

# 45rpm Phono Gazette

## How RCA Victor rolled out the 45rpm System

By Phil Vourtsis

When it came time for RCA Victor to introduce the 45 rpm system of recorded music, they had to make some pretty important decisions. How many units are going to be sold per month and can our RCA factories produce enough? They decided to go with a 3-prong approach. During 1949, RCA Victor entered an arrangement with Crescent Industries where both would manufacture the 9JY record changer in their factories. During 1950, RCA had an arrangement with Oak manufacturing to build 45J3 record changers. Also during 1950 RCA and Crescent both produced the 45J2. After getting an idea how many changers were selling in 1950, RCA ended its contract with Oak. So model 45J3 was only made for one year and are much harder to find. RCA ended the production of 9JY (renamed 45J in 1950) at the end of 1950. From 1951 on 45J2 continued to be produced with Crescent handling most of the manufacturing.

Each manufacturer has an RMA (Radio Manufacturers Association) number stamped on the underside of the motor board.

RCA Victor- RMA 274

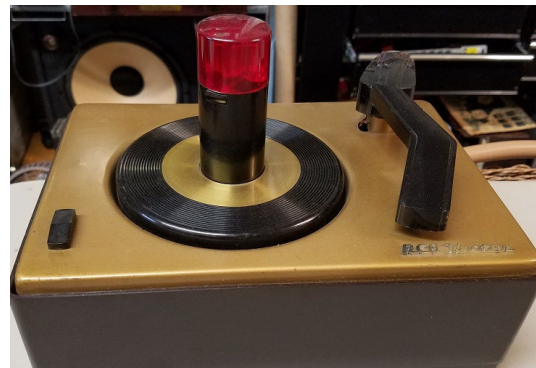
Crescent- RMA 150

Oak- unknown

Many of the 45J2s made by Crescent have a much brighter red spindle cap.



9JY renamed 45J in 1950



45J2



45J3

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There is a very good likelihood that your 45 player was assembled by a woman.



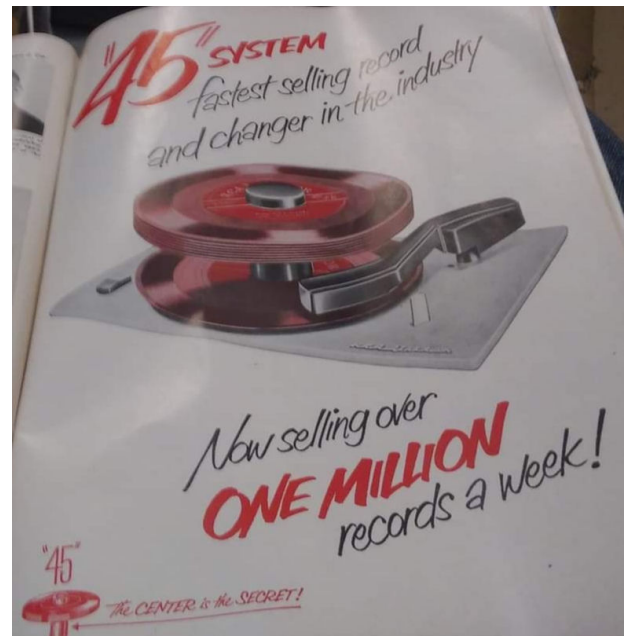
RCA factory workers assembling spindles

If you look closely at the spindle cap circled in yellow, you will notice that it appears to have a gray strip in the black cap. Is that a special order item for David Sarnoff?

Can you imagine assembling those spindles 8 hours a day? I love these things but I think that would break me.



Sun records, I bet you have a few



RCA Victor announces success in Billboard Magazine

After a slow start, the 45 rpm system of recorded music took off. Young folks liked the idea of buying the hit songs they heard on the AM radio and they were a reasonable price! Jukebox manufacturers were also sold on the 45 and had no use for the 33 rpm record.

The bottom left of the ad is interesting. "45, the center is the secret". The large spindle does away with "spindle hunting", extra levers and feelers, and provides the records with a bigger hole which makes them easier to handle.

I'm surprised that RCA did not use this spindle information in more ads.



## Manufacturing

*Automatic 45-rpm record player  
and vinyl plastic records appeal  
to all members of the family.*

**Preliminary ad for RCA Victor system of recorded music.  
Notice the record player is white but there are no decals installed.**