

(Continued from previous page.)

years later, Mr. Vause heard the tune on an American Brunswick record in the studio of a Wellington teacher of dancing.

He sent the record over to Colombia in Sydney and urged them to make a recording. Will Quintrell reorchestrated the music from the old recording and the Colombia version of the ten-year-old song came on the market. It sold 21,000 records in Wellington, Taranaki and Hawke's Bay.

The first electrical recording, "Come All Ye Faithful," sung by 4000 voices, reached New Zealand in 1926. "And if you don't believe us," said the advertisers, count 'em." It had a huge sale.

The rapid strides of the industry had led Colombia to set up its own pressing factory in Sydney and, in 1929, Mr. Vause went over and personally supervised the recording of the "Toymaker's Dream," another best-seller of those days.

It was through his persistence that Colombia sent over plant and men in 1930 to make the first electrical recordings of Maori singers, recordings that are now known the world over.

"Who Will She Be?"

THE radio public is taking great interest in the novel quest for a song star, now being broadcast from 2GB every Monday and Wednesday at 11.30 p.m. Each contest brings in hundreds of votes by post and by phone, but one of the most unusual proofs of the wide interest being taken was a telegram all the way from a Melbourne listener. An important feature of the entertainment is the variety of items and the various types of singers who go to make up each hour.

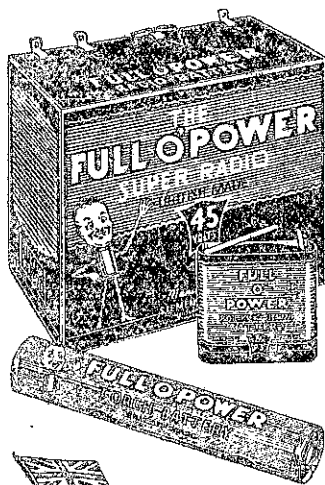
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In a set which has been operating on old or inferior batteries, the change to new Full O'Power Batteries brings a remarkable improvement in tone and volume, with freedom from noise. That is to be expected because Siemens use better material and more costly methods of manufacture. The zinc cases are seamless drawn zinc, with no soldered joints; each cell contains 20% more active regenerative chemical. That's why you get...

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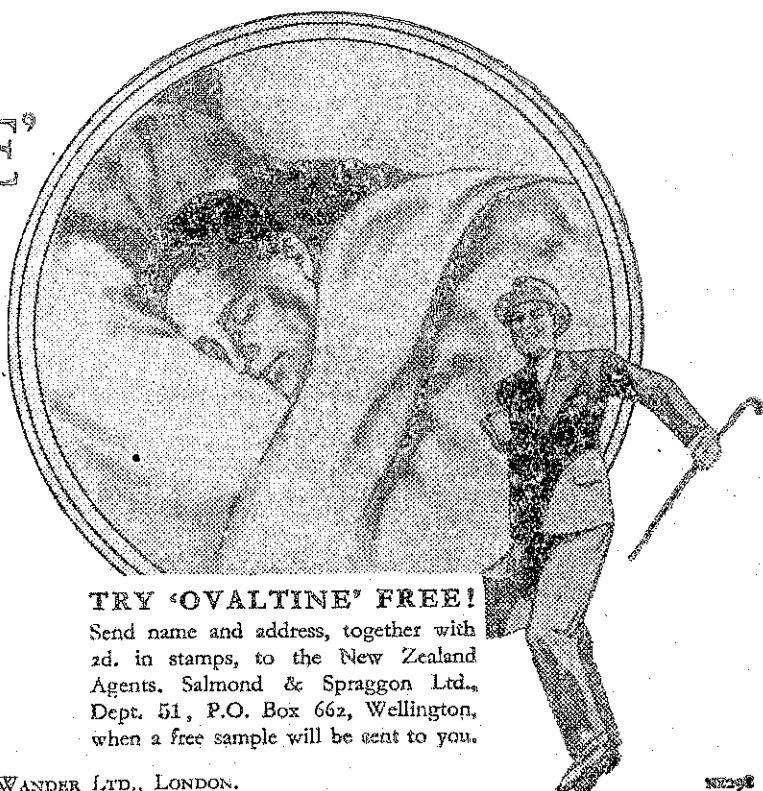
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Sleep is the period of recuperation—the time set aside for the work of restoring the tired tissues of the body and re-energising the vital forces. For this work Nature demands a supply of the right kind of nourishment. The most perfect method of providing this nourishment consists in taking a cup of 'Ovaltine' just before you go to bed.

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The large size is the most economical.



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