

FOR 37 YEARS

For 37 years "His Master's Voice" have been predominant in the design and production of sound reproducing instruments for home entertainment. The trade mark of the listening dog was world-famous before radio was sold, and with the advent of radio the accumulated knowledge and experience and the vast resources of the great factories at Hayes set out to produce radio receivers and radiograms worthy of the dog trade mark.

To-day "His Master's Voice" are recognised as leaders of the radio industry—"His Master's Voice" radio and radiograms set the standard in performance, appearance and reliability by which other makes are judged.

"His Master's Voice," as Royal Warrant Holders for Radio to H.M. The King, and as leaders of a great industry, have produced a complete range of radio receivers and radiograms to commemorate the occasion of The Silver Jubilee.

HIS MASTER'S VOICE



the leaders in
the world of
sound
reproduction

HIS MASTER'S VOICE (N.Z.), LTD., Wakefield Street, Wellington.
