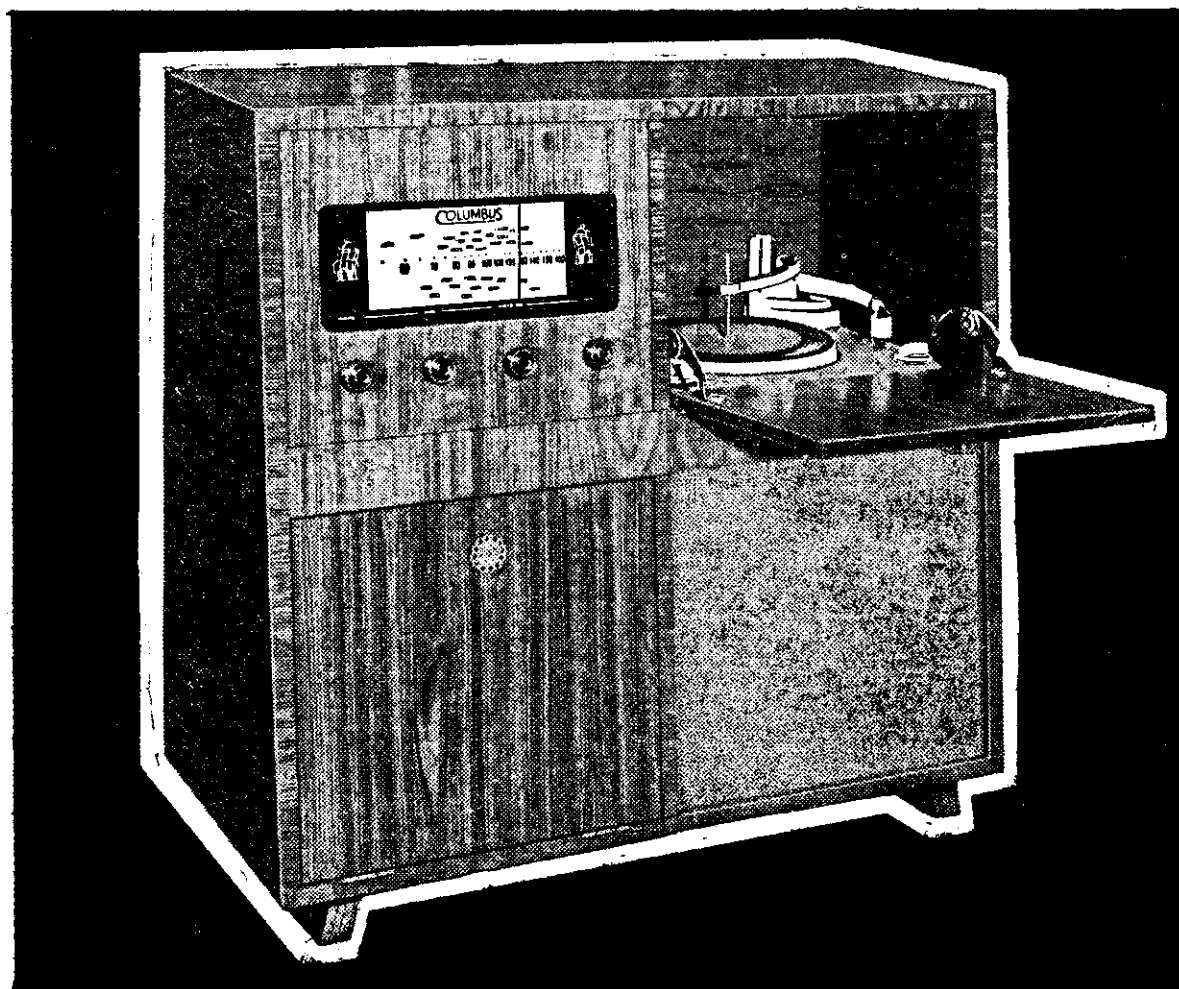


Not only first-class Reception, but
MAGNIFICENT TONAL QUALITY
 for only £59-10-0... Columbus 'ELITE'



The Columbus "Elite" is undoubtedly the radiogram for those who want the finest in reproduction but who have to think of price.

Costing only £59-10-0, with a full 12 months' guarantee anywhere in New Zealand,*
Columbus "Elite" gives you: • 5 Valve Receiver with up-to-the-minute design features such as • high quality precision gang condenser for minimising station congestion • special bass compensation in tone control for full tone range without distortion • miniature tubes coupled with most advanced coils for outstanding performance • **Heavy-duty Speaker** with large baffle space for ample volume • **4-speed Collaro Record-Changer** for positive trouble-free action and faithful reproduction • **Beautiful Cabinet Design**—will blend with any furnishing style, and gives ample record storage. Choice of specially chosen walnut, light or dark oak veneers.

• **Also available: 6-valve De Luxe model, £65-10-0**

* the only set in its class to have this guarantee!

See, HEAR Columbus "ELITE" at your

COLUMBUS RADIO CENTRE

AUCKLAND—4 Shops (Karangahape Road, Queen Street, Takapuna, Parnum); 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.