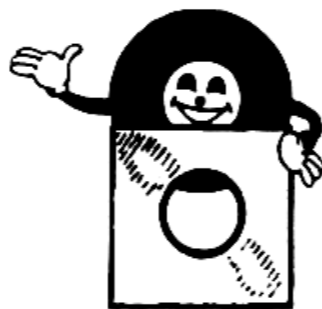


HOW MUCH ACTION DOES OUR WEBSITE GET?

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2009	1119	1471	3166	53728	1.08 GB
Feb 2009	1057	1351	3257	48690	1.04 GB
Mar 2009	282	343	782	10246	216.83 MB
Apr 2009	640	837	1736	26809	549.84 MB

Jan 2008	751	952	2128	24423	487.58 MB
Feb 2008	618	799	1871	21931	409.25 MB
Mar 2008	881	1153	2576	30324	561.86 MB
Apr 2008	673	907	1863	23059	492.48 MB
May 2008	696	897	2071	24134	460.56 MB
Jun 2008	691	906	2171	23083	430.75 MB
Jul 2008	769	989	2623	27391	622.64 MB
Aug 2008	708	886	1789	24516	485.90 MB
Sep 2008	921	1252	2917	35553	920.86 MB
Oct 2008	871	1225	2324	31722	685.22 MB
Nov 2008	978	1421	2830	43255	845.81 MB
Dec 2008	992	1391	3298	58505	1005.99 MB
Total	9549	12778	28461	367896	7.24 GB

The first part of 2009



Throughout 2008

Source:
Frank Floto, Webmaster

www.recordcollectors.org CHECK IT OUT!

Celebrating
Our 30th Anniversary
KEYSTONE RECORD COLLECTORS
1979 • 2009



#173, June, 2009
P.O. Box 1516, Lancaster, PA 17608
www.recordcollectors.org

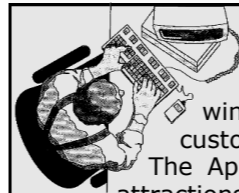
KEY NOTES

PUBLISHED BY KEYSTONE RECORD

COLLECTORS, P.O. BOX 1516, LANCASTER, PA 17608

JUNE 2009
ISSUE #173
Inside...

- ♪ - Happy Birthday 45!
- ♪ - A Philly Artist Tour
- ♪ - KRC Website Action
- ♪ - A Car Record Player



RAMBLINGS FROM THE EDITOR

We made it through another cold winter and mild spring. Vendor and customer participation continues to thrive. The April show featured three special added attractions: the American Historic Jukebox Society with jukeboxes, the Lancaster County Car Club and Vagabonds Rod and Custom Club with vintage wheels and dealer **Dave Kressley** celebrating 250 consecutive KRC shows!

The Mother's Day show was lighter, however seasoned vendors know this and plan accordingly each year. Keeping the show the second Sunday sometimes conflicts with other events, however it provides a consistency factor customers and vendors have come to appreciate over the years.

Inside you'll find an extensive article on the history of a 60 year old item found at each and every one of our **Pennsylvania Music Expos** - the 45rpm single!

Keep collecting those tunes!

Derek

B. Derek Shaw
KEY-NOTES Editor
& Communications

KRC INFO LINE



(717) 898-1246
CALL ANYTIME!



VIEW FROM THE TOP

And the beat goes on! It's June - warmer weather and vacation time. I hope you are taking advantage of the yard sales and flea markets in the area. You just don't know what you're going to find!

Here's a note to all our dealers to keep the show interesting for those looking for music or videos: try to keep your items for sale fresh, changing items each month or adding to your stock really helps keep the interest to those on the hunt.

At the last show, one of the people from the outside stopped in and asked what was going on. I told them it was the **Pennsylvania Music Expo** and invited them in. They then said they heard our show was shutting down due to us being 'squeezed out'. This is far from the truth. Yes, we have had to make adjustments due to the size of the room we've been limited to but we are certainly around to stay. Our staff and others continue the search for bigger quarters. If anyone has any suggestions, please let it be known to the KRC officers.

Have a safe and enjoyable summer!

