

75 YEARS AGO THE LONG PLAY RECORD WAS INTRODUCED

A LOOK BACK

BY FRANK WONNEBERG, BERLIN

MAKING VINYL, HAARLEM, 29. SEPTEMBER 2023



ML 4001
MENDELSSOHN: Concerto for Violin and Orchestra


COLUMBIA
MASTERWORKS
RECORDS


LONG PLAYING
MICROGROOVE

MENDELSSOHN:
CONCERTO IN
E MINOR

for Violin and Orchestra,
Op. 64

NATHAN MILSTEIN, Violin

with the

PHILHARMONIC-SYMPHONY
ORCHESTRA OF
NEW YORK

conducted by
BRUNO WALTER

ML 4001
NONBREAKABLE VINYLITE

CL 6001
The Voice Of Frank Sinatra


COLUMBIA
RECORDS


LONG PLAYING
MICROGROOVE

THE VOICE
OF FRANK SINATRA

Frank Sinatra
Orchestra under the direction of Axel Stordahl

CL 6001

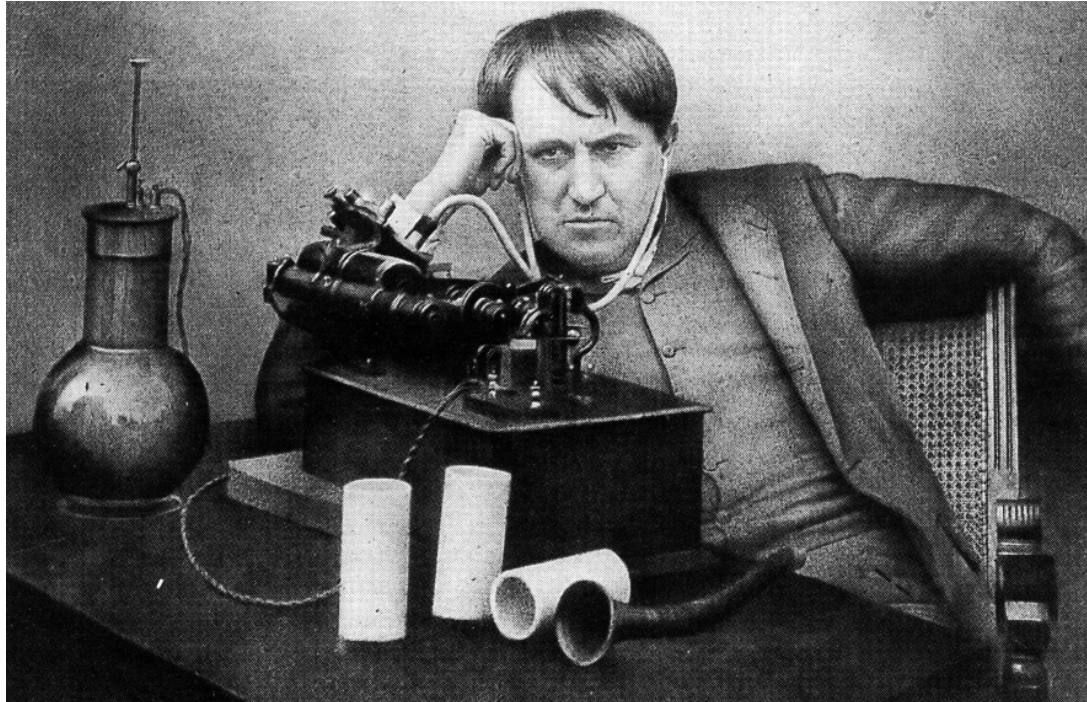
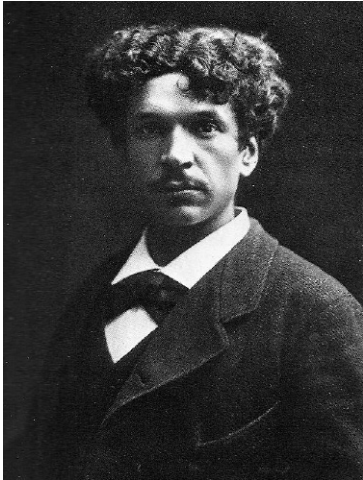
Nonbreakable Vinylite

You Go To My Head
Someone To Watch Over Me
These Foolish Things
Why Shouldn't I?
I Don't Know Why
Try A Little Tenderness
A Ghost Of A Chance
Paradise

