

September 2013

Hello there VASE folks or "Trendsetters" as Greg Tschernetz has dubbed the fans and followers of VASE. Another month and lots happening. Harry received a picture of a long lost friend, the first valve amp he ever built that had actually spurred his interest in VASE. VIP profiles some proud new VASE owners and Paul Holland reports on the Social Media side of things. Behind the scenes, the VASE team is busy getting the new VASE prototype up and running: designing, decisions, testing, tweaking are going at full speed ahead. It won't be long now!

## Where It All Began for HLW



How it all began:

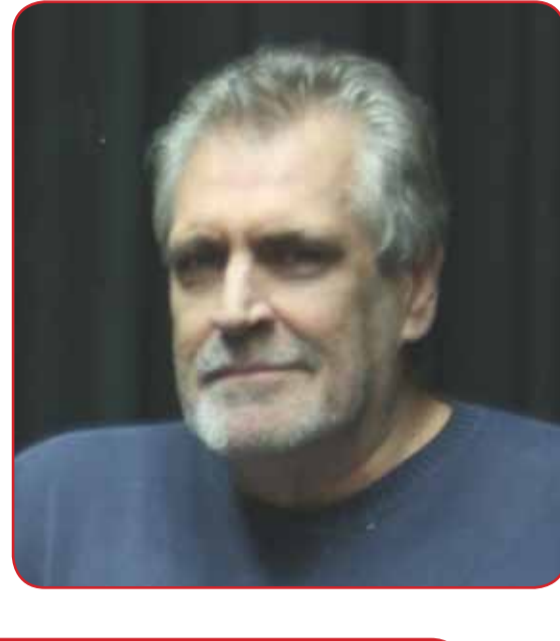
Way back in 1969, I was working as a guitar teacher – salesman for a music shop in Ipswich. De-Albo Music Centre. Working there, one of my colleagues was a classical guitar teacher and an electronics repair man, David Harper. I'd always had it in my blood to build stuff and David wanted to make some extra money so I decided that we would build guitar amplifiers. We designed a valve amplifier and proceeded to build one. I had a group of students one of whom was a young fellow Neil Coombe (who nowadays owns and operates [The White Room Recording Studio](#) at Mt. Nebo).

Neil, an up and coming guitarist, committed to buy our first amplifier. Dave and I had to come up with a brand name for the amplifier. Finally we decided we would call it HADAS, an acronym for Harry and Dave's Amplification System.

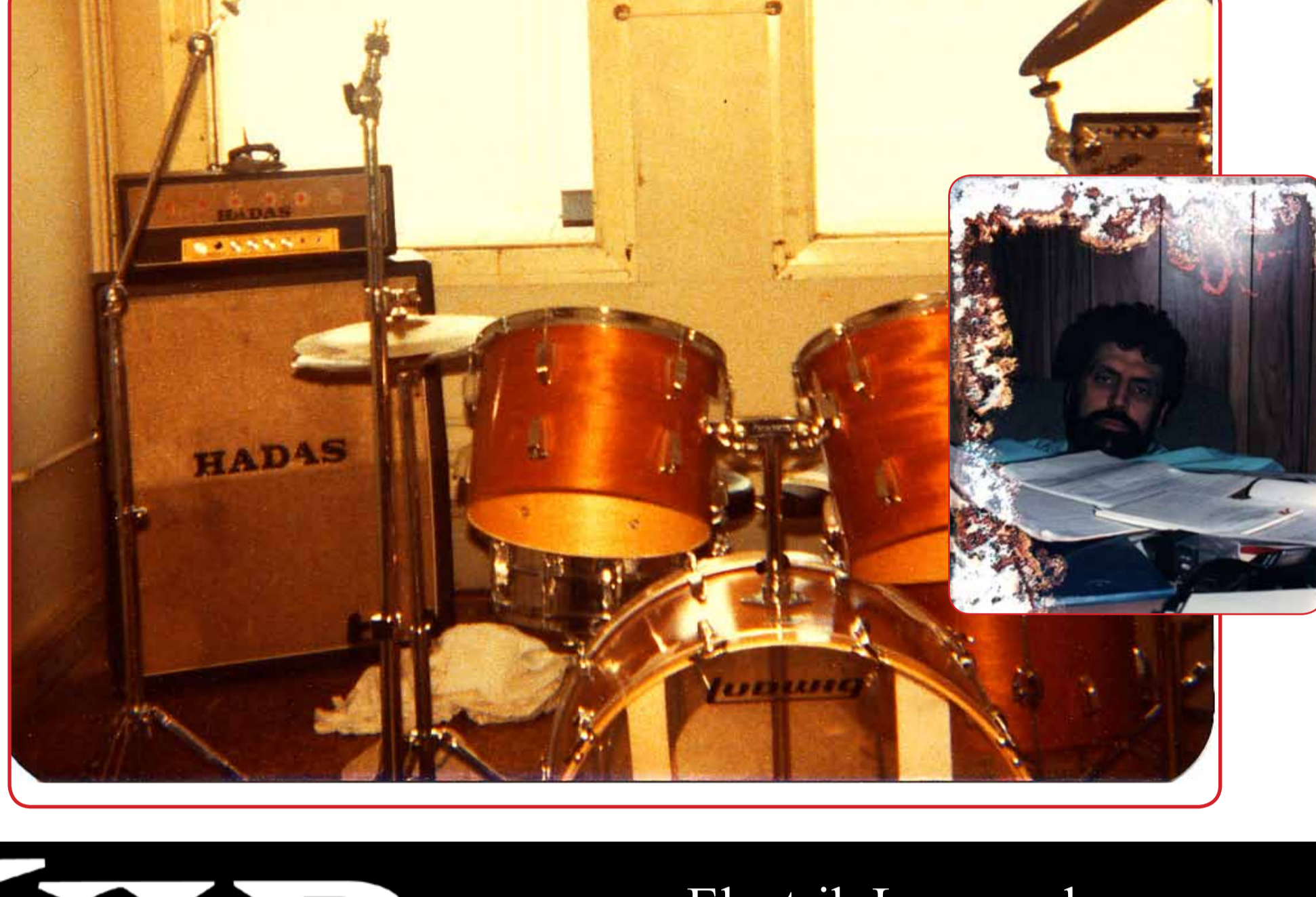
The amplifier took so long to build that Dave sort of lost interest in the whole project so there was only one ever made which we sold to Neil. I often wondered where that amplifier ended up. A couple of weeks ago, Neil found an old photo of the amp, probably the only photo in existence and emailed it to me.

