



Glorious New Beauty from Radio and Records . . .

Until you've heard your own records played on the new Philco Photo-Electric Radio-Phonograph, you've really missed much of the enjoyment they can give you. Only Philco offers "Music on a Beam of Light" . . . Stroboscope Pitch and Tempo Control . . . Tilt-Front Cabinet! And in radio, Philco's 1942 inventions bring you glorious reception—plus Frequency Modulation at new low cost. Home Recording optional.

PHILCO 1012, Illustrated. Easy Terms.

PHILCO

See the 1942 Philco Phonographs and Radios at your Philco Dealer . . . from \$9.95 to \$525.

Prices slightly higher Denver and West; subject to change without notice.



"and the pursuit of

HAPPINESS-"

● The big smile, coat of tan and Ready-for-Anything feeling that go with a Miami Beach vacation are worth more than ever this year . . . now that everyone has a bigger job to do. Happiness awaits pursuit in this golden, sun-washed city. Here's utter relaxation, America's biggest dish of seaside resort pleasures, within commuting distance of most of the U. S.

● Clip the coupon for new booklet in full colors; let it lure you down for your share of life, liberty and downright joy in the world's winter resort capital.

Chamber of Commerce, Miami Beach, Fla., Please
send booklet Hotel Data Apartment Data

Name _____
Address _____
City _____ State _____

MIAMI BEACH

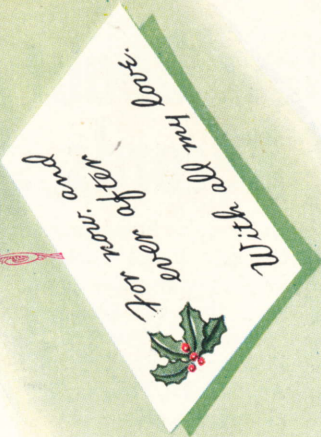
LADY SHEAFFER
Lifetime Feathertouch
Ensemble, \$12.25



**THE
WHITE DOT
IDENTIFIES
THE Lifetime*
PEN**



VIGILANT
Lifetime Feather-
touch Ensemble
(Military Clip), \$12.75.
Other Ensembles
(Military Clip),
\$6, \$9, \$14



SHEAFFER'S

GIFTS THAT LIVE

Lifetime Feathertouch*

*While
Sentiment
Lasts*

You're trying to say, "My feeling for you is genuine and lasting." "I want to be in your life while life endures." But—how to say it so that it can't be forgotten? Will you express your feeling with a gift that's soon worn out, or a gift that's merely expensive? NO! Give a Sheaffer's *Lifetime**. It is the finest gift of its kind, and it is guaranteed for the life of its owner, as enduring and fine as your own sentiment. When you say it with a Sheaffer's *Lifetime*, you say it for all time! W. A. Sheaffer Pen Co., Fort Madison, Iowa; Toronto, Ontario, Canada.

*All *Lifetime* pens are unconditionally guaranteed for the life of the owner except against loss and willful damage—when serviced, if complete pen is returned, subject only to insurance, postage, handling charge—35c.

SHEAFFER PENS, ALL COLORS, \$2.75 TO \$20. PENCILS, \$1 UP. ENSEMBLES, \$3.95 UP. DRYPROOF DESK SETS, \$5 UP.

CRAFTSMAN
Ensemble, \$5



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Skip

**IN THIS TOUGH, SAFE,
PLASTIC CONTAINER**

Safe in your pocket, kit or traveling bag, and would be a bargain, unfilled, at 50¢; you get your SKRIP Free.

50¢



\$7.50 with pen

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