Dave Schmidt
2009 KRC President
NRCMusings@aol.com

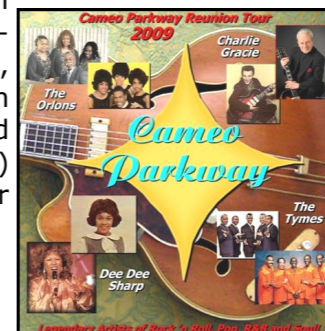


ON THE ROAD AGAIN

Remember tunes like:

Butterfly, Fabulous, Mashed Potato Time, Gravy, The Wah-Watusi, South Street, So Much In Love, Wonderful, Wonderful and Somewhere? All of these and more were among dozens of smash hits recorded on Philly's **Cameo-Parkway label** - the biggest independent record company in the U.S. from 1957 through 1963. Charlie Gracie, the Tymes, Dee Dee Sharp and the Orlons have negotiated a reunion tour for later this summer. Gracie, Sharp, Ceaser Berry, Norman Burnette (Tymes) and Steve Caldwell (Orlons) are seen above after recent planning session.

Visit:
www.charliegracie.com



CHECK OUT THESE LYRICS

(Sung to the tune of "Davey Crockett")

*"Born on the top of
Wannamaker's Store,
He could send Morse (code)
before he was four.
Sunk the Titanic
because he was sore,
And became king of the 53rd floor.
Davey, Davey Sarnoff, King of the
Electronic World."*

David Sarnoff, founder of RCA Victor Records and the National Broadcasting Company (NBC Network) was kidded by staff members with the above humorous song parody.

Inside you'll find extensive coverage on one of the products his company introduced, the 45 rpm single.



KRC in 2009

EACH SHOW 9 AM TO 3 PM SECOND SUNDAY OF EVERY MONTH
GERMAN TRADING POST - SPECIAL EVENT ROOM
 FLYERS ARE AVAILABLE, SO TAKE SOME AND SPREAD THE WORD!
 ANNOUNCEMENTS ARE AVAILABLE FOR WANT LIST ITEMS.
 BUSINESS MEETING FOLLOWS EVERY OTHER SHOW AT 3:30PM,
 (DURING THE MONTH THERE IS NO **KEY-NOTES**) PLAN TO BE THERE.

60 YEARS AND COUNTING! The 7" 45 Just Had a Birthday

By Colin Kreitzer



"Madame X" was the code name, during research and development, for an entirely new system of recorded music... perfected by RCA.

The remarkable background of "Madame X"

The 45 rpm record is 60 years old! Its birthday officially is March 31, 1949, the day RCA Victor Records set for retailers to begin promoting the new format. But the record's design went back to 1927, 50 years after Thomas Edison invented the phonograph and used cylinders of tin and wax to reproduce sound. Sometime in the 1920s, the flat records were the vehicle for sound in the 10" 78 rpm, but there were problems with this platter. It broke easily, was heavy, sounded scratchy and wore out quickly, especially when the needle was not changed often. So, in 1927, the concept began (with code name "Madame X") and 22 years later, the 45 arrived.

KEY NOTES

Issue #173 June 2009

EDITOR, GRAPHICS and LAYOUT: **B. Derek Shaw**
 CONTRIBUTORS: **Colin Kreitzer**, **Dave Schmidt**, Frank Floto,
 Charlie Gracie, Jr., **B. Derek Shaw**
 PHOTOS: websites
 CHANGE OF ADDRESS: P.O. Box 1516, Lancaster, PA 17608
 NEWS/PHOTOS/IDEAS: 329 Rathton Rd., York, PA 17403-3933
 bdshaw@lunginfo.org
 (Deadline for #174 is July 12th)
 Names in **bold** type are members of Keystone Record Collectors

The very first 45 rpm produced was probably "Whirl Away Demonstration Record" pressed by RCA Victor. This new creation brought multiple improvements over 78 rpms. First, it was unbreakable, under normal use. It didn't weigh a ton like a stack of 78s did. Its center hole was larger making it easier to handle, not to mention keeping the record surface free of fingerprints. Best of all it sounded better and lasted longer. Nearly all of these improvements were manifested by the new material: plastic (vinyl/poly styrene). This new material cleaned up the scratchiness, minimized the breakage, and extended the life of the record. But it was still not a shoo-in format. RCA was the medium for the new 45, as the 78 still ruled the record industry.

