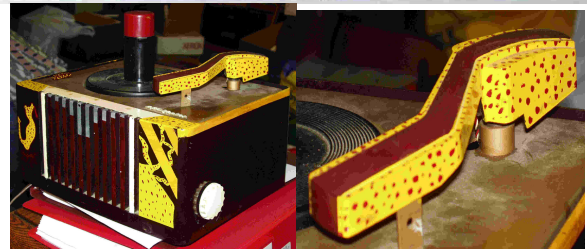
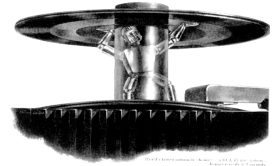


The 45rpm Phono Gazette

Joe Bentrovato's Radio and Phonograph Collection.



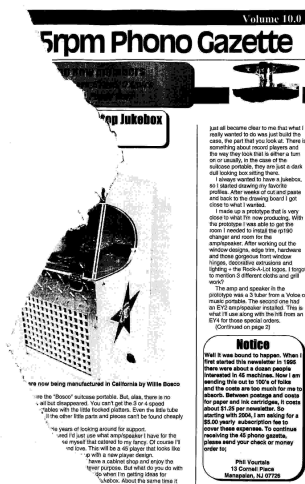
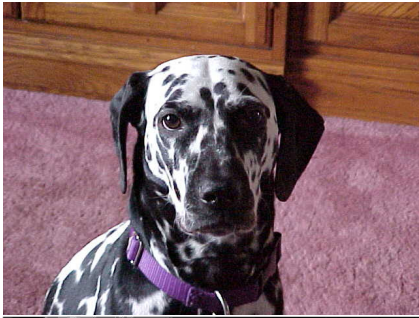
Some kid must have gotten bored with his 45EY2. All his customizing was done by hand with paint. The tonearm has yellow paint treatment with red dots added after the yellow paint dried.

Whenever the New Jersey Antique Radio Club has a swapmeet in northern New Jersey, Club member Joe Bentrovato invites everyone to a barbecue at his house that is only a few miles away. The hamburgers and trimmings are great, but the highlight of the visit is Joe's antique Radio and Phonograph collection. Joe's basement is filled with shelves and showcases that display his collection. There are so many beautiful wooden sets from the 30's, transistor sets from the 50's and bakelite table models from the 40's and 50's. His phonograph collection is not just 45 players, but any interesting phono. From vintage windups to a particularly interesting one that is a phono mounted on top of a drum. But my favorite is the blonde console made by General Electric shown here. It is the only GE unit I have ever seen with a 45 rpm record changer. Some of the real gems of his collection are displayed upstairs in a very tasteful manner.

Joe's basement is filled with shelves and display cases featuring many beautiful radios and this super rare GE console model C604 that was made in Canada. It is the only one of these I have ever seen. Until now I thought GE was one of the few companies that did not embrace the 45 changer.

The 45rpm Phono Gazette

Even Dogs enjoy the 45 rpm Phono Gazette

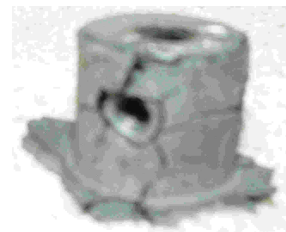


Lately my dog Zoe has taken a fancy to eating all kinds of paper. Not only does she enjoy the gazette, she also eats my bills! Luckily she has not gotten a hold of my book. Now I understand how a student can tell their teacher that the dog ate my homework. It really can happen!

Editor featured on Cable TV

During the Summer your editor was one of three NJ Antique Radio Club members who were interviewed for a five minute segment on the Cablevision TV show 'Neighborhood Journal'. Along with all the talk about antique radios, there are some nice shots of my 45EY2 playing vintage songs at the swapmeet. The director of the segment was really taken by the little phonograph and wants to get his hands on one. You can see the video segment at www.njarc.org.

