

Why "Columbus" Build *Better* Radios

ASSEMBLY

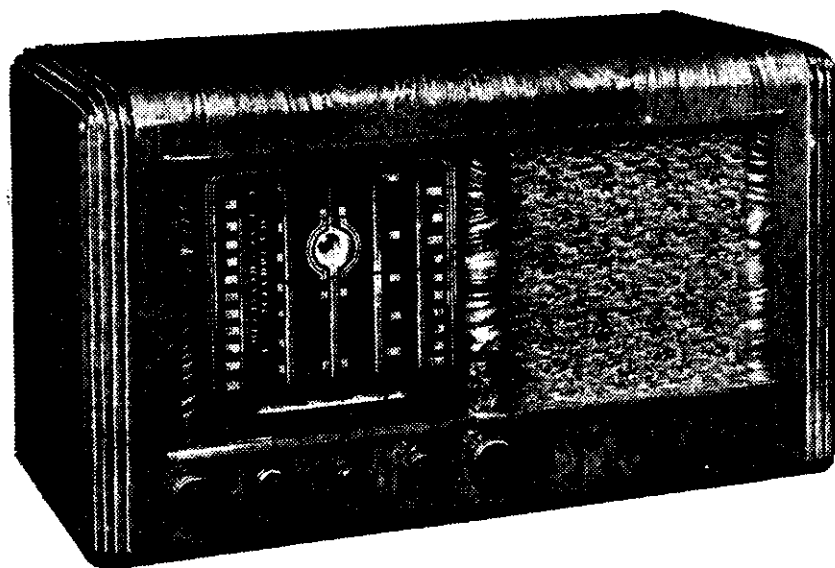
The approved Columbus prototype model having now reached the exacting standards demanded of Columbus products, the assembly of each individual radio commences. Dies are cut and the base framework of the new model is then stamped out. Into this frame, the assembly engineers fit the component parts. On the completion of each specific stage of assembly, scientific instruments check the working standard of the work to date.

In addition to this, every detail of assembly is independently checked by a supervising technician. The framework of the radio is now completely assembled and becomes known as the chassis; at this point it is passed on to the next department which is responsible for the final major test and fitting to the cabinet.



Series No. 3

EVERY COLUMBUS RADIO OR RADIOGRAMPHONE IS UNCONDITIONALLY GUARANTEED FOR TWELVE MONTHS



WINDSOR

8 powerful valves, revolutionary tone control and smooth bandspread tuning combine to give you new dimensions in sound reproduction. Fitted with terminals for extension speaker and gramophone pick-up, Columbus 91 "Windsor" is the latest and finest product of Columbus engineers.

Ask for your favourite 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.