

The 45rpm Phono Gazette

Movable RCA Victor Theatre Sales Display



Photo courtesy of Jon Butts Fiscina Collection

This is one of the RCA custom built theatres built to display their many products at trade shows and conferences. These movable units were shipped to the latest show. When not in use, the curtain would be drawn covering the front. When it was time to show off the new products, the curtain was opened and a polished salesman would introduce

the product. In this case the new 45 rpm system of recorded music is being demonstrated. I can hear him now, 'fastest changer in the world, lightning fast, and only requires a mere 5 grams of stylus pressure to play the completely 'distortion free' records. This display does double-duty because behind the sliding doors on the right side of the entrance door is the latest RCA TV.