

Terrific Value!

LOWEST PRICES EVER for QUALITY RADIOGRAMS

COLUMBUS

PASS THE SAVINGS ON TO YOU!

Production improvements, savings in distribution costs and larger sales mean **lower prices without sacrifice of quality**—when you buy Columbus, direct from the manufacturer!

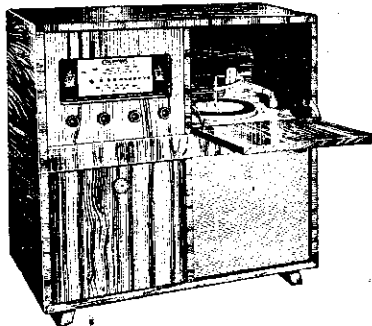
No radio cabinets in New Zealand can match Columbus for quality! Five-ply, crossed stress, selected timbers cannot warp or crack. Finished with **seven coats** of hand-rubbed lacquer for permanent, high gloss piano finish.

*down
14%*

Now only £59/10/-.

Features include electron ray tuning indicator, tone compensation control, multi-speed changer.

COLUMBUS "ELITE"
CONSOLE RADIOGRAM.

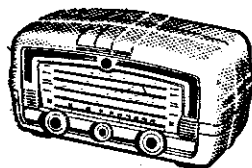


COLUMBUS "CHESTER"
CONSOLELETTE.

Now only £59/10/-.

Includes all "Elite" features plus beautifully compact design. Ideal for small flats and living rooms.

*down
9%*



"Malvern"
Mantel Model.

Most powerful radio of its size. Handy spiral carrying grip for portability.

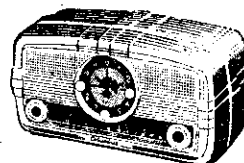
Now only £19/19/-.



"Carlisle"
Table Model.

Extra large speaker, variable tone control, progressive volume control.

Now only £47/10/-.



"Greenwich"
Self-Starting
Clock Model.

Automatically turns itself on at pre-set time for music when you wake.

Now only £27/10/-.

**Easy
terms**

**12
months
guarantee**

**N.Z.'s
biggest
range**

—AND SCORES OF OTHERS TO CHOOSE FROM
AT YOUR



COLUMBUS RADIO CENTRE



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.