

The 45rpm Phono Gazette

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Congratulations to our associates, the RCA Victor Dealers everywhere, whose confidence in RCA Victor has made possible this 50-year marketing achievement. To them must go much of the praise for these two newest and finest examples of research and engineering -- the best automatic changer ever built -- the finest record ever made. For, without the assurance of it's dealer's confidence, no company could undertake any major improvement in home entertainment.

Without the confidence of its dealers in 1923, RCA Victor, founder of the phonograph and record business, could never have started radio down its billion-dollar road. Countless other improvements could never have reached the market if it were not for the great confidence RCA Victor dealers have in RCA Victor products. Include Television! Here is a 50-million dollar RCA investment which is today establishing itself as another billion-dollar business for dealers across the country. And, what inspires this great dealer confidence? Many things...too many to enumerate here. But, proof that it is worth having, lies in the fact that today the RCA Victor dealer franchise is the most profitable in the entire industry. With the continued confidence of dealers and with the unique foresight of RCA Victor management, and RCA Victor franchise will remain the most profitable in the entire industry.

The new RCA Victor system of recorded music is a shining example of management's foresight. With continued dealer confidence the ultimate profit is inevitable. Work started on the new system in 1939. RCA Victor engineers were granted complete freedom of action...freedom from even the major inhibitions, such as non-standardization of record sizes, and speed of turntables. Engineers had but a goal... to produce the finest changer and record ever conceived. The customers' dollars will prove that these engineers reached their goal. The new RCA Victor record and changer constitute the sensible, modern, inexpensive way to enjoy recorded music. The product is ready... the public is ready. A demonstration, more than ever before, means a "close." Its advantages will eventually make it the only way to play music in the home.

Meanwhile, RCA Victor will continue to provide its dealers with 78 rpm records and record playing equipment. This period is not one of revolution but one of transition. There will be plenty of time for all dealers to adjust their inventories in making way for this new, improved, more profitable product. To welcome change is to show a keen awareness of the principal factor lying behind all of our country's industrial progress. That factor is the constant striving of the American public to own something finer. In this light, the new RCA Victor system of recorded music will flourish. To RCA Victor's dealers, whose confidence makes such progress possible, will again go a rich reward of bigger profits through continued high turnover.

Next from the same article is information about the new player,

THE PLAYER

"Read the new RCA-Victor player story in 30 seconds"

WORLD'S FASTEST RECORD CHANGER!!--

Trigger-action speed! Can play more than 50 minutes of music without the need of attention. And it's just the music the listener wants when he wants it. It can play up to ten records with speedy, silent, hardly noticeable changes.

COMPACT AND LIGHT!!

The changer unit occupies less than half the space of other types. This opens entirely new avenues to smarter console cabinet styling...to greater economies and greater values. The lightweight, compact table phonograph model can easily be carried from room to room.

SILENT, RECORD-SAVING PICKUP!

The new RCA Victor player exerts a stylus pressure of only 5 grams. There's a new "Silent Sapphire" Pickup. No needle changing. Records sound better--last longer. Two vital customer "wants."

BIG PYLON SPINDLE HOLDS CHANGER MECHANISM!

Changer mechanism is within the large spindle. No posts or clamps to adjust. Fewer moving parts--it's trouble-free. The new RCA Victor changer is the surest, easiest operating changer ever designed.

FOUR QUICK INSTRUMENT FACTS TO TELL YOUR CUSTOMERS

1. World's fastest changer.
2. Easiest, surest operating changer ever...and it costs less
3. Automatic .load the spindle--press a button once and that's all.
4. Can play more than 50 minutes without need of attention. (more of this ad to come in next issue)

Challenge Number 2!

I challenge all of you out there to come up with a design that would push the idler away from the motor shaft on the rp-168 record changer. This is more difficult than the first challenge which was to do the same on the rp-190 changer. The rp-168 changer is more prone to flat spots on the idler if left too long without use. The only mechanical movement during shut off is rotating the on/off switch which controls a potentiometer or on/off switch. In addition to the two variations of on/off control, there are a few different ways that the motor is connected to the motor board assembly. If you can't figure a way to have the shutoff disable the idler, then I am open to designs that would require another lever of some sort that would disable the idler as a separate operation. The winner will be featured in a future gazette and will receive a lifetime free subscription to the gazette.