



## RCA Victor's LPM-1 and LPM-51 Series

Produced by Frank Daniels

In early February, 1950, RCA Victor staked out a clear position regarding the appeal and proper use of the 33 1/3 RPM long-playing disc. They regarded Columbia's "LP" system as something that appealed only to 10% of the buying public. The records that appeared as LPs should only be those that could not be released as single records.

That same month, the label introduced their first ten-inch and twelve-inch long-playing albums. All of these were classical titles in the LM-1, LM-1000, and LM-6000 series. They went on to release 32 more classical titles in April and had still more long-players planned for release. The end of the year saw the introduction of their original cast series (with LOC-1000 in December).

*Billboard* magazine's disc-jockey poll for 1950 brought interesting news: more radio stations appeared to be equipped to play 33 1/3 RPM records than were able to play 45 RPM records. By spring 1951, the label was preparing a roster of several long-playing popular albums. Based on what transpired, they were scheduling a roll-out in June. A special event intervened.

The popular general, Douglas MacArthur, had resigned his commission in early April after having been relieved of his command in Korea by President Harry Truman. MacArthur had desired to take a more aggressive stance toward China; Truman disagreed and was his commanding officer.

MacArthur, a hero of the Pacific Campaign in World War 2, made a farewell speech before a joint session of Congress on April 19<sup>th</sup>. A huge crowd of perhaps 250,000 showed up in the National Mall to cheer him on. During his speech MacArthur famously cited a folk song, "Old soldiers never die; they just fade away" – turning it into a popular catch phrase. Since the speech had been recorded, the record labels were anxious to have the opportunity to release it. RCA Victor announced an impending release in the April 28<sup>th</sup> issue of the trade magazines. They rushed it out immediately in all formats – having copies available within a week. This, then, was RCA Victor's first LP in its popular series. Others followed within a month's time. RCA Victor had entered the popular LP field and never looked back. They were just five years ahead of Elvis Presley at this point – the man who would sell for them millions of LPs.

**Fact 9** More than 90% of all selections bought can be recorded completely on single records. Therefore, they *should* be recorded on single, separate records—so that people can make up their *own* programs, and not have it done for them. "45" gives this freedom.

**Fact 10** Less than 10% of the music America buys is long enough to warrant long-play recordings. (And note that, when such music is recorded on "78" or "45," the "breaks" occur where the composer himself *intended* a pause.)

**Fact 11** "45's" and "33 1/3's" complement each other. "45's" are for *all* music. "33 1/3's" are for the less-than-10% of music that may be preferred on long-play records.

**Fact 12** Music lovers who now own "33 1/3" turntables have asked RCA Victor to make long-play records . . . drawing on our catalog of great artists and great music. So we will soon produce *improved* long-playing records. RCA Victor will not release any "33 1/3" records that are not up to our high standard of fidelity, clarity, and freedom from distortion and from surface noise.

RCA Victor will continue to make 78-rpm records as long as there is a reasonable demand for them. But as sales of "45's" grow, the sales of 78-rpm records are bound to decline until they are replaced almost entirely by "45's."

Selections on RCA Victor "33 1/3" records will *ALL* be on "45's," too, for those who don't want to buy a long-playing attachment.

Our plants are working around the clock to fill orders for "45's." Because of this, re-releases of RCA Victor "33 1/3" long-playing records will be slower than we or you would like. Be assured we are doing our utmost to bring you long-playing records by as many RCA Victor world-famous artists as possible, as quickly as possible.

*Franklin S. Rowland*  
President  
Radio Corporation of America

#### FREE BOOKLET FOR YOUR CUSTOMERS

The message above has been expanded into a booklet, directed to record and phonograph buyers. You can help sales by ridding your customers' minds of any confusion. Give a copy to everyone who comes in. Order "Facts About Records" from your distributor.

**RCA VICTOR**  
DIVISION  
RADIO CORPORATION OF AMERICA

#### Comment:

The acceptance of 33 1/3 as standard speed for transcriptions, and the availability of 33 1/3 tables at stations has made the LP conversion a simple matter in most instances. RCA Victor's 45 r.p.m. system has evidently been having a harder haul, altho positive inroads are indicated in the survey. At present the number of LP-equipped stations is nearly double that without. The converse is true of 45. The principal advantage of 45 over 78 would be quality and some ease in operation, altho neither advantage has perpetrated a major revolution in the stations to date. Now, with a greater repertoire available on 45, installations may be accelerated, however.

