

The 45rpm Phono Gazette

Sarnoff Library Closes its Doors

To my dismay I must report that the David Sarnoff Library closed its doors at the end of 2009. While your editor will sorely miss this great meeting place where the New Jersey Radio Club held its meetings, repair clinics and other assorted activities for the last 8 years, the bigger loss is that another New Jersey technical landmark is going away. At least the museum and priceless logbooks will be available at the College of New Jersey and the Hagley Museum in Delaware respectively. The following letter sums up what has occurred in the library's last decade.

"Under its director Dr. Alex Magoun, the Library has grown in recent years from a quiet private museum showcasing the life of David Sarnoff into a lively public center with new exhibits and educational programs that illustrate a crucial part of New Jersey's history. Thousands of visitors come to learn of the major technological developments that took place at the RCA Laboratories and to understand what invention and innovation mean. The Library also maintains an archive of the documents of decades of research at RCA Laboratories. These documents, used by scholars and historians of science, technology, business, and culture, clarify the origins of inventions and invariably show their relevance to the people of New Jersey.

The educational programs introduced by Dr. Magoun, especially the highly-acclaimed field trips for local school students and the internships for high-school students, have enabled the young to see how they might use their talents here in New Jersey. The key to our economic survival is in technology and the high-level jobs it creates.

The Business Week cover story for September 7 makes that point, drawing on the example of the RCA and Bell Laboratories. As you know, electronic technology grew up in New Jersey, much of it in our district. The Library relates RCA's contributions, giving knowledge and inspiration for science and technology. People, young and old, see



45 RPM Display at Sarnoff Library (2005 through 2009)

that inventions do not spring up like mushrooms, but are the result of concerted activity by people like themselves.

Much of the wealth and culture of our district, state, and country grew from the RCA Laboratories and its technologies, like color television, from its invention to the LCD. Si-Ge modules power the deep space vehicles that explore the solar system. Superconducting solenoids for MRI instruments bring precision to the healing arts. The MOS transistor is at the heart of every electronic device. Amorphous silicon, also developed at Sarnoff, is the basis for solar cells.

The problem is that the Library will have to leave its present quarters by the end of 2009.

I understand from Dr. Magoun that TCNJ has identified a space for the Library and can provide the majority of the funds required to prepare the space, but it needs an additional \$100,000 to complete the job. It will require some additional office and storage space, and someone to staff it. I urge you to help find the needed funding to keep this important resource in Mercer County so that it can continue to contribute to technology development, job creation, and stable growth in our district".

Dr. Magoun reported the following at the end of the closing date. "American Interfile loaded, moved, and unloaded 1,950 boxes of archival collections to the Hagley Library in Wilmington, Delaware.

Bohren's Movers helped pack, loaded, moved, and unloaded 144 boxes, plus the electron microscope, posters, and display cases, at The College of New Jersey's old library, next to the room that is being renovated for the museum. A hearty NJARC crew packed, loaded, moved, and unloaded over 200 boxes of RCA Broadcast equipment manuals to InfoAge, along with paintings of Marconi and Sarnoff, the duplicate set of Marconi Wireless Telegraph Company of America schematics that

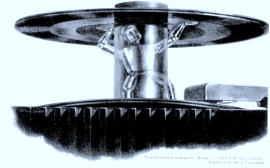
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complements InfoAge's holdings, and some others equipment. The New Jersey State Museum received a Camden-made RCA Victor 630TS for its collection.

The Camden County Historical Society is in the process of receiving three Camden-made home instruments from the 1930s and 1940s, once its crew picks them up from InfoAge, where the NJARC crew above moved them.



Here is a newspaper article written during the 'speed wars' in 1949.

Want to Buy a Record Player? (Aug. 4, 1949)

Like a dervish whirling at three different speeds at once, the U.S. record industry has begun to come apart at the seams. Its head, RCA Victor, has gone flying off at 45 r.p.m.; its right arm, Columbia Records, has spun away at 33½-r.p.m. The body of the industry, including a good part of the Victor and Columbia product, has continued to turn at 78 r.p.m. But one by one, other record companies have been dragged after the two big innovators. Last week Capitol Records, which had already begun to press at the 45 speed on Victor type, seven-inch discs, decided to pattern its classical catalogue after Columbia's LP (Long Playing) records.

