



Yes, "THAT'S FOR ME," say the popular Disc Jockeys at WKBR in Manchester, "45" RPM Records and Record Players by

**RCA VICTOR . . .**

*as*

# **KBR** *"Swings To 45!"*

On November 17th, WKBR "swung to 45," put into use its brand new 45 RPM broadcast turntables, programmed hours each week from its great new musical library of RCA Victor 45-R.P.M. records. WKBR swung to "45" because the station believes 45-R.P.M. musical reproduction is the very finest ever developed by the record industry.

*Better Entertainment!*

THAT'S KBR'S CHRISTMAS PRESENT  
TO ITS LISTENERS!

# **K·B·R**

MANCHESTER

