

The 45rpm Phono Gazette

All the news that fits, we print



Voice of Music's 45 and 16 RPM Player

Rca Victor was not the only one to design a custom playing machine for the new 45 RPM records. "VM" (Voice of Music), Admiral, and Zenith had their own interesting designs. Today we will examine VM's design. The first thing that jumps out at you is the speed selection switch, which allows 16 RPM seven inch records to be played. Apparently these records were not a big success and are not that easy to find. I have never come across one.



"Dean" phonograph featuring VM two speed record changer

The changer looks like an RCA with the plastic spindle and miniature tonearm, but upon closer inspection the tonearm resembles the multi speed VM changer tonearm. The spindle platter is also slightly larger than the RCA design.

A really nice feature of this changer is the ability to shut itself off after playing a stack of records. During the reject cycle the tonearm moves up to the remaining stack of records to sense if there are any left to play. Upon touching the remaining stack, it knows there are more records to play, drops the next record and plays it. If there are (continued next column)

no more records left to play, the arm does not contact any remaining records and goes through a shutoff cycle where the arm sits on its rest and the power is removed from the machine.

Underneath the changer, the unit looks very much like a VM multi speed changer with the large steel toothed gear for the reject cycle. The only piece that looks familiar is the double decker idler wheel, but even this part is not quite the same as the RCA idler.

VM allowed other manufacturers to use their changer. This VM changer resides in a "Dean" suitcase type portable record player.

Notice: The following info is surely invalid because of its age.

- Charles Cummins (817-732-4313)**
7EY1 in black/gray
- Bob Green (717-366-3949)**
Record Demonstrator
RCA Children's records
- Bob Havalack (716-458-0801)**
Will repair/rebuild players
- Doug Houston (810-627-4141)**
- Bob Kolba (817-244-3865)**
New collector seeks 45EY3 and 45 player/radio combinations
- John Ortale (203-754-8346)**
Early Disney models
Radio/Phono with round dial
- Dan Saporito (609-693-3139)**
Disney
Roy Rogers
Ding Dong School
- Ray Tyner (614-475-1697)**
Record Demonstrator
Roy Rogers
- Phil Vourtsis (908-446-2427)**
Ding Dong School
16 RPM 7 inch records
- Chamber William (817-446-0346)**
Starting collection.
- Norm Lehfeldt (415-285-0643)**
RK198 Power supply for 6BY4 (skipper) Also need parts set for phono motor.



THE WORK BENCH

RP-190: Helpful hints to prevent stalling during the reject cycle.

A common problem with the RP-190 changer is stalling during the reject cycle. This occurs because the heaviest load is applied when the tonearm is being maneuvered and the spindle shelves are retracting.

First check to see that the slide mechanism underneath is adequately lubricated and can slide freely with no obstructions. Next, make sure the idler you are using is not too far gone. If it is glazed, lightly sand it with emery cloth and clean it with denatured alcohol. Also clean the rim of the spindle platter where the idler contacts it. Some people apply rubber revitalizer to the idler, but I find this only works for a while before the same problem reappears.

If the stalling still occurs, then you must adjust the spring which holds the idler against the motor shaft. "Adjust" is not quite the right term because there is no adjustment available. There is only one hole that accommodates the spring. I have mounted a ground terminal on one of the motor hold down bolts, and then connected the spring to the ground terminal.

What you are looking for here is a good balance. Too much spring tension will increase the tendency to create flat spots on the idler wheel. Too little tension will result in stalling.

The best way to adjust this would be to have a supply of various springs at our disposal. I have not been able to find a source with the kind of springs needed. If anyone out there knows of a source please share it with us.

April 1997

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Charles takes advantage of over the door shelving to store and show part of his collection.



Here is an unusual TV/Phono combo from the middle '50s

45 RPM Phono Gazette is a non profit publication produced 4 times a year.

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Interesting custom made model featuring softdrink decals

PROFILE

Charles Cummins from Fort Worth, Texas

Charles was introduced to his first 45 RPM phonograph at quite a young age. You see, Charles' father was a television and radio repairman. On numerous occasions his father brought home 45 phonographs for Charles to play with. But Charles was so young, he wouldn't play records, he would rip apart the machine and play with the parts as if they were toys.

After growing up, Charles would always have a player around but did not get serious about collecting them until 1993. He was at a Jukebox show and spotted a 45EY3. He decided to buy it and about a hundred more since then!

Lately Charles has started collecting tabletop jukeboxes which feature the RCA 45 RPM changer. These include the "Music Mite", the "Hit Parade", and the "Ristaucrat" Jukeboxes.

Charles also enjoys doing some customizing. The model shown above was originally a 45 EY2. He painted the dark brown cabinet and changer base white. Then he sprayed the tonearm, and spindle red and added the decals. Nice job!

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The Making of "Your Surest Selling Job" the RCA VICTOR 1949 Promotional film



You can bend them, bounce them, throw them around.

Those of you who have already purchased this film will recognize these faces. Radio and Television Journal magazine ran an article covering the making and distribution of this film in September 1949. What follows are some of the more interesting points made in the article.

The film was developed as part of the fall promotion campaign on the 45 RPM music reproduction system. Introduced in January of 1949, the new system was not selling well because of the public's confusion whether to choose 33 RPM, 45 RPM or stay with their present collection of 78 RPM records. It was designed to be a serious, important, informative document which holds a great deal of useful knowledge calculated to help dealers close record and instrument sales. The 20 minute film dramatizes proven dealer methods of demonstrating, merchandising, promoting, and selling the 45 RPM instruments and records.

Shooting was entirely done at a Radio and Television Retail store in Connecticut. Real Broadway and Hollywood talent were used as customers and salesmen. All the "props" used in the film were the store's own fixtures.

The film stresses that demonstration is the key to selling, and knowledge of the product is the key to effective, successful demonstration. Every dealer and salesman were expected to know answers to the many questions customers would ask about the 45 RPM. Semi-technical questions like the reason for the large spindle, the 45 RPM speed, and the raised shoulder on the record. By means of script, charts, and acting, the film presents the logical understandable answers to these and many other questions.

Ways and means of effectively, yet simply, demonstrating the manifold sales appeals of both records and instruments. Driving home the simple, rapid, efficient operation of the changer, and



So light weight, you can carry it from room to room!

the compact size, light weight, quality, fidelity and non-breakability of the records are spotlighted in this film. Any of these features, properly demonstrated, can be the force that turns indecision into a sale.

Viewing this film in 1997 is indeed an experience. First you can watch it focusing on the fact that it is really 1949. Now watch it again with a modern perspective and there are quite a few laughs to be had. It cost RCA Victor \$2,000 per minute to make the film, and remember these were 1949 dollars!

Video copies of the film are still available for \$20 including shipping. The proceeds are being used to keep this newsletter going for the rest of this year.



You can say that again because brother, I'm sold!