

15¢



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The Peak in Pines

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Recorded only in the distortion-free *quality zone*, music "comes alive" on RCA Victor 45-rpm records.

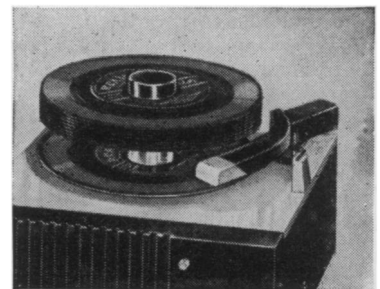
What magic number makes music mirror-clear?

Now, for more than a year, music-lovers have had—and acclaimed—RCA Victor's remarkable 45-rpm record-playing system. Already, millions know "45" as the magic number that makes music mirror-clear.

As was said when the American Society of Industrial Engineers presented RCA Victor with its 1950 Merit Award, "We are moved to admiration by your bold departure from past practices in developing a completely integrated record and record-player system."

Research leading to "45"—confirmed at RCA Laboratories—covered 11 years . . . and resulted in small, non-breakable records which can be stored by hundreds in ordinary bookshelves, yet play as long as conventional 12-inch records. The automatic player, fastest ever built, changes records in less than 3 seconds—plays up to 50 minutes of glorious music at the touch of a button! Every advantage of convenience and cost, marks "45" as the ideal system!

Another great RCA development is the finest long-play record (33 $\frac{1}{3}$ -rpm) on the market—for your enjoyment of symphonies, concertos, and full-length operas. Radio Corporation of America, Radio City, N. Y. 20.



Fully automatic RCA Victor 45-rpm record player and records—small enough to hold in one hand . . . inexpensive enough for any purse.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television