

Terrific Value!

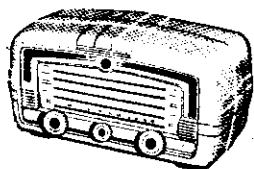
LOWEST PRICES EVER
for
QUALITY RADIOGRAMS

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.



**"Malvern"
Mantel Model.**

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

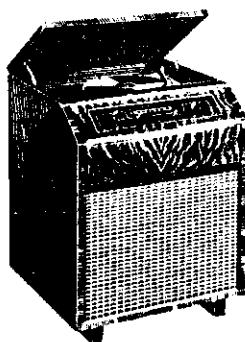
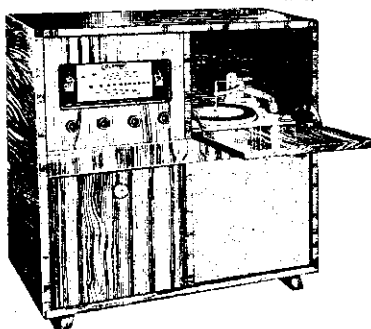
Now only £19/19/-.



Now only £59/10/-.

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

**COLUMBUS "ELITE"
CONSOLE RADIOGRAM.**



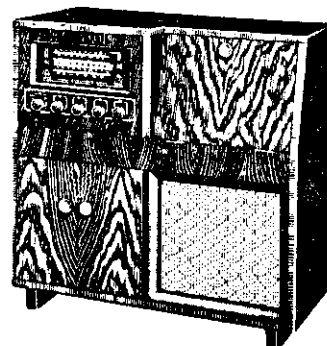
**COLUMBUS "CHESTER"
CONSOLELETTE.**



Now only £59/10/-.

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

**COLUMBUS "SYMPHONY"
MASTER CONSOLE**



Still only £87/10/-.

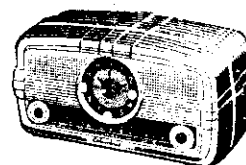
Tonal compensation at both high and low range gives broadcasting studio quality of reception and reproduction. Speaker cross-over network master control.



**"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/-.



—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**, **TAHAEPE**, **TAURANGA**, **TIMARU**, **TOKOROA**, **WANGANUI**, **WELLINGTON**,—4 Shops (Cuba Street, Lambton Quay, Courtenay Place, Hutt City), **WHAKATANE**, **WHANGAREI**.