For the record-buying public, this schizoid spectacle has been confusing, to say the least. Why go on buying the old 78s, when 45s or 33-½s are obviously the coming thing? But which of the two new types to buy? Columbia's Long Playing 33½, whose microgrooves can hold a whole symphony on two sides, have an advantage in convenience over Victor's small 45 for long classical selections. Also, Columbia's seven-inchers are quite as good for popular music as RCA's seven-inchers, though there are as yet few automatic record changers on the market which will take the Columbia product.

So why not buy a Columbia 33½-r.p.m. turntable, plug it into the old 78 r.p.m. machine, and call it a solution? Nearly a million record buyers have done just that. But millions of others have hesitated. RCA Victor has by far the world's largest recording roster of fine artists. Would the rest of the industry be pulled into RCA's strong orbit? Until they have the answer, many record collectors stopped buying altogether.

To exorcise the speed demon, top executives of RCA Victor, Columbia and Decca have been huddling in quiet meetings. Last week there was still no agreement. Until the industry pulled itself together, record fans had two sensible alternatives: postpone buying or buy a turntable that plays all three speeds. There are about ten on the market, ranging in price from \$15 to more than \$50. The entertainment trade magazine Variety, a little dizzy from watching the industry spin, saw still another possibility: the public might say "aw-nuts to the whole thing and [go] back to just playing the radio."

Philco early stereo does double duty.



Guest bedroom sports an early stereo Philco multispeed hifi doing double duty as end tables.



Philco relied on Voice of Music changer on this model.

My wife is very particular about what can be displayed in our new house in Myrtle Beach. She has given the green light to use my early Philco stereo as end tables in the guest bedroom. This is an unusual set that contains a separate amplifier in each cabinet. So each unit has to be plugged into an AC outlet separately. And while the main unit with the record changer shuts off automatically at the end of play, the other amplified cabinet does not. Both amps feature separate bass and treble controls and the cabinets contain woofers and tweeters. This model uses a Voice of Music changer that works very well. Sound quality is pretty good but does not measure up to the similar RCA Victor models from this era (1958).

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'Selling the 45 System' Cartoon (Origin Unknown) Part 2



LOOK HOW THE RAISED LABEL SURFACES HOLD THE RECORDS APART. THE MUSIC GROOVES DON'T RUB TOGETHER! THAT AND THE PURE VINYL MEAN THESE RECORDS LAST 10 TIMES AS LONG AS ORDINARY RECORDS

BUT HOW DO I KNOW I CAN ALWAYS GET THE MUSIC I WANT ON THESE 45 RPM RECORDS?

RCA VICTOR HAS A BIG CATALOG OF 45 RPM RECORDS ALREADY OUT! NEW BATCHES ARE ARRIVING ALL THE TIME!

SEE HOW LITTLE SPACE THESE RECORDS TAKE UP. YOU CAN GET ABOUT 18 ALBUMS, OR 150 SINGLES ON A FOOT OF BOOKSHELF!

AS MANY AS THAT, HUH?

AND THE 7 COLORS IDENTIFY THE 7 DIFFERENT KINDS OF MUSIC. THEY MAKE IT EASIER TO FILE AND FIND YOUR RECORDS!

THAT'S HANDY, ALL RIGHT

While you've got the shopper's attention, make sure you tell her ALL the advantages of 45 rpm. The more good things about 45 rpm you plant in the shopper's mind, the more she's likely to want it!

AND YOU GET AS MUCH PLAYING TIME AS YOU DO FROM CONVENTIONAL 10" AND 12"-INCH RECORDS!

WHY AREN'T THESE RECORDS MADE TO PLAY FOR HALF AN HOUR?

FOR ONE REASON, RCA VICTOR JUST WONT RECORD MUSIC ON 45 RPM BEYOND THE 'QUALITY ZONE' WHICH IS ALL AWAY FROM THE CENTER OF THE RECORD!

