

See the 108C tone arm  
at your nearest  
Hi-fi dealer now.



### Ask for a demonstration

Visit your nearest Hi-Fi Dealer and hear the amazing listening quality of the low priced ALL-NEW 108C Viscous-Damped Gray Tone Arm. For true High Fidelity reproduction . . . authentic to a degree . . . there is nothing quite like the 108C—It gives you solid "lows" and exceptionally clean "highs." A single demonstration of the 108C will furnish proof of superb High Fidelity reproduction. Your favorite Hi-Fi dealer is waiting to give you a demonstration.

### Outstanding design

The Gray 108C Tone Arm is the ultimate in modernistic design. Its neutral finish will har-

monize with any existing High Fidelity installation. Light in weight, with magnesium casing, it is a delight to the eye. Rigid base assembly, ruggedly constructed for lifetime use. Manually operated setting for automatic adjustment of viscosity (fluid control) to govern amount of damping (speed of descending arm).

Still available at your High Fidelity Dealer  
. . . Gray's FAMOUS 108B VISCIOUS-  
DAMPED TONE ARM

# GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.  
Division of the GRAY MANUFACTURING COMPANY

Originators of the Gray Telephone Pay Station and the  
Gray Audograph and PhonAudograph.

here's  
viscous-  
damping  
in action



hear the listening quality of the  
all new low priced  
**Viscous-Damped**  
108C hi-fi tone arm!

Illustrated above . . . the Gray Viscous-Damped 108C Tone Arm in action. Gray's Viscous-Damped (fluid control) suspension principle regulates vertical and horizontal movement of tone arm. Minimizes groove jumping and skidding. Prevents damage to record if tone arm is suddenly dropped.

Vertical motion of arm descending on record is automatically controlled so that even a child can handle the 108C Viscous-Damped Tone Arm. It is your protection against damage to all records, regardless who handles your Gray 108C Tone Arm.

**New Low Prices Made Possible by New Materials . . . Engineering Ingenuity . . . Increased Production**

For listening quality and low price, Gray leads the Hi-Fi field with the ALL-NEW 108C TONE ARM. Like all Gray Viscous-Damped Tone Arms, the 108C gives you true reproduction of concert quality High Fidelity music. The Gray 108C Tone Arm is the product of advanced engineering technique, unusual application of new materials, and unique production facilities. It guarantees the ultimate in performance for new and old recordings . . . 33½, 45, and 78 RPM . . . up to 16 inches in diameter, with perfect compliance for all records, new or old, at lowest stylus pressure . . . virtually eliminating tone arm resonance. Instant cartridge change, Pickering, G-E, Fairchild, Electro Sonic, with automatic adjustment to correct pressure.

NOW . . . you can own a Gray tone arm at a price you can afford to pay.

**HERE'S THE BEAUTY OF THE ALL NEW 108C TONE ARM** ▶