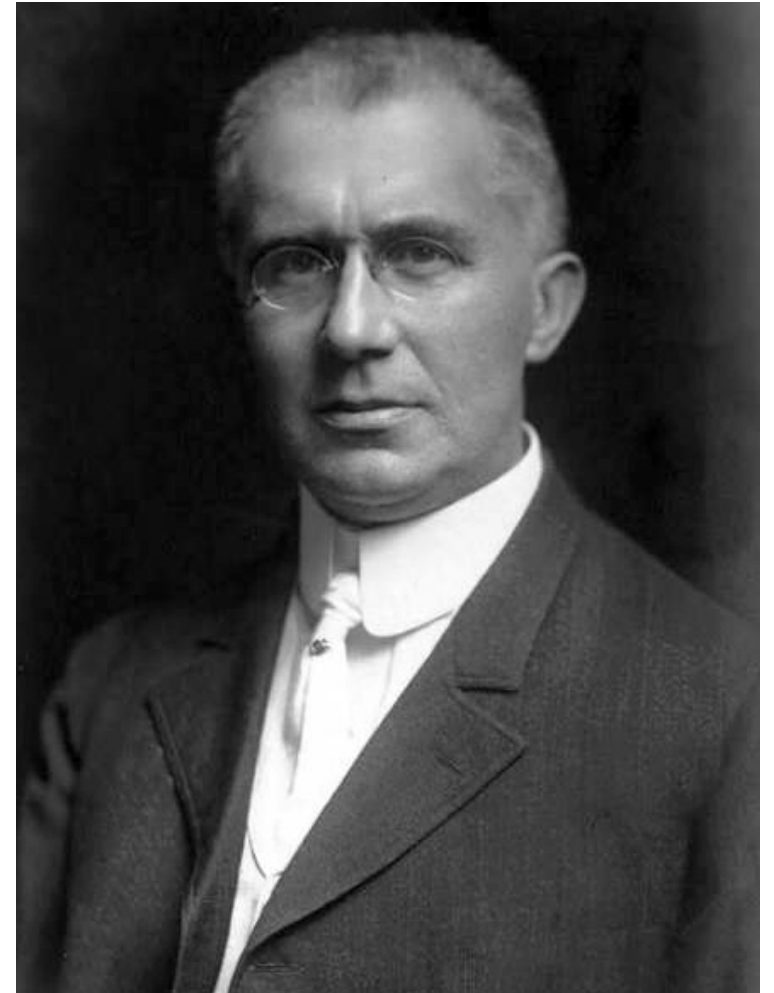
"Columbia" and Trade Mark Reg. U.S. Pat. Off.
Master Records, Inc. "Trade Mark"



CHARLES CROS (1842-1888)