THE COLORS OF THESE 7 RECORDS ARE REALLY PRETTY, AREN'T THEY. HAVE YOU HEARD THEM PLAYED?

NO - I NEVER HAVE -

HERE'S PERRY COMO'S LATEST. JUST LISTEN TO HOW ALIVE IT SOUNDS ON 45 RPM!

I WAS THINKING OF CLASSICAL MUSIC ...

IN THAT CASE, THE LIVE TONE OF 45 RPM IS ESPECIALLY WORTHWHILE FOR YOU! IT HAS NO DISTORTION! AND AS FOR 'CONTINUITY' OF THE MUSIC - JUST WATCH THIS CHANGER WORK!

THAT'S PRETTY NEAT, ALL RIGHT

THE RECORDS CHANGE SO QUICKLY AND QUIETLY, YOU'RE SCARCELY AWARE OF A PAUSE IN BETWEEN!

When the subject of "half-hour records" comes up—all the superior, distortion-free TONE of 45 rpm! And stress the SPEEDY, NOISELESS CHANGING OF the player!

Color, always a stopper, gets your demonstration-plus-singles talk off to a flying start. Then play a record at once! If the shopper will name her favorite RCA Victor artist, fine. But, in any case, give her something to listen to. Entertain her!

THAT'S AN IDEA... IS THERE ANY DIFFICULTY ABOUT INSTALLING THE PLUG-IN PLAYER?

NO, IT'S QUITE EASILY ATTACHED

FINE, SEND ME A PLAYER THEN

CERTAINLY. AND NOW WHICH 45 RPM RECORDS WOULD YOU LIKE US TO SEND OUT WITH YOUR PLAYER...?

The customer who's just become a player owner WANTS records! Take the time to lead her through the new, complete 45 rpm catalog, as well as the latest releases. Give her lots of records to try. Make suggestions. You'll move records—you'll build profits—in a hurry!

RCA Victor's new 45 rpm film, "YOUR SUREST SELLING JOB," will soon be shown by your distributor. Watch for it—see it!

RCA VICTOR
Division of Radio Corporation of America, Camden, New Jersey
PIONEER AND WORLD LEADER IN RECORDED MUSIC



NEXT ISSUE

Next issue we will take a close look at Admiral's 45/33 rpm player. They are quite rare and I have only seen them installed in one table model, 5W12N.

Please note if your address shows 1/10, this could be your last issue.

The 45 rpm Phono Gazette is a quarterly publication since 1995.

\$6/\$8 for 4 issues, \$12/\$16 for 9 issues. (USA/Int!)
Send to Phil Vourtsis, 13 Cornell Place, Manalapan, NJ, 07726
or you can use Paypal (Account is pvourtsis@optonline.net, no credit cards please)

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Want List

Bob Becker
(201.391.2971)
7 Woodland Road
Woodcliff Lake, NJ 07677
rdbbecker@aol.com
Beige knob for 8EY4FK
Large tuning or vol knob for 9Y510
6JM25 Ding Dong Slideomatic
7HF45 Oak or Maple preferred
8EY4DJ gray plastic front with lid
Decca blk/red portable 45 player

Joe Centanni
(585.230.1539)
74 Oakbriar Ct
Penfield, NY 14526
s100x@rochester.rr.com
VM Stereo 45 player
Magnavox 45 player

Charles Cummins
(817-732-4313)
3912 Calmont Ave
Fort Worth, Texas 76107

David Cox
(937)484-3241
1407 Knight Road
Urbana, OH 43078
dcc49@yahoo.com
45 spindle for Admiral 5W12N 2-speed record player
Bakelite lid for Zenith twin seven
Outer concentric radio/phono knob for Emerson 635

Dennis D'Amico
11892 Pine Street
Los Alamitos, CA 90720-4163
lionelguy@yahoo.com

Bill Gourd
(989-832-2934)
1024 West Park Drive
Midland, Michigan 48640
In priority order:
8EY4, 7HF45 (wood case)
8HF45P (portable)
4Y511 (radio/phono)
9Y510 or 9Y511 (radio/phono)
6BY4

