

The 45rpm Phono Gazette

Defunct RCA Victor Dealership still advertises the fabulous "45"



Here is a real blast from the past. This shop was in full swing when the 45-rpm system of recorded music was introduced by RCA Victor in 1949. In the left side window there was a display that trumpets 'The Fabulous 45 by RCA Victor. The proprietors played it safe by running a plumbing supply store in the rear of the building. The building stands in South River, New Jersey. Bills that go back to the 1930's show quite a nice profit for the RCA dealership. Product Repairs were also done on the premises in a separate area. The store was very successful in the 30's, 40's and 50's. Page 2 shows a picture of the complete store. As you can see it is quite rundown. . If you look close at the name above the door it says 'Rose's Radio Shop'. The sign was later done over to include television



Close-up of sign that had been in front left window for half a century

in the late forties. Unfortunately, the neighborhood has been rezoned to allow only residential homes, so the next owner will be converting the store into an apartment. It was quite an experience to walk through the different parts of the store and imagine what it was like 50 years ago. The main display cabinet has a slanted front so that 45 EP's could be displayed to the customers. There was a speaker and amplifier built into the center of the cabinet to provide music in the front of the store. Unfortunately, except for some cabinets bolted to the floor, everything is gone. I managed to get the last two RCA related items, the 45 sign on this page and a large wooden sign that describes the RCA Victor Golden Throat. I also brought home a couple of display shelves. What could be better than displaying one's 45-player collection on shelves from an RCA dealership which held the same merchandise? Other pictures will be featured in future newsletters.

The Workbench

The Storage Problem

Having a hobby where you collect things that are of interest to you, can be quite rewarding. But there is one aspect of the hobby that can cause big time headaches. It is the problem of STORAGE. Most folks who start collecting have no idea what they are in for once they get into full swing. Whether it is automobiles, phonographs, or thimbles, eventually space will become an issue. "If I only had a basement or bigger house". The sad thing is, if you did dig out a basement or move to a bigger house you would fill it up in short order and be in the same predicament. Now that I have a sizable collection of phonographs and radios, I have made it a quest to make ingenious use of space and displays. If your place has 8 ft ceilings, you can make better use of the last foot or two near the ceiling by installing shelves in your garage or utility area. I prefer to use 24-inch wide doors because people are always throwing them out in my development. I've installed three of them above my workbench and one in my garage between the two overhead doors. As long as you can walk under the shelves without hitting your head, you have maximized that space.

When it comes to displaying your gems here are some things to consider. If your shelf is wide enough, you can set it up like steps. This way items in back of each other will still be visible. Another eye pleaser is displaying similar items (like 7EY's) at different heights.

Most of the units I display are in restored condition so there is another thing to consider when displaying them. The only way to keep a restored phono in good condition is to play it regularly. This is fine if you have a handful of working phonos but when you have close to a hundred I do the following. Install AC extension strips out of sight if possible and connect groups of six phonos to each strip. Every few weeks turn the groups of phonos on for about 10 minutes. This keeps the
(Continued on page 2)

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Once thriving RCA Dealership is now
to become residential property



Past its prime, this RCA dealership thrived in 1930's thru 1950's

The Workbench continued

rubber idlers from getting flat spots and keeps the capacitors in good shape. Believe me, if you restore a phono and leave it idle for a year or two, there is a good chance that the idler will be ruined the next time you try it. Ironically most multispeed record changers do not have this problem because they are equipped with an 'idle' position. This takes the rubber idler away from the motor shaft when not in use. Unfortunately RCA Victor wanted to use as few parts as possible in their new 45 changer and so the idler always rides on the motor shaft.

Book Update

I have been in touch with Peter Schiffer of Schiffer Publishing in Atglen, Pennsylvania. Schiffer sells many collectible books and has indicated he is interested in hearing more about my concept, "The Fabulous 45 Victrola". I will keep you posted on any late developments that could come from this.

Ebay Update

The year 2000 showed an upward trend of 45 phonographs sold by electronic auction. Approximately 1200 45 phonos were sold as compared to 1000 in 1999. Average prices were up slightly this year. As always occasionally there were good deals to be had, but typically buyers paid more on Ebay than at your favorite auction or flea market.

The 45rpm Phono Gazette

This first Anniversary Offer will

START your record collection

AND

SAVE \$7⁵⁰

RCA Victor
"45"
AUTOMATIC PHONOGRAPH

PLUS...

Both for only \$29⁹⁵

Special price on phonograph alone

There is a way to save \$7.00 and still get the greatest system of record ever created. The Star Anniversary Album is yours when you see the RCA Victor "45" and its mate, the "45" album. It is \$2.00 off the new 7-inch anniversary record set, available through all our dealers. These records, set with 12 discs, feature the greatest records. The "45" and its mate, being you remember, are yours and the record is yours. Ask your dealer for a catalogue of the special anniversary offer.

1951 ANNIVERSARY ALBUM (set includes 12 discs)

How Many RCA Records?	Frank Sinatra
Madeline: Peter Goren	Frank Sinatra
Rocky: Billie Holiday	Frank Sinatra
Rock: Billie Holiday	Frank Sinatra
The World's Most Beautiful Women	Frank Sinatra
The World's Most Beautiful Men	Frank Sinatra
The World's Most Beautiful Children	Frank Sinatra
The World's Most Beautiful Teenagers	Frank Sinatra
The World's Most Beautiful Young Men	Frank Sinatra
The World's Most Beautiful Young Women	Frank Sinatra
The World's Most Beautiful Teenagers	Frank Sinatra
The World's Most Beautiful Young Men	Frank Sinatra
The World's Most Beautiful Young Women	Frank Sinatra

DISTRIBUTOR'S NAME HERE

Illustrators make mistakes

too! Check out this ad.

This advertisement was presented to RCA Victor management in early 1950. It celebrates the first anniversary of the 45 rpm system featuring the special first anniversary album collection. Artists included the Boston Pops, Perry Como, Sammy Kaye, Glenn Miller, Vaughn Monroe and many others. The records were pressed on the colorful vinyl used early on by RCA. The featured phonograph is the model 45EY and 45EY1. The difference between the two models is the color of the tonearm and the color of the spindle cap and spindle mat. Actually these models are dressed up 9EY3's. The main changes were the addition of gold paint on top of the bakelite cabinet, removal of gold paint on the bottom bakelite cover, and the RCA Victor logo being moved up to the top. The most interesting thing about this ad is that there is a big mistake in it. See if you can find it! Still can't find it? Here is a hint. "See how casually a whole symphony of records can be put on the large center spindle. The spindle is large enough to house the record dropping mechanism".

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Ad Courtesy of Camden County Historical Society