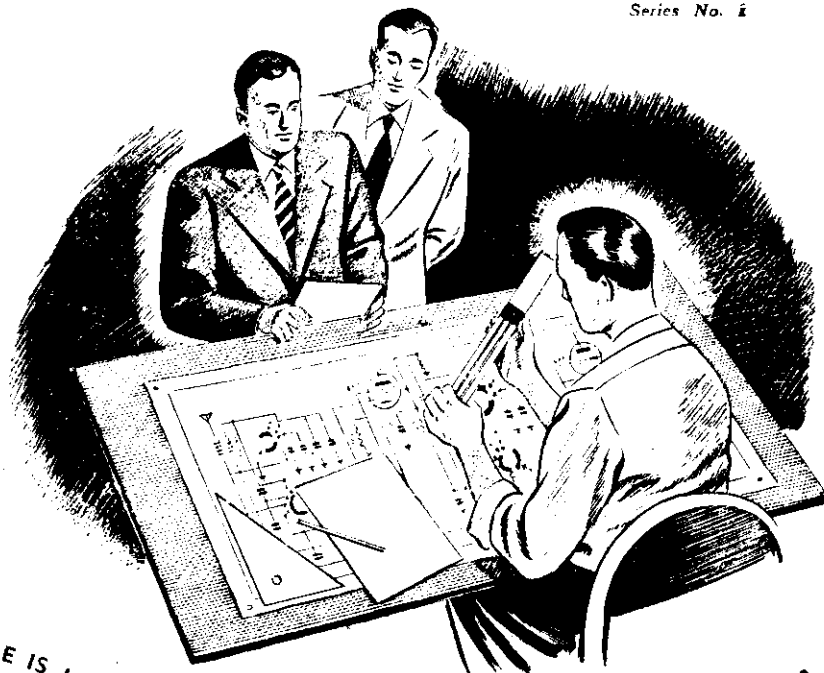


Why "Columbus" Build *Better* Radios

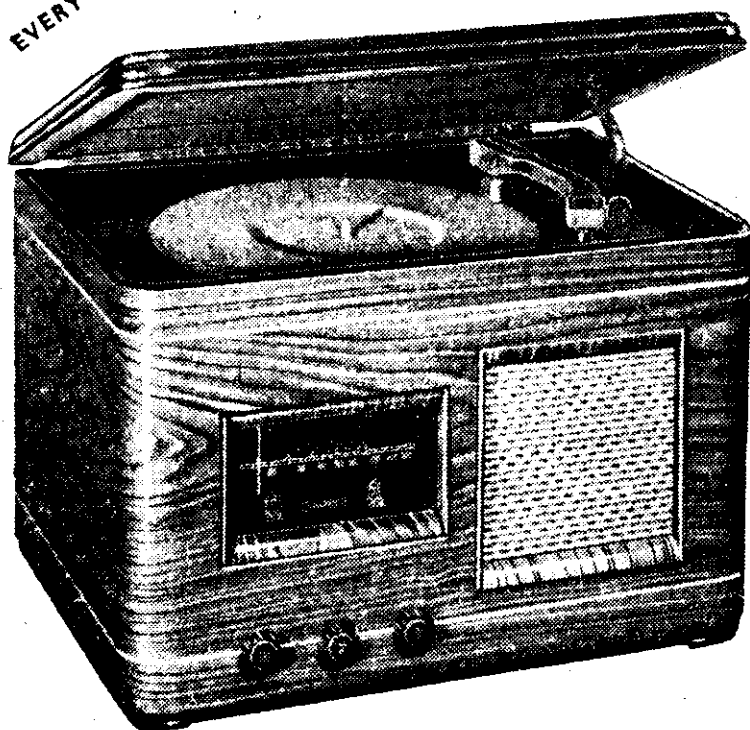
Series No. 2

THE PLANNING

In planning a Columbus radio the purpose and circumstance in which it will be used are first considered—is it for the lounge—or the car—is it a portable for the beach, or is it for the bedroom? In every instance each radio must have characteristics which, while not depreciating its general usefulness, make it particularly successful under specific conditions. To this end the expert in acoustics and the radio draftsman combine in the preparation of a plan which will give the maximum value. The plan evolved is therefore the result of a singularly high degree of technical knowledge, and when finally approved is passed on to the Radio Engineer who will build the prototype or test model.



EVERY COLUMBUS RADIO OR RADIOGRAMPHONE IS UNCONDITIONALLY GUARANTEED FOR TWELVE MONTHS



DOVER

Easily the finest low-priced Radiogram in New Zealand. Fitted with Extension Speaker Terminals. 5-Valve radio with 6-in. speaker. Height 13in.; width 18in.; depth 13½in.

Ask for your favourite hit tunes on CAPITOL, TANZA, TASMAN, LONDON, ARTRANSA and ORIOLE recordings.

COLUMBUS

RADIO
 PRODUCT OF RADIO CORPORATION OF
 NEW ZEALAND LIMITED

A National Organisation with COLUMBUS RADIO CENTRES throughout the Dominion and accredited dealers everywhere.