Hank Granse
(360-871-9014)
6751 View Dr. SE
Port Orchard, WA 98367
hgranse@wavecable.com

Bob Green
(570-366-3949)
1711 Breezy Acres Rd
Orwigsburg, PA 17961
rcgreen@schmobile.com
FOR SALE
15E Demonstrator

Doug Houston
(810-627-4141)
3441 South Hadley
Ortonville, Michigan 48462
HoustonD@tacom.army.mil

Mike Schwartz
2464 Merel Drive
Hatfield, PA 19440-2230
mikebeatles@yahoo.com
Power pack for Skipper

Ron Jeff
30 Devonshire Terrace
Flanders, NJ 07836
973-584-1007
6JY1C with green base

Bob Kolba
904.285.5483
161 Twelve Oaks Lane
Ponte Vedra Beach, FL 32082
Rkolba0211@aol.com

John Lee
1658 E. 5th St.
Ontario, CA 91764-2202
nipper45@verison.net
Can scan other character model
decal in exchange for Snow White.

John Ortale
(203-754-8346)
44 Barden Street
Waterbury, CT 06706
ortl@aol.com
Early Disney models

Tom Paruta
(716) 837-8131
43 Flower St.
Buffalo, NY
TomTMP58@aol.com
Zenith model T545 radio/phono.
Zenith twin seven (G660) or
"Dartmouth" console with twin 7

Bob Reck
(410)647-1849484
Botteford Court,
Severna Park, MD

Dan Saporito
8 - 5th Ave
Ortley Beach, NJ 08731

Doug Robinson
2609S. 800E.
Salt Lake, Utah 84106
Doug45rpm@hotmail.com

James Romano
(856-220-9588)
1101 Berlin Rd
Cherry Hill, NJ 08034
JUKEBOXJUNKIE@aol.com
Looking for RCA 15E Demonstrator

Ray Tyner
(614-475-1697)
4709 Wendler Blvd
Columbus Ohio 43230-1642
rcray45rpm@msn.com
Birch 45 player, Steelman 45 player

Chambers Williams
(817-446-0346)
9423 Marsh Creek
San Antonio, Texas 78250

Rex North
(937-368-3060)
5333 Alcony-Conover Road
Conover, Ohio 45317

Looking for spare idler and cam.

Services

Willie Bosco
707.923.3897
1588 Miller Creek Rd.
Garberville, CA 95542
williambosco@gmail.com
"Lowrider" replacement
cartridges available

Paul Childress
6632 W. Denny Ct.
Chesterfield, VA 23832
804-271-7842
pchildress@prodiq.net

Bob Havalack
(585-458-0801)
1239 Plymouth Avenue South
Rochester, NY 14611

ebm21@frontiernet.net
Will repair/rebuild players.
Specialize in car 45 player
rebuids.
Idler and Cam rebuilding

V-M Audio Enthusiasts
(248-478-0990) eves/wkends
37530 E. Meadowhill
Northville, MI 48167
info@thevoiceofmusic.com
www.thevoiceofmusic.com
Repair parts including both
V-M and RCA 45 players.

Phil Vourtsis
(732-446-2427)
13 Cornell Place
Manalapan, NJ 07726
philvourtsis@gmail.com
Books signed by author
The Fabulous Victrola '45'
Schiffer Publishing LTD.
\$25 plus \$4 shipping

Vintage Electronics
128 Buccaneer Drive
Hattiesburg, MS 39402
601.264.4755
phonoed@aol.com
www.vintageelectronics.com
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West Tech Services
615 Fairground St.
Caldwell, Ohio 43724
TELE/FAX: 740-732-6056
westtechservices@yahoo.com
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Idlers, cams, cartridges

Kurt Wilmarth
(716.279.8948)
c/o Echo-Tone Music
991 Genesee Park Blvd
Rochester, NY 14619
Croonin@frontiernet.net
Repair/restore service

Retro-Tronics
Custom radio backs and phono
bottoms for 45EY2, 7EY series
www.retro-tronics.com