

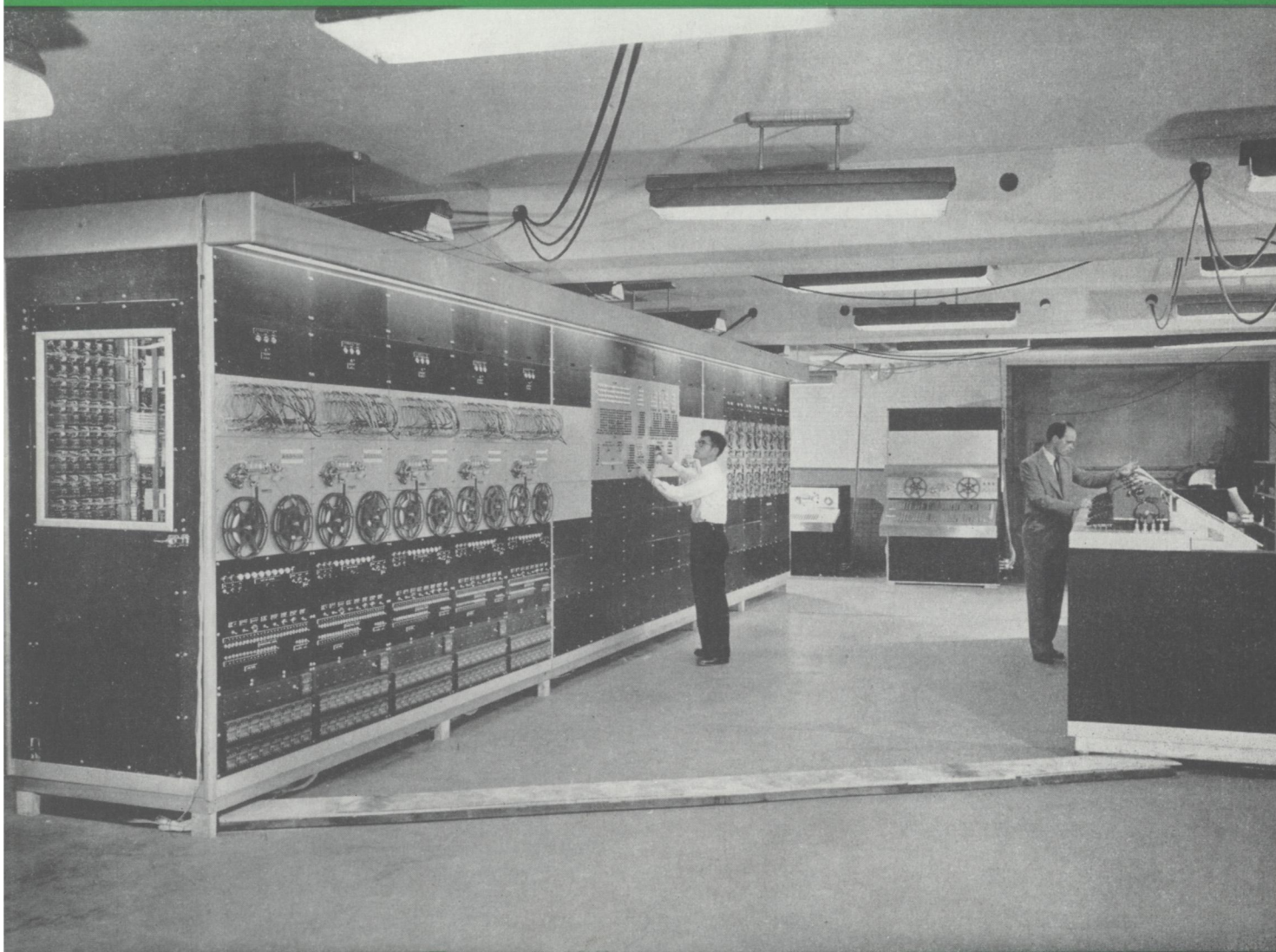
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SEPTEMBER 24, 1949