My experience with the "HADAS" amplifier, led me to focus on selling VASE amplifiers through the retail shop (De-Albo Music). That was the start of my journey with VASE and valve amplifiers. Many thanks for Neil for digging up that photo! Here it is. If anyone ever spots this amp somewhere, please let me know.

Harry Lloyd-Williams



editors note: See a related story in the 7 April 2009 VASE News



## VIP VASE INSIDERS PROFILE

### Elektrik Lemonade

Introduced to VASE by Mason Rack and Ian Taylor of Southbank Institute of Technology where he attended Rock School, Jakey D didn't rest till he had his own rig, a cream beauty that coordinates with his Cream Fender Stratocaster. He's pictured below along with Bass Player Bern (Cheeky B) whose daughter Zoe took the photos below of the guys with their new rigs.



Jake "Jakey D" and Bern "Cheeky B" of **Elektrik Lemonade** came in recently to pick up their new VASE gear. Bass player Bern took delivery of a True Blue Dynabass 1K Classic head and matching V4-10H cabinet with Black Grill Cloth. Jake went for the Full Cream Trendsetter 60 with a GC-312 Cabinet (to match his Cream Fender Stratocaster) and Vintage Grille Cloth.

Forty-something Bern tells of his "long way to the top" struggle; punctuated with house painting and band members whose day jobs sometimes interfered with gigs. He was almost ready to admit he might not make it to the summit when he met Jake.

Jake's one of those 20-something types who is confident, extremely capable and thinks it's all possible; and sets out to make it happen. An example of his self assurance is that he approached Mason Rack and confessed he used to be taken to Mason's gigs by his Dad when he was a 14 year old and was an ardent fan. He asked if there might be a chance of supporting The Mason Rack Band. Now Mason's still young enough not to be bothered by being told "I loved you when I was a kid" and after hearing Elektrik Lemonade, did indeed have them open for him.

Hearing Mason play through his VASE equipment and getting the chance to play through it themselves made them believers and they were determined to get their own VASE gear. That, in typical Jake fashion, came to fruition when they took delivery of their new rigs.

The formation of Elektrik Lemonade is a serendipitous, synergetic evolution. I didn't mention how Bern met Jake. It was through Bern's daughter Zoe who was dating Jake. They began playing together and Bern was enthusiastic enough about the pairing that the guitar player agreed to play bass with the new combo. (Actually both Bern and Jake play bass and guitar). Zoe is the band's photographer; more about Zoe here: <https://www.facebook.com/zoewphotography>.

Since its inception the band has evolved and is now made up of Sax player Toan Le-Vo, Keyboard Funky G, drummer Donovan Lee, Barney Trub and Ashley "Muffins" Dean, vocalist. Each contributes to the groups' blend and the sound has had a metamorphosis with each new contributor. It has jelled into a group that describes their sound as funk rock infused with electronic, hip-hop and blues elements. Very good listening!

I do much of my listening on my commute to work and played their EP "Epoch" on the way in today and I can testify that it is great driving music that really makes you want to move (don't tell me YOU don't dance at stoplights). Only problem is that 5 songs aren't enough to get me all the way to work. I'll be looking forward to the LP they plan to record early next year.

In the meantime, check out the group's Facebook page: <https://www.facebook.com/ElektrikLemonade>, for future bookings and be sure to mark your calendars for the Airlie Beach Music Festival November 8 – 10, where they'll be joined by the likes of Phil Emmanuel, Diesel, Mason Rack Band, Ian Moss, Mental as Anything the Hoodoo Gurus and over 60 more acts.