The Work Bench



Worst Looking Parts

This is a star wheel from a 45EY15 Disney cartoon player. First time I've seen one crack like this. On closer inspection, it looks like this part is made of pot metal. That means we can expect to see all of them starting to crack like this in the future.

One of the drawbacks in the design of the RCA Victor 45 rpm machines is that the idler wheel is left in contact with the motor shaft even when the changer is not in use. When the changer is not used for an extended amount of time (months, years) a flat spot forms on the idler and in many cases cannot be removed. It seems to occur more frequently on the older style RP168 changer. If the changer is not going to be used, I suggest pulling the idler gently away from the motor shaft and place a small piece of foam rubber to prevent it from coming in contact.

Challenge!

I challenge all of you out there to come up with a design that would push the idler away from the motor shaft when the changer is turned off. Sounds pretty easy. Just convert the on/off motion of the switch to a motion that will push the idler away. The idler assembly is already spring loaded. The winner will be featured in a future gazette and will receive a lifetime free subscription to the gazette.

The 45-RPM Phono Gazette is a quarterly publication.

Subscriptions are available for \$5.00 annually. For more information call Phil Vourtsis at 732.446.2427 or email to pvourtsis@att.com

PERSONALLY CONDUCTED TOURS PAY OFF FOR THIS TEXAS RECORD SHOP



(Above) Miss Young, diminutive dynamo of the Harris Company's Record Shop, keeps the store neat by making each staff member responsible for one section.

The A. Harris Co. Record Shop in Dallas is one of the outstanding record shops in America. One of the reasons is that immediately on entering, the customer is given a special "conducted tour" sales treatment. The result: he emerges with more records and accessories than he intended to buy. And what's more, he likes it! Another reason is the character of the shop's manager, Miss Rosalie Young, a small and attractive human dynamo.

We now carry a tremendous stock, but limit it with perpetual inventory control. As soon as records are sold, we re-stock in quantity governed by conditions judged as accurately as our experience dictates—the number sold, increasing or decreasing demand, the time element, and the type being considered. Also, we bear in mind that it does no good to spend hundreds or thousands of dollars to get customers into the store with advertising or promotions and then not be able to give them records they want.

"We use one newspaper ad a week in both newspapers. We tie in with trade journals and other publications that have some timely aid to selling; such as, the appearance of a recording artist. Perhaps most successful in creating sales demand is our radio program.

"I love promotions," says Miss Young. "They take business off the humdrum level. I don't think I ever had more fun than I did out of the personal appearances of 'Bozo the Clown'. We combined it with a crayon coloring contest which brought us hundreds of entries and many kiddie customers we never saw before.

1. Miss Young (holding album) begins the customer's tour. Customer mentioned having children so Miss Young shows a new "Bozo" album.
2. Next stop on the tour is the accessories department. Vance Land, the assistant buyer, demonstrates a record case for the customer.
3. No customer is too young. Little Judy De Remer, a "Bozo" enthusiast, looks over the latest Capitol product. "Bozo" pulls well at the store.
4. Victor 45 demonstrator is an important stop on the tour. One of the sales staff, Bernard Carey, encourages a customer to "spin one".
5. An important stop on the tour is the record rack which exposes the customer to a total of 108 discs, 54 on each side.

"When we started," says she, "we stocked most records of the six leading

labels. We now carry a tremendous

stock, but limit it with perpetual inventory control. As soon as records are sold, we re-stock in quantity governed by conditions judged as accurately as our experience dictates—the number sold, increasing or decreasing demand, the time element, and the type being considered. Also, we bear in mind that it does no good to spend hundreds or thousands of dollars to get customers into the store with advertising or promotions and then not be able to give them records they want.

"We use one newspaper ad a week in both newspapers. We tie in with trade journals and other publications that have some timely aid to selling; such as, the appearance of a recording artist. Perhaps most successful in creating sales demand is our radio program.

1. The tour starts.

2. Accessories shown.

3. Kids tour, too.

4. Next stop—the demonstrator.

5. Exposed—to 108 discs.