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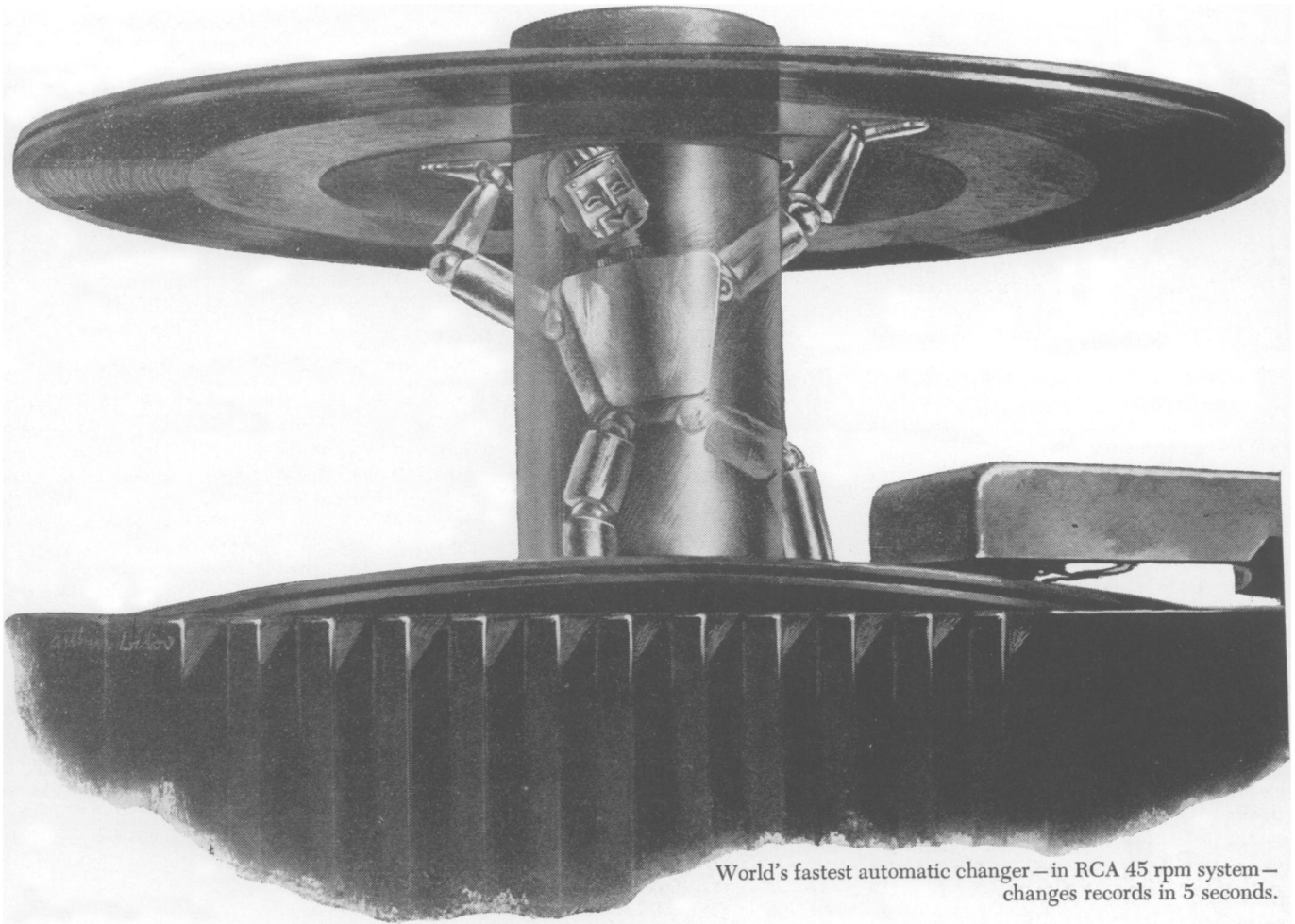
Memory System

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World's fastest automatic changer—in RCA 45 rpm system—changes records in 5 seconds.

Quick change artist

Hundreds of thousands are now enjoying RCA's thrilling new way of playing records . . . they marvel at its wonderful tone . . . and the speed with which it changes records.

Prolonged research is behind this achievement, research which sought—for the first time in 80 years of phonograph history—a record and automatic player designed for each other.

Revolutionary is its record-changing principle, with mechanism *inside* the

central spindle post on which records are so easily stacked. Result: *a simplified* machine, that changes records in 5 seconds.

Remarkable, too, are the new records—only 6 $\frac{3}{8}$ inches in diameter—yet giving as much playing time as conventional 12-inch records. Unbreakable, these compact vinyl plastic discs use only the distortion-free “quality zone” . . . for unbelievable beauty of tone.

Value of the *research* behind RCA's

45 rpm system—which was started 11 years ago at RCA Laboratories—is seen in the instant acceptance, by the public, of this better way of playing records. Music lovers may now have *both* the 45 rpm system, and the conventional “78.”

* * *

Development of an entirely new record-playing principle is just one of hundreds of ways in which RCA research works for you. Leadership in science and engineering adds value beyond price to any product of RCA, or RCA Victor.



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