## VASE in Social Media

Creativity Well Managing Director and Principal Consultant, Paul Holland (see a younger Paul pictured below), has had significant experience in the private and public sectors as an executive manager, company director, educator, business coach, media producer, and interaction designer. He is a musician, VASE Board Member and keeps us up to date on Social Media.



Big month of social media this month with many posts drawing large readership and some good conversations. Pic of the month probably goes to Noel standing in front of a wall of tasty vintage amps. That's our current FB banner. Looks a bit pleased with himself, doesn't he?

We're starting to see some great vids with a real variety of players. The month started with Jason Castle playing his Gretsch (that's a Gretsch Harry) through a TS60DX and 212 cab. Great sounds. A couple of days later we had the Australian Ukulele Show just for something different.

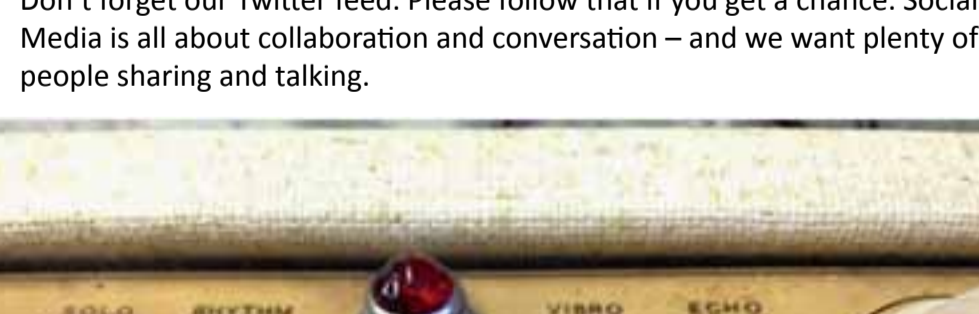
Add to that Jake and Bern of Elektrik Lemonade (having just picked up their new rigs pictured below),

Ben Eaton (with a beautiful Maton Wedgetail) and finally Steve Williamson (JackSeven) giving an improv



performance, and we had just the sort of content selection that both we and you are looking for. So let's see some more vids. It's great to see talented players (particularly new and/or younger ones) discovering the power and tone that only VASE can provide.

Some great pics too and some real discoveries. Top in this category would have to go to a vintage VASE Ricochet head(pic below), which was brought to VASE HQ. Check out our page if you missed it. Amazing stuff. Don't forget our Twitter feed. Please follow that if you get a chance. Social Media is all about collaboration and conversation – and we want plenty of people sharing and talking.



Continuing great work from our own GT – Greg Tschernetz – who keeps and eagle eye on our media channels. You'll find both Greg and me on the page as "VASE". When we remember we'll try and tag our posts and return to you. If you ever see HLW or GT – just so you know who you're talking to. If you ever see HLW be very afraid.

As GT keeps hinting – big (and great) news coming from VASE very soon. Be a regular part of our online channels and you'll be amongst the first to find out. Don't forget, we're able to scan any old slides or negatives as well and return the originals to you. Just contact me at [hollandp@bigpond.net.au](mailto:hollandp@bigpond.net.au) or send them to:

Paul Holland  
PO Box 2612  
Chermside Centre, Q 4032  
I'll copy the pics and return to you. I'll also email you digital copies.

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Don't forget to check out our new, great, revamped VASE webpage at [www.vase.com.au](http://www.vase.com.au) As I mention each month, we're still looking for your stories past and present that involve VASE amps. The VASE Facebook page is: [www.facebook.com/vaseamps](http://www.facebook.com/vaseamps)

Follow us on Twitter at: <http://twitter.com/H1/vaseamps>  
The VASE YouTube Channel is at <http://www.youtube.com/user/vaseamp>  
Let us know your thoughts direct on FB and Twitter or at [info@vase.com.au](mailto:info@vase.com.au)  
Cheers, Paul

## FEEDBACK

Hi There,  
I have a Vase Trendsetter 40 from the late 60's/early70's.  
And I would like a Vase cabinet to go with it. Could you please advise which cab I should buy? My uncle who gave it to me told me that a Fender 212 cab would be the right thing because Vase do not make the appropriate ohm box any more .. is this right?

If that is right, could you please tell me some specs about my amp so that I may source one? I would very much prefer to buy one from you guys :D

Thanks mate, Gerard

Gerard,

Your uncle is in fact not correct about us not having a cabinet to suit your head.

We have got a 212 cab which would be perfect for your Trendsetter \$1095.

It is loaded with Celestion Greenback speakers and the rrp on it is \$1095.

If you go to <http://www.vase.com.au/products/trendsetter60.php> and then click on Finish Options you will be able to go through the different vinyl and grille cloth colours to match up best to your Trendsetter.

Where are you located mate? We are based in Brisbane but can of course freight to anywhere.

Feel free to shoot us through some pics of your head.\*

Look forward to hearing back from you. Greg \*Editors note: More from Gerard and pictures next month!



That's all for this time folks. Don't know if it's the beautiful spring weather or WHAT, but we are energized and going full steam ahead. Hang on for the ride!

Till next time, Carol PS Since Paul Holland and HLW featured vintage pictures, here's mine.