The first 45 rpm records went to stores in February, 1949, announcing to sellers the "Preview of the RCA Victor 45 rpm Record Line". Dealers were asked to promote the records with window and counter displays. They were so confident of the new format's success retailers were told that they may want to hold onto this premiere kit as a collector's item, even though Columbia/CBS records had their own new format that arrived June 21st, the previous year. RCA believed they had the winning format in the 45. Columbia was offering the Long Playing microgroove (LP) record at 33^{1/3} rpms, in the same 10" diameter as the familiar 78s.

RCA failed in 1931 to introduce an effective LP, but continued working on the 45 rpm, whose speed was determined to be the most effective one four years earlier in 1927. Using calculus, Bell Laboratory scientist, J.P. Maxfield, determined the optimum use of a disc record of constant rotation speed occurred when the innermost record diameter was half the outermost record diameter. Hence the 7" single with a 3 1/2" label surface with half that diameter surrounding the label (doubling the label size) creating the familiar 7" single. He further concluded that the best compromise between adequate signal-to-noise ratio and playing time was 3 minutes per use of a disc record. Again, these calculations are enforced with the average play time on a 45 at 3 minutes per side.

RCA Victor President, General David Sarnoff, (see side bar front page) was fiercely competitive to lead the industry in recorded sound. The battle with Columbia was hot and both companies tended to believe that the speed the public eventually embraced would ruin the other company and its future in the industry. But as the battle began, both were destined to survive, with the only casualty the old 78, though it continued to compete for half of the 1950s.

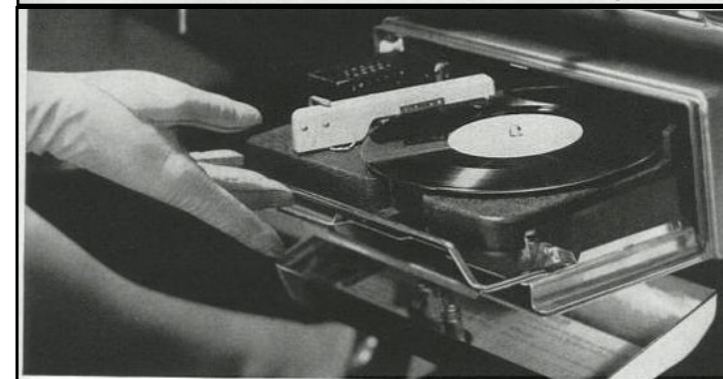


HAPPY BIRTHDAY to the 45 rpm single!

Columbia Records/CBS broadcasting President, William Paley's company was developing the color television system at the same time they were introducing the LP record. Because RCA had failed in both avenues, before Columbia's success, David Sarnoff, was not surrendering the new record format without a fight.

Sarnoff's company developed the automatic changer for its 45 rpm players. Thus claiming that they and not Columbia had the best format for long playing records. With these new changers, RCA began pressing box sets of 45s with long compositions, such as classical pieces, that could be stacked on a changer with sides 1-2-3-4 playing and simply flipped to play sides 5-6-7-8. The only problem was the delay time while each record changed. Columbia LPs could press the entire composition, or at least half of it without interruption on one side. Still, both companies believed they had the winning format and RCA pushed the 7" 45 as the best, while Columbia toted its 10" and later 12" 33 rpms. In April 1949 Columbia even issued a 7" 33rpm with the same small hole as its larger platters, but continued its work on its other formats and their 7" 33s were mostly eliminated before another year passed. These longer playing 7" platters prove to be more popular later in 1956-60 as automakers introduced the record player into some autos.

NOW...another exclusive from Chrysler Corporation!