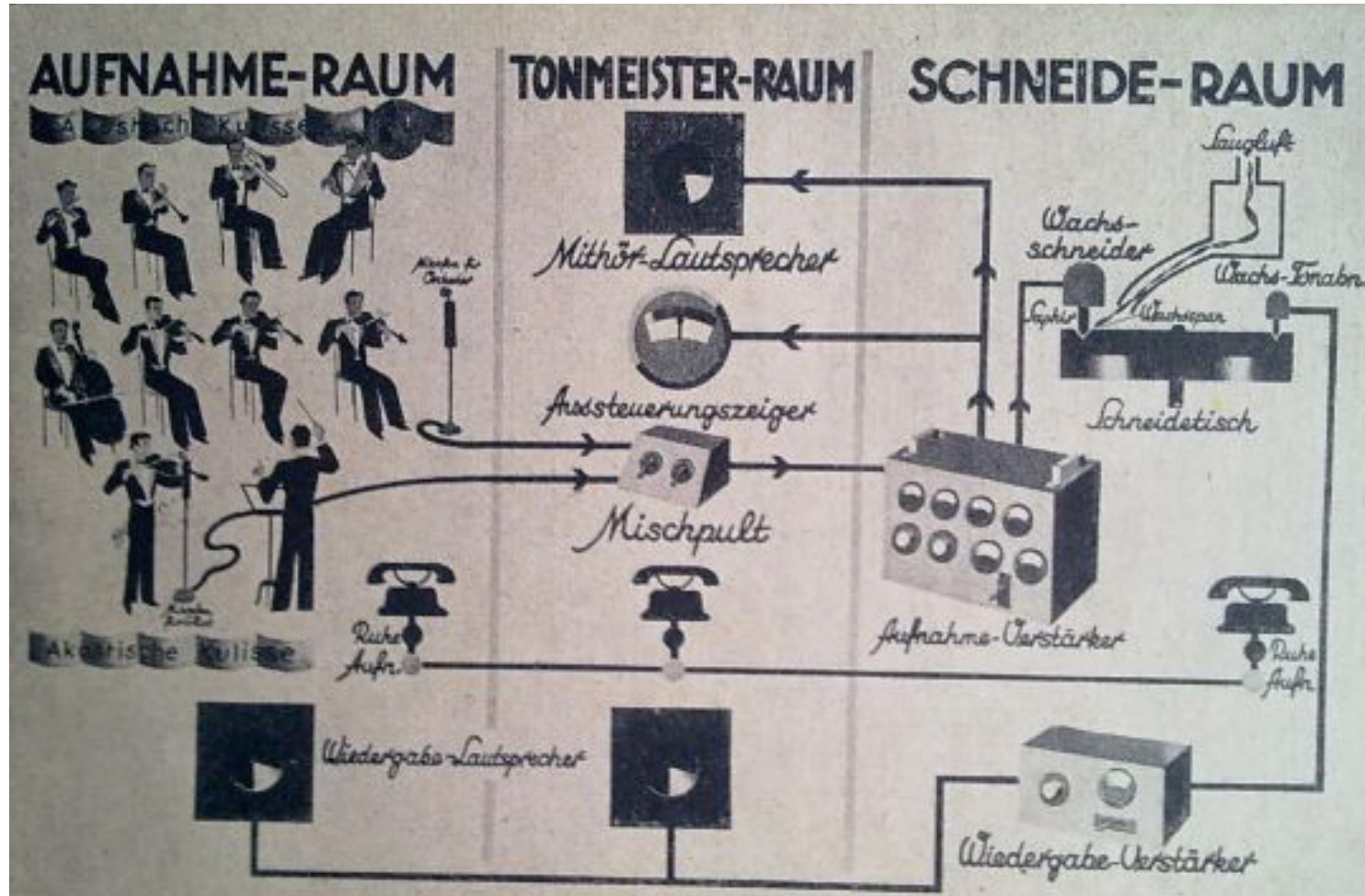


THOMAS ALVA EDISON (1847-1931)



EMIL BERLINER (1851-1929)

ELECTRIC RECORDING PROCESS ... 1925 ... 1927 ... 1936 ...





INTRODUCING LONG PLAY RECORD. NEW YORK. JUNE 1948

RENE SNEPVANGERS (1900-67)

PETER GOLDMARK (1906-77)



INTRODUCING LONG PLAY RECORD. NEW YORK, JUNE 1948

PETER GOLDMARK





**THE NEW SOUND: MARVELOUS
PETER GOLDMARK & BRUNO WALTER
PROMOTION**



INTRODUCING LONG PLAY RECORD. NEW YORK. JUNE 1948

**IN CONVERSATION ABOUT THE NEW MEDIA
GODDARD LIEBERSON & BRUNO WALTER
PROMOTION**



ONLY ONE PICTURE
WITH THE TEAM
KEY PERSONAL

META DATA FROM GETTY IMAGES
ONLY IDENTIFIED
GOLDMARK & SNAPVEMBER

HOWARD A. CHINN (1906-??)

VINCENT LIEBLER (1904-89)

BILL SAVORY (1916-2004)

