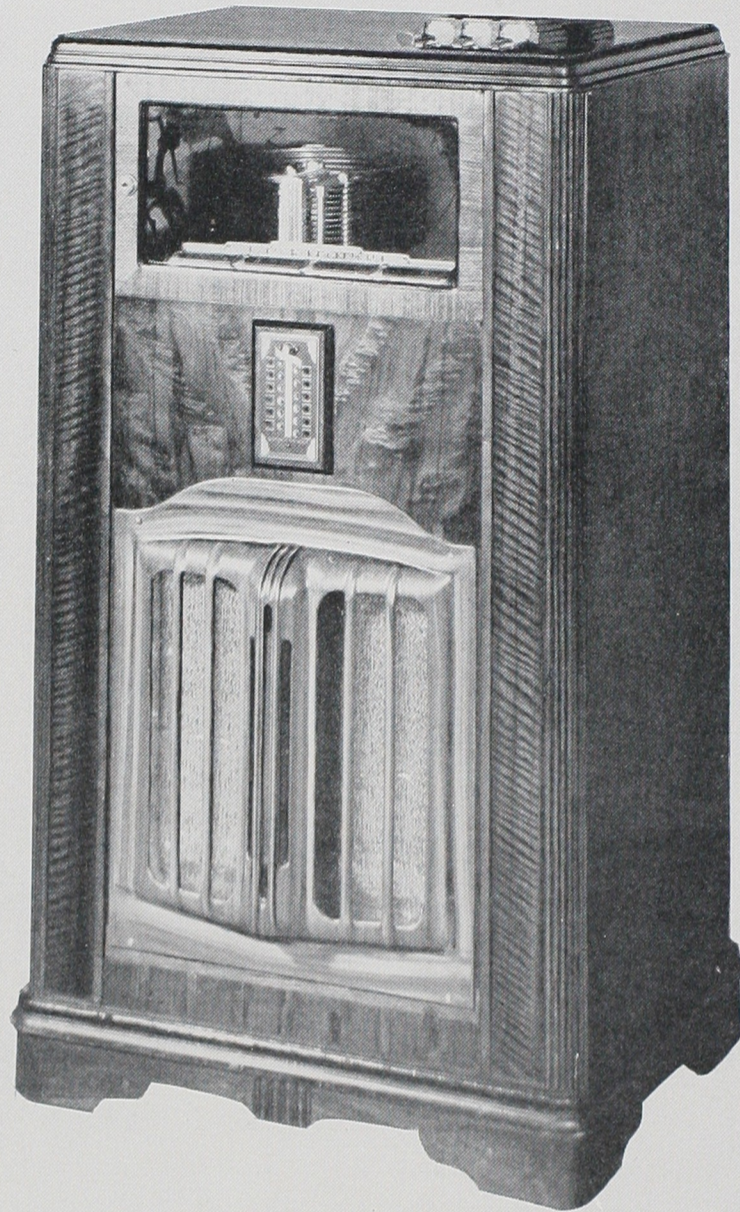


"You do the darndest things, baby..."

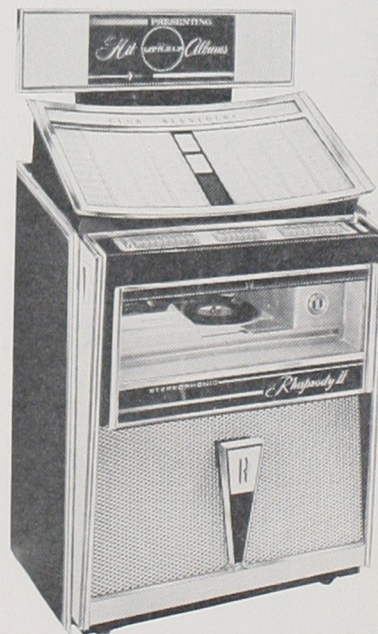


Remember that one? Or how about "Stomp'n' at the Savoy," or "Pennies from Heaven" . . . top tunes from back in 1936. The year we introduced one of our "big hits," too . . . the Rock-Ola Multi-Selector. "America's finest phonograph . . . at America's lowest price." And here's what we said about it then . . .

" . . . just two tools. An ordinary pair of pliers and a tiny, dime store screw driver. That's about all you need to keep your Rock-Ola Multi-Selector in perfect running order 24 hours a day throughout the year. This is because the Rock-Ola Multi-Selector is so well built. So solidly constructed. Its entire assembly is a masterpiece of simplicity. All useless parts—all excess grief and baggage—have been done away with. Only the necessary elements remain. That's why you can always depend on your Rock-Ola Multi-Selector to perform smoothly and satisfactorily."

Years pass. Fads change. So do people, products, and even entire companies. Yet, for us one thing has *never* changed. Outlined in that brief passage is our philosophy of manufacturing which has remained the same for nearly 30 years. Pure and simple concepts of engineering . . . a tradition of excellence which has made Rock-Ola the most respected name in phonographs . . . a tradition well-represented by our new 1964 Rhapsody II and Capri II De Luxe Stereo-Monaural phonographs.

See them at your Rock-Ola Distributor's today!




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