

The 45rpm Phono Gazette

A visit to the Camden County Historical Society Museum

By Phil Vourtsis

On June 25th I attended a presentation called "An Illustrated History of RCA Victor". It was given by Fred Barnum, the author of the book "His Master's Voice in America" published in 1991. Only a limited number of books were made and today this book commands a very high price when one is for sale. The presentation was at the Camden County Historical Society, one of the places where I did research for my book "The Fabulous Victrola 45". (Continued on page 2)



One of 15 original paintings of Nipper presented to RCA Executives



Phonograph Memorabilia from windup days through the 45 rpm era.



What's this? Lets take a closer look.



Gold Plated 9JY that was presented to RCA inventor Benjamin Carson
All photos on page courtesy of Camden County Historical Society

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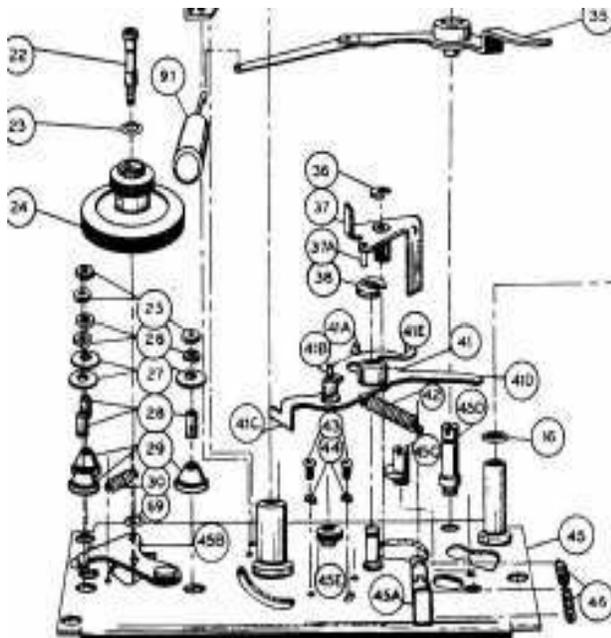
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Workbench

Preventing stall on beginning of reject cycle on rp-168



Blowup of RP-168 record changer

In the picture above spring 42 causes lever 41C to return to its original position at the end of the change cycle. It causes substantial resistance when the change cycle starts. If the rubber on your idler wheel is not resilient and supple, the added resistance of the spring will cause the idler to lose grip on the turntable. I have experimented with lighter springs and found that the reject cycle will work dependably with a lighter spring. Of course there are limits and if you make it too light, the lever will not return at all. When you get it right, the only noticeable difference is a slightly delayed return of lever 41C at the end of the reject cycle. The only way you will notice this delay is by listening to the characteristic clicks and clunks as the machine goes through the reject cycle. The last clunk will be delayed.

An Illustrated History of RCA Victor" continued from page 1

Barnum's fascinating, behind-the-scenes look at RCA Victor takes you from Johnson's invention of a practical phonograph that brought music into people's homes for the first time, through the radio era of the 1930s, and into the WW II years when RCA supported the war effort with its radio and television technology and equipment. The post-war era saw RCA in the forefront as commercial television burst onto the scene, followed by the growth of its defense electronics industry in the 1950s. And more recently, as the spacecrafts Voyager, Viking, Galileo and the space shuttles hurtled off their launch pads, RCA was there with COSMAC – the first microprocessor in space.

After the program, we were invited into the Camden County Historical Society museum. Despite the fact that I had been to the CCHS library many times, I was not aware of the museum. It was a treasure trove of RCA memorabilia, including early windup victrolas and one of the original paintings of Nipper (15 paintings were presented to upper RCA executives). But the most exciting moment was when I noticed a 45 rpm record changer displayed in a plexiglass case. The placard in front of the display reads "45 RPM Phonograph- 1949, presented to its inventor Ben Carson by RCA. The phonograph is gold-plated! As most of you know, Ben Carson had designed many of the RCA Victor changers and was given the challenge to design the 45 system back in 1939. In 1942 he had a prototype ready but for many reasons discussed in my book, the 45 system was not introduced until early 1949.

Coming next issue. Results of experiments to extend life of rubber parts.

I am in the middle of running tests using the new Plasti-Dip Spray (available at Home Depot). I've applied it to the knurled metal piece that runs on the cam wheel and it provides plenty of grip even when the cam wheel is hard as a rock. I'm running a form of life test by continually going through the reject cycle to see how long the spray will last. I've also applied the spray to the inside rim of an rp-190 turntable. The grip is tremendous and I'm running a life test on this too. Results next issue.