IKE RODMAN

AND A UNKNOWN WOMAN

INTRODUCING LONG PLAY RECORD. NEW YORK. JUNE 1948

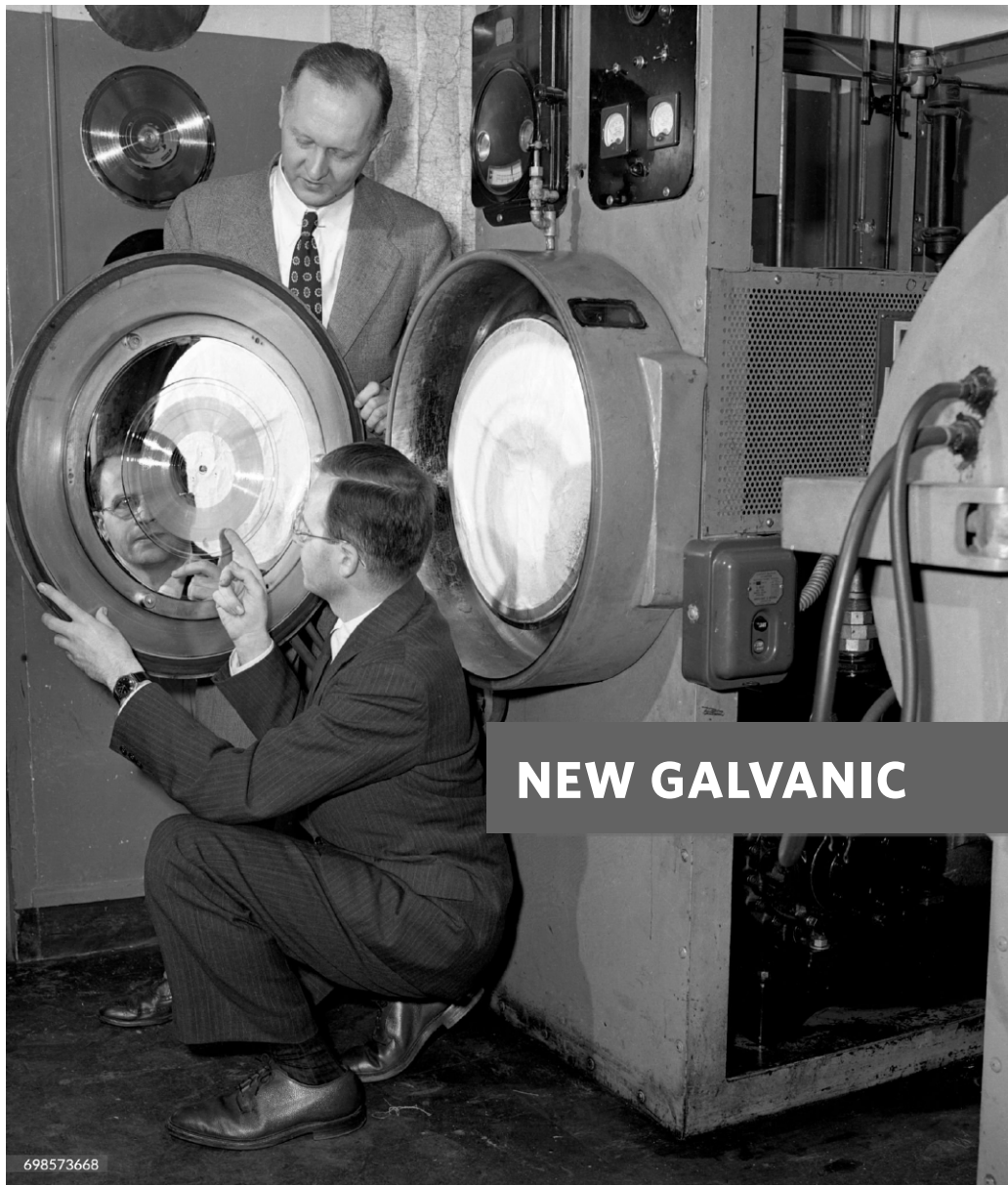


NEW CUTTING SYSTEM, GROOVE DIMENSION

RENE SNEPVANGERS (1900-67)

HOWARD A. CHINN (1906-??)





NEW GALVANIC

698573668

WILLIAM BACHMAN



MODIFIED MOULDS

PETER GOLDMARK (1906-77)



INSIDE COLUMBIA FACTORY 1946. THE OLD SHELLAC PROCESS.

