



MARCH 29, 1935.

Registered as a newspaper, G.P.O., Wellington.

Price 4d.

GREAT LIMERICK COMPETITION

See if you can beat this!

A Radio Fan from the West
When asked which he reckoned the best
Said "Columbia 'B'
Layerbilt pleases me
And I don't give a d... for the rest."

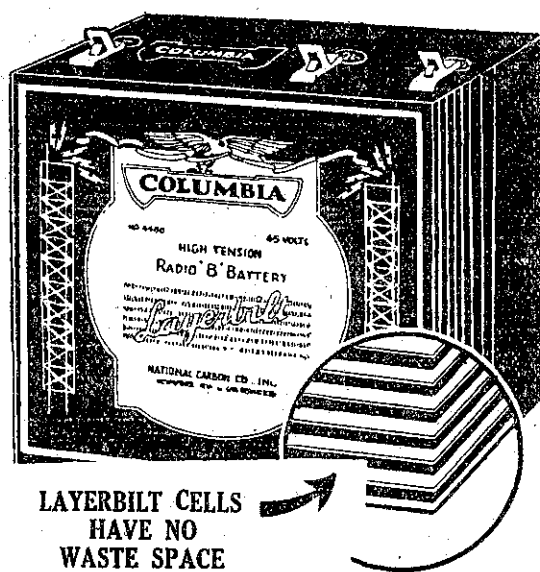
NINE COLUMBIA Layerbilt "B" Batteries

Worth 30/- each—to be given away

These nine Batteries will be given as prizes in our great Columbia Limerick Competition, which is open to all **BATTERY SET OWNERS.**

All you have to do is to write a Limerick (5 lines) on the Columbia "Layerbilt" B Battery. Above is a sample limerick which we consider good. Can you beat it? Try now and perhaps you will win one of these worthwhile prizes. You'll find the Limerick Competition great fun! Send your entries to Dept. R, Ellis & Co., Ltd., Chancery Chambers, Auckland, stating the make of your set and number of batteries it employs. The decision of the judges—Messrs. J. Plott Ltd., Advertising Agents—will be final.

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| 1st | PRIZE—3 Columbia "Layerbilt" 'B' Batteries and focussing Columbia Flashlight, worth £5. |
| 2nd | PRIZE—3 Columbia "Layerbilt" 'B' Batteries worth £4 10/- |
| 3rd | PRIZE—3 Columbia "Layerbilt" 'B' Batteries worth £4 10/- |



BRITISH-MADE LAYERBILT BATTERIES

Columbia Batteries give your Radio greater clarity, volume and distance. The flat cell construction, exclusive to Columbia Layerbilt Batteries, means far more power and longer life than any round-cell battery can provide. Because every cubic inch is packed with power, you get greater value and longer life per shilling when you instal Columbia.

WHEN YOU BUY A RADIO BATTERY SPECIFY COLUMBIA LAYERBILT