HIGHWAY HI-FI PHONOGRAPH

... provides the music you want wherever you go

It's another Chrysler Corporation first! Highway Hi-Fi gives you the finest tone reproduction—even on rough roads. A special counter-balanced pick-up arm and shock-proof case insure unimpaired playing. Conveniently located under the instrument panel... the Highway Hi-Fi record player slides in and out easily and can be operated without taking your eyes off the road. The 16-2/3 rpm records play from 45 minutes to one hour on each side and are available in a wide variety of musical and dramatic classics, popular favorites, stories for children, famous Broadway musicals... in short, a complete modern record library on wheels. Highway Hi-Fi is just one of many dramatic new and exclusive features that are available on all the cars of THE FORWARD LOOK '56. There's new magical Pushbutton PowerElite... new LifeGuard door latches... new, surer hydraulic brakes... all-new FLIGHT-SWEEP styling. See all of these new features at your dealer's now!

CHRYSLER CORPORATION > THE FORWARD LOOK
 PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

At first Columbia provided the Plymouth Fury and Chrysler New Yorker with a 16 rpm LP record that provided 45 minutes of music in these under dashboard players, manufactured with a special stylus to prevent skipping when the vehicle hit bumps or made turns. Not to be outdone, RCA joined the competition with players that used the standard 45 rpm records in them. The problem with this was the frequency with which the driver had to change records. The 1960s barely began when the automobile record players were abandoned and in a few years the 8-track cartridge tapes were being utilized in their stead.

Back to 1949, as the war of the speeds heated up, RCA was introducing color coding of its records contained in those kits to retailers. The purpose was to offer the buyer immediate recognition of a certain genre of music. Classical was pressed on red vinyl, Light Classics on navy blue, County & Western on green vinyl, Rhythm & Blues on orange, Children's on yellow, International on sky blue and black vinyl for popular records. The novelty soon wore off for multi-colored singles and by 1952 all RCA records were pressed on black vinyl, except for an occasional special promotion pressing.



By November, 1949, teenagers were snapping up the 45 with gusto. They liked the compact size of the record that fit on a bookshelf, not to mention the improved sound plus the durability, three major improvements on the old 78s. By the end of 1949, both Capitol and MGM began pressing the 45 rpm. Mercury and Decca followed in 1950. Columbia held out the longest before they began pressing the 45 in early 1951.

In those 3 years (1949-1951), speeds and formats were cementing. RCA abandoned colored vinyl and "album" 45s. They too began pressing LPs at 33 rpm, about the same time Columbia started pressing the 45. Phonographs were being sold with 3 speeds: 33, 45 rpm and 78rpm. The record's sizes were becoming standard too. Seven inch 45s, 10" 78s & 12" 33s. With all the sound improvements made with 45s & 33s, the 78 was dying out. By 1956, few labels were still manufacturing any of them. By 1960, they were nearly extinct.

In the 1950s, it didn't take the public long to figure out that the tiny 45 was an ideal medium for popular singles and the 33 rpm LP better suited for long compositions or collections of an artist's works, Broadway shows and classical composers. Broadway shows were being pressed on both 45s and 33s in the decade. But soon the 45 was abandoning the format for the superior LP of numerous songs that 45s had to press on 3 or more platters.

As the 1960's dawned rock'n'roll was the dominant seller of the pop tune. And the 45 was the perfect medium for teenagers on a tight budget to own music by their favorite artists.

Forty-fives have sold multi-millions of records from 1949-1989 and in the 20 years since have sold a minor number of re-issues and jukebox records. One of the major labels would stamp their record labels in the early 1990s with "For Jukebox Only", signaling the death knoll for the 45.

But it was the 45 rpm that nourished the biggest stars of three and a half decades: Elvis Presley, the Beatles, the Beach Boys, Ricky Nelson, the Rolling Stones, the Supremes, Connie Francis, Dion & the Belmonts, Chuck Berry, Tina Turner and Paul Anka to mention only a fraction of the stars on 45s. Though the old record shops are gone, the 45 still lives on e-Bay, Amazon and collector-sellers on the internet, it's hard to kill such a powerfully loved channel for music. The 45 is also a strong seller at the monthly **Pennsylvania Music Expos!**