

The 45rpm Phono Gazette

Source of article below Radio Age Magazine



Thomas F. Joyce, right, President of Raymond Rosen and Co., Inc., of Philadelphia, receives an inscribed, gold-plated 45-rpm phonograph from Joseph B. Elliott, Executive Vice-President, Consumer Products, RCA, in recognition of the Rosen organization's achievements in sales contest sponsored recently by RCA. Looking on at left is Raymond W. Saxon, now General Sales Manager, RCA Victor Television Division.

Five Years of Success for the "45"

REVITALIZED by the 45-rpm recording system introduced by RCA five years ago, the phonograph-record industry has been lifted to new high levels with more than 200 million "45" records sold, Frank M. Folsom, President of the Radio Corporation of America, said on June 29 in a statement marking the fifth anniversary of the "45."

He said that 15 million homes now have turntables capable of playing "45s," and estimated that within another five years the "45" will account for more than 75 per cent of the total record volume.

"The '45' records now represent more than 50 per cent of all single records sold," said Mr. Folsom. "The older 78-rpm records are obsolete. So quickly did the '45' gain popularity that by the end of its first year, the sale of '45' records represented 10 per cent of all record sales, and this percentage has steadily increased from year to year. In 1949, when RCA introduced the '45' system, record industry sales totaled \$160 million. This year, because of the interest the system has generated for all types of records, the sales volume for the industry should be greater than \$225 million — and the quarter-billion dollar figure is only a matter of time.

"The '45' system has won recognition from every quarter, even from those who were its severest critics,

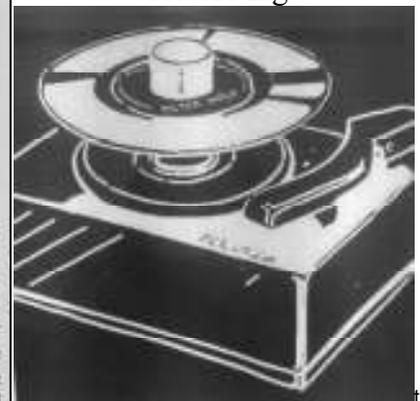
and it has given the American public recorded entertainment of matchless tonal quality and more music for less money. Today all major record and phonograph manufacturers are producing discs and record-players utilizing the '45' system, yet five years ago great furor was created by what was proclaimed as 'the battle of speeds.' In 1949, those who would have clung to the old and thus deterred progress by not adopting the '45' must now realize that their lack of vision and faith threatened to keep their own business at low levels and prevent the public from enjoying the many advantages of the '45' system.

Fastest, Simplest Record Changer

"We have made available to the public RCA Victor's unsurpassed library of the world's greatest artists and music on '45' records, as well as on 33 1/3-rpm (long-play) records. And we have provided the fastest and simplest record changer ever developed, designed for the finest possible music reproduction. The results have been extremely satisfactory and dramatically show the value of recognizing the merits of an invention and American ingenuity in creating new electronic instruments that keep the art of music in step with scientific progress."

On the 74th Anniversary lets look back at the 5th.

After a year of fierce competition between Columbia (33 rpm) and RCA (45 rpm), they realized that both formats were selling. So Columbia would make 45s and RCA would make 33s. Jukebox companies were sold on the 45 as well as young teens with money to spend on the new rock and roll music. So you understand all the happy faces celebrating



5th anniversary!

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I can see why this never made production! A windup with transistors.



← *Transistor portable phonograph.* While investigating the possibilities for transistors in the phonograph field, a lightweight, spring-driven, 45-rpm portable model employing a battery-operated transistor amplifier was built. The low power consumption of the four developmental junction transistors enables a 22½-volt battery to provide for approximately 1,500 record playings (75 hours of operation). An internal switch automatically turns off the amplifier circuit when a record is not playing.



Victrola radio-phonograph 9-W-51 features broadcast reception, and a 45-rpm phonograph record player with space for record albums.

Model 9-W-51

By Phil Vourtsis

During the introductory year of 1949 RCA Victor introduced the model 9-W-51. The cabinet was small enough to be an end table in the bedroom. The radio was the typical 'All American Five' with single ended output. But a beefier output transformer was used driving an 8 inch speaker. Together with the wood cabinet the sound was quite good. A strange tone control setup was used and controlled by a 7 position selection switch. The positions did the following;

- Position 1- OFF
- Position 2- RADIO BASS
- Position 3- RADIO BASS AND TREBLE
- Position 4- RADIO TREBLE
- Position 5- PHONO BASS
- Position 6- PHONO BASS AND TREBLE
- Position 7- PHONO TREBLE

Not long after RCA went with the more typical tone controls thank goodness.

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Early 50s ad for RCA Victor's new system of recorded music



Developed by RCA Victor, the new "45 Extended Play" record gives music lovers more music for less money plus a perfect medium for playing shorter classical works and multiple popular selections.

Twice as much music on the same size record

Another RCA achievement in electronics:

A challenging question was asked RCA engineers and scientists in 1951. How can we increase the playing time of a 7-inch "45" record, without using a larger disc?

Sixteen months of research gave the answer, "45 EP"—Extended Play. Public response confirmed this as the most important achievement in the new recording speeds. More than 2 million RCA Victor "45 EP" records were bought in the first four months of their existence!

Research leadership—your guide to better value: the ability of RCA Victor to solve the problem of more music on a "45 Extended Play" record accents the importance of research to you. Whether you plan to buy television, radio or any other electronic instrument, research leadership adds more value to all products and services trademarked RCA or RCA Victor.

Secret of "45 Extended Play" is RCA Victor's discovery of a new way to cut a master disc—with an electrically heated stylus. Grooves are closer. Sound quality is clearer, clearer, more alive.



Compact RCA Victor "45" player—first system where record and player were designed for one another. With RCA Victor "45 EP's," it plays up to 15 minutes per record, and the "breaks" issue only when the listener planned them.



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