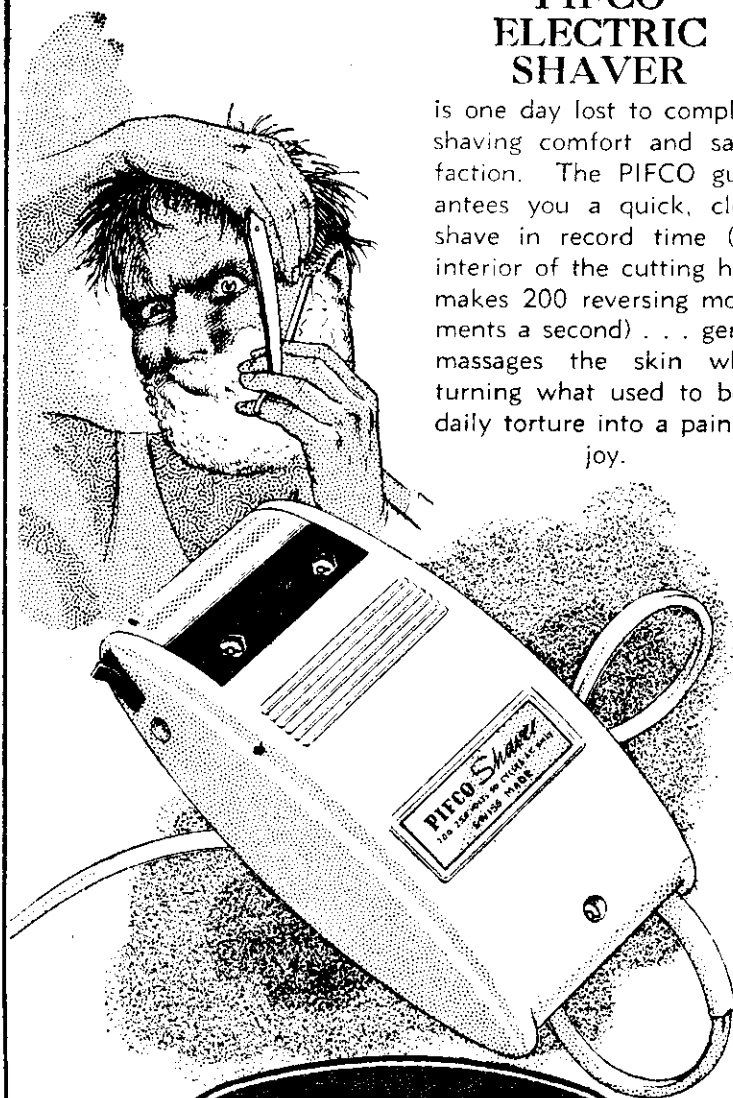


It has come to this!

Every day you wait for a

PIFCO ELECTRIC SHAVER

is one day lost to complete shaving comfort and satisfaction. The PIFCO guarantees you a quick, clean shave in record time (the interior of the cutting head makes 200 reversing movements a second) . . . gently massages the skin while turning what used to be a daily torture into a painless joy.



ANOTHER WONDERFUL PRODUCT OF
SWISS PRECISION MANUFACTURE

Cat. No. T E483

£6/19/6

Trade enquiries welcomed

THE LAMPHOUSE

11 Manners Street, Wellington.

Compare

Collaro

FULLY AUTOMATIC

3-SPEED RECORD CHANGERS

WITH **ANY** RECORD CHANGERS IN THE FIELD
REGARDLESS OF PRICE



for **RUMBLE
FLUTTER
and WOW**

Collaro has developed an entirely new turntable drive mechanism, and thus has succeeded in achieving performance considered impossible in earlier record changer designs. Rumble, wow, and flutter are virtually eliminated. Mechanical operation is smooth . . . gentle to the record and to the delicate stylus.

Look at the construction. There are no intermediate drive wheels employed and no belts to slip or to replace. Rotate the turntable and observe how freely it spins. This is the combined result of dynamic balance and ball-bearing suspension. Lift the turntable. It's heavy . . . intentionally weighted to give fly-wheel action for constant, steady rotation. The turntable is rubber covered because unlike other materials in use this surface does not shed; and dust and grit particles cannot become imbedded. On the underside is a 4-pole motor with self-angling oilite bearings for silent steady power.

Collaro changers are absolutely jam-proof; they automatically shut off at the end of the last record; the tone arm is ball-bearing mounted, and tracks accurately with as little as 3 gram stylus pressure.

Remember these features . . . look for them . . . and you will agree that Collaro really makes high-fidelity record changers for high-fidelity record reproduction.

Model 3/532 Intermixes 10 and 12 inch records	• • •	£14 19 6
Model 3/544 Single record player	• • •	£8 12 6

STOCKED BY LEADING RADIO RETAILERS EVERYWHERE

New Zealand Distributors:

RUSSELL IMPORT CO. LTD.,
P.O. Box 102 - - - - - Wellington.