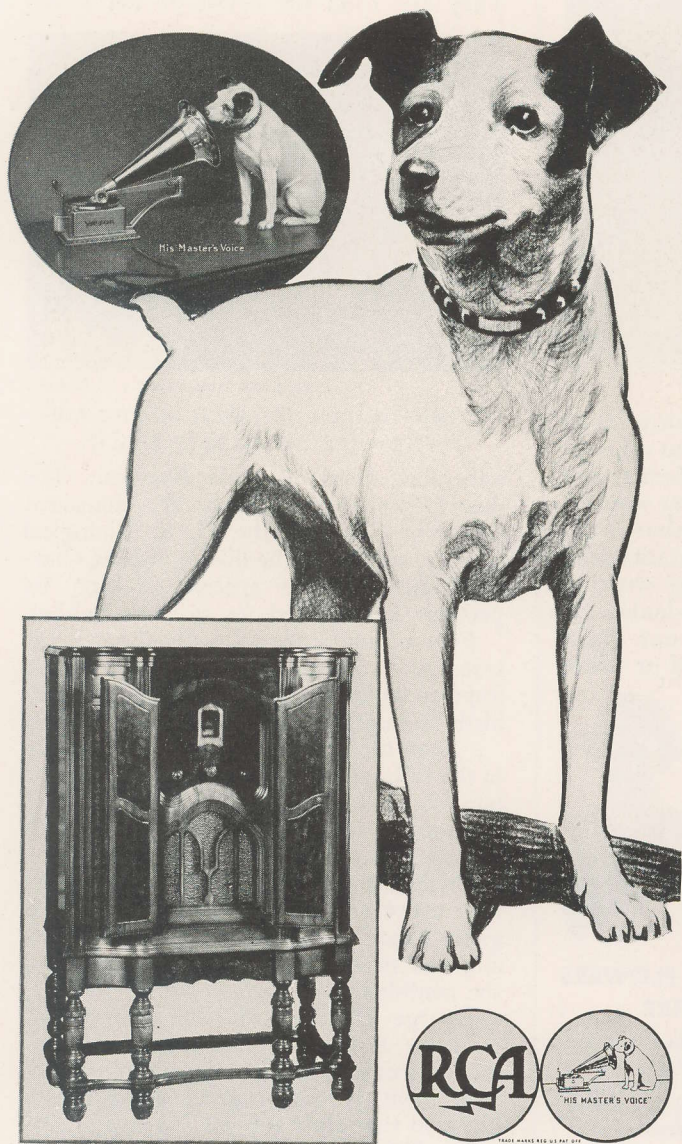


# "At Last I've heard it..

## MY MASTER'S VOICE OVER A RADIO"



The New Bi-Acoustic Radio, R-78 with 8 great improvements. Complete with 12 RCA Radiotrons.



Sets \$48.75 to \$310.00

I'VE heard it, people, I've heard it! The thing you and I have been waiting for.

They say it's because this new radio gets two whole octaves of music that ordinary radios miss. They say it's because of eight new improvements that run from new tubes to a brand new speaker.

All I know—and all I care—is that it does things no radio I ever heard could do! You hear notes you never really heard before. You can pick out instruments you never knew were playing. It makes a fiddle a fiddle, a bass viol a bass viol. And it makes no difference whether you play loud or soft—it's all there—every instrument, every note.

Dance fans go crazy about the new rhythm they feel with this new radio. Musical people rave about the "truth" of its tone. Me—I'm tickled pink because now, for the first time in radio history, I hear something that's really like my master's voice.

Folks, get in on this new thrill. Give your ears a treat they've been waiting years for. Any of my friends—the RCA Victor dealers—will treat you as my guest if you call for a free hearing—they'll let you listen to your heart's content to the only radio I could ever go crazy about.

The RCA Victor Co., Inc.  
CAMDEN, N. J.

"RADIO HEADQUARTERS"

A Radio Corporation of America Subsidiary

RCA Victor *Bi-Acoustic* Radio  
2 MORE OCTAVES

★ RADIOS ★ ★ PHONOGRAPH COMBINATIONS ★ ★ VICTOR RECORDS ★