RADIO SERVICE NEWS

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RCA TUBE DEPARTMENT, HARRISON, NEW JERSEY

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REPLACEMENT PARTS FOR RCA VICTOR 45-RPM RECORD CHANGER

New Parts Folder Lists and Identifies All Components

The ever-expanding popularity of the 45-rpm record player is leading to new sales opportunities.

To help service-dealers participate in this new market, RCA has announced a complete line of replacement parts for all RCA Victor 45-rpm models. All parts are exact duplicates of those used in RCA Victor Record Changers, and meet manufacturer's specifications for this revolutionary new changer in all respects. You are assured of top quality and dependable performance when you buy genuine RCA 45-RPM replacement parts.

Listing this new parts line, and clearly showing each part for easy identification, is a brand new RCA Flier, SP-1005. Featured in the Flier is an exploded view of the entire RCA Victor 45-rpm mechanism which illustrates the exact location of each part, and identifies it by stock number. The Flier also describes the RCA 202W1 Record Player Selector Switch. With this unit, a 45-rpm RCA Victor Record Changer may be attached to current combination sets with a minimum of effort. A flick of the switch connects the radio's internal phono or the external 45-rpm changer to the set's audio system, an attractive feature to help you make added record player sales. For receivers not having a record player or phono input jack, the RCA 240X1 Radio-Phono Switch described in the SP-1005 makes possible the conversion of a customer's receiver to an enjoyable phono-radio combination.

Ask your Distributor for a copy of the SP-1005 Parts List Flier for 45-rpm players.

NEW DIRECTORY LISTS RCA TV COMPONENTS

NOW—at your fingertips—a new RCA Components Directory for TV Receivers which quickly points up the major component replacements in 214 television receivers of 38 manufacturers. It directs you to the proper RCA part you need for a first-line servicing job. Get your copy of the RCA TV Components Directory, SP-1006, from your local RCA Distributor.

RCA ANNOUNCES RADIO REPAIR TUNE-UP CAMPAIGN



A highlight of the big RCA Tune-Up Campaign, this attractive set of posters will lead plenty of eye-appeal to service-dealers' store windows and counters. It's one of the ways this well-planned business-building program will help increase sales and service.

NEW PROMOTIONAL PROGRAM BUILDS SALES—SERVICE

With an estimated 10 million radio receivers needing repairs now in homes all over the country, the RCA Tube Department has prepared a "Radio-Repair Tune-Up" merchandising campaign for use by radio service dealers. The new RCA campaign is aimed directly at the consumer and strongly slanted to emphasize that, for relatively slight cost, the average noisy or inoperative radio can be restored to first-class condition.

Purpose of the campaign is to stimulate new business for the radio service dealer by overcoming the average consumer's feeling that radio repairs may be too expensive. In addition the campaign provides the dealer with the ready-made means to merchandise and price his services effectively and professionally.

THE RCA RADIO REPAIR TUNE-UP SPECIAL offers a down-to-earth, bread-and-butter plan, through which servicemen and

(Continued on Page 5, Col. 3)

PRESTIGE AND ADVERTISING PAY BIG DIVIDENDS FOR SERVICEMAN

Read Carefully—It's Proof Positive of the Powers of Advertising and Prestige-Building

From time to time RCA RADIO SERVICE NEWS has emphasized to dealers and servicemen the prestige-value of using and selling products and equipment made by leading electronic manufacturers. We have also often urged the use of good advertising and promotion as business builders. To prove both points again, here's another true story:

The scene is set in a small town in upstate New York—Spencerport, population 1340 by the 1940 census, located about 20 miles west of Rochester. Here we find Harold Wright operating his radio and appliance, sales and service store.

Look back in the March-April issue of RCA RADIO SERVICE NEWS and you'll find a picture of Harold Wright with his brand new RCA Test Equipment rack which he bought from Masline Radio and Electronics in Rochester.

After setting up the rack and test instruments, Mr. Wright placed an advertisement in the local "Community Advertiser," circulation 3000, showing and describing his new

equipment. A follow-up ad in the next week's issue (shown in actual size on page 7) further explained the merits of the new set-up and told how customers would benefit through the installation. Business began to climb for Wright's Appliance Co. Not a seasonal rise, but a meteoric one, for in not too many weeks, Harold Wright had to employ an additional serviceman.

Here's a true case history where not only advertising, but prestige gained through quality equipment, paid big dividends. The following letter from Harold Wright is quoted in full and gives his version of the story.

(Continued on page 7, column 1)

"GOTTA LITE?"



Do you have one of the new RCA Key-Chain Flashlights? They're really neat—a key chain plus a small flashlight, just right for finding that dark keyhole or searching into the dark corners of a radio or TV receiver. The Key-Chain Flashlight is attractively and colorfully finished in durable enamel. See your RCA Battery Distributor today—get your RCA Key-Chain Light while he has a supply.

Photographed in U. S. A.