THE FIRST STARS



NATHAN MILSTEIN (1904-92)



BRUNO WALTER (1876-1962)



FRANK SINATRA (1915-98)



EDWARD WALLERSTEIN (1891-1970)

President Columbia Records

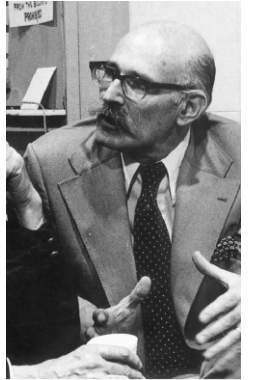
GODDARD LIEBERSON (1911-77)



A&R President

HOWARD H. SCOTT (1920-2012)

Sound Department



ALEX STEINWEISS (1917-2011)

Art Department



GEORGE AVAKIAN (1919-2017)

A&R Department

RCA - THE GREAT COMPETITOR



DAVID SARNOFF (1891-1971)
President RCA



ARTHUR FIEDLER (1894-1979)
Brand ambassador

THE SOUND
ON THIS NEW RCA VICTOR RECORD
CHALLENGES COMPARISON WITH THE SOUND
ON ANY OTHER RECORD AVAILABLE
ON ANY LABEL ANYWHERE





1 Maximum performance of the 45-rpm record player is assured by testing its operation with a sensitive oscilloscope.



2 Quantity production is achieved on the assembly and testing lines for the new 45-rpm record players at the RCA plant in Indianapolis.



3 Excess plastic material, called "flash," is stripped from the outer rim of the recording following the pressing process.



4 Each of these semi-automatic machines punches out the record's large center hole at the rate of 30 discs a minute.



5 Exact centering of a 45-rpm record is assured by checking the movement of the outer rim under a microscope.



6 Here the finished records are placed in envelopes and then packed in containers for shipment to dealers and users.

INSIDE RCA 45 FACTORY

FURTHER DEVELOPMENTS



EDUARD RHEIN (1900-93)

Füllschrift
variable grade
1942-44



C. ROBERT FINE (1922-82)

Reeves Studio
variable grade
1950-52



RUDY VAN GELDER (1924-2016)

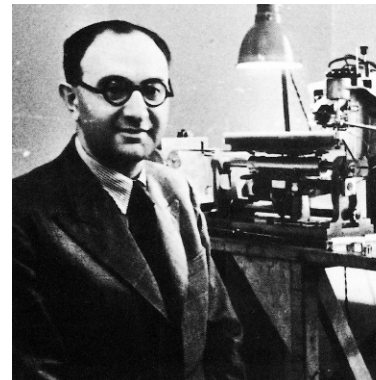
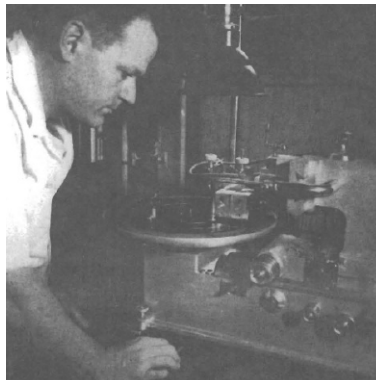


HORST REDLICH (1921-95)

TELDEC / NEUMANN
direct metal mastering
DMM
1979-84

EMORY COOK (1913-2002)

binaural recording 1952-55
two Grooves / two Heads



ALAN BLUMLEIN (1903-42)

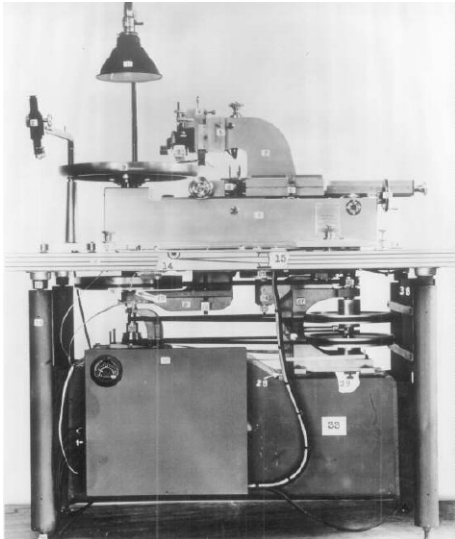
1932-36
45/45 Stereo

FURTHER DEVELOPMENTS

LYREC / ORTOFON



SCULLY WESTREX



NEUMANN



**COIL COOLING - STYLUS HEATING - DYNAMIC FEEDBACK CUTTERHEADS
VARI-GROOVE - DIAMOND STYLUS - COMPANDER SYSTEMS (CX, DBX, HIGH COM, UC)
PERMANENT DEVELOPING OF LAQUER, ELECTROPLATING, PRESS MACHINE, VINYL COMPOUND**



... THANK YOU FOR THE MUSIC ...

THANK YOU FOR YOUR ATTENTION

FURTHER CONTACT:
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AT HOME, BERLIN, 1960/61