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**SPECIAL RELEASE!** **SPECIAL RELEASE!**

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**RCA-VICTOR RECORDS**

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*EVERY HISTORIC WORD... EXACTLY AS DELIVERED*

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GENERAL OF THE ARMY

**DOUGLAS MACARTHUR'S**

**REPORT TO CONGRESS**

HIS ADDRESS BEFORE THE JOINT MEETING  
OF CONGRESS—APRIL 19, 1951

Phone orders being accepted now by all RCA-Victor distributors

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45 RPM WP-317 12"	78 RPM P-317 12"	Long Playing LPM-5 12"
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**RCA VICTOR Records**

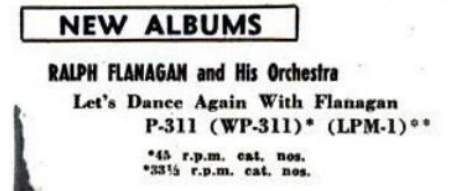
\*Suggested List Price Exclusive of Taxes



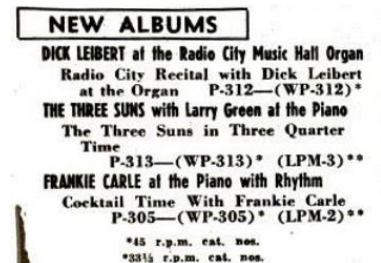
## Albums – (LPM-1 to LPM-39)



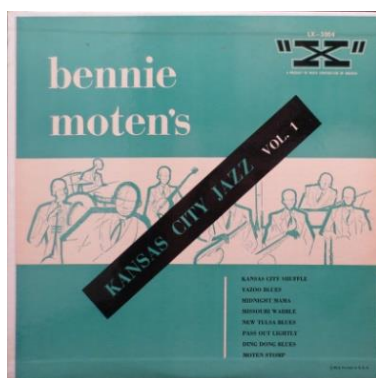
**LPM-1** Ralph Flanagan *Let's Dance Again With Flanagan*  
Release Date: BB June 2, 1951



**LPM-2** Frankie Carle *Cocktail Time With Frankie Carle*  
Release Date: BB June 16, 1951



**LPM-3** The Three Suns *The Three Suns in 3/4 Time*  
Release Date: BB June 16, 1951



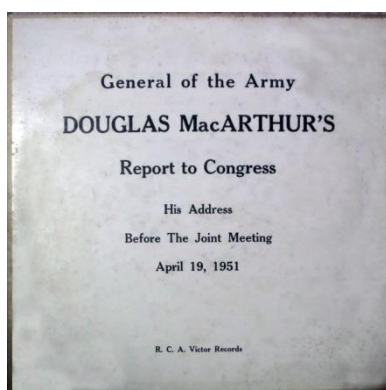
LPM-4

Release Date:

Patrice Munsel and Vaughn Monroe

BB September 15, 1951

*The Rodgers and Hart Song Book*



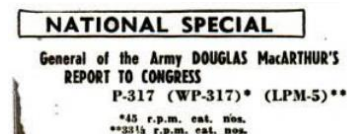
LPM-5

Release Date:

Douglas MacArthur

*Report to Congress*

BB April 28, 1951; May 5, 1951



LPM-6

Release Date:

The Cities Service Band of America

BB July 28, 1951

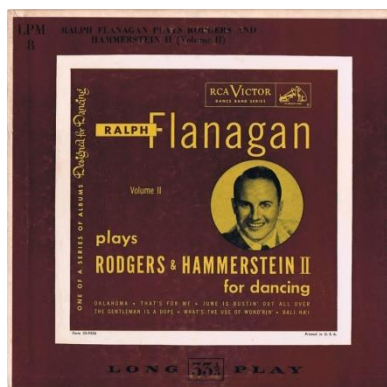
*America's Favorite Marches*



In early January, 1952, this LP was renumbered as LPM-3022.



**LPM-7** Andre Previn *Piano Program*  
Release Date: BB July 21, 1951



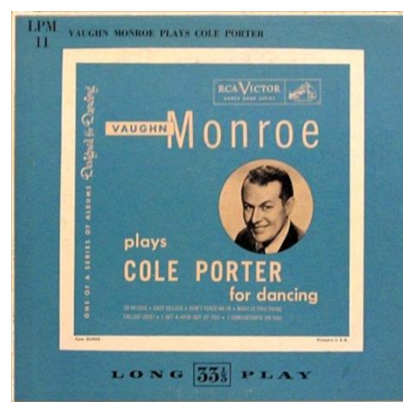
**LPM-8** Ralph Flanagan *Plays Rodgers and Hammerstein II for Dancing, Vol. II*  
Release Date: BB September 15, 1951



**LPM-9** Freddy Martin *Plays Jerome Kern for Dancing, Volume II*  
Release Date: September 15, 1951



**LPM-10** Wayne King *Plays Franz Lehár for Dancing*  
Release Date: c. September, 1951

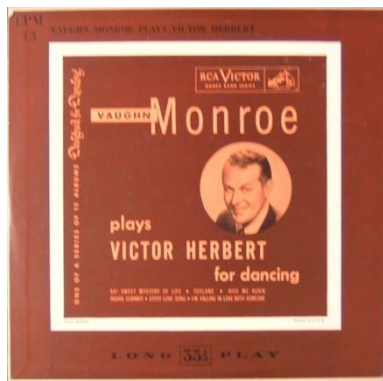


**LPM-11** Vaughn Monroe *Plays Cole Porter for Dancing*  
Release Date: BB September 15, 1951



**LPM-12** George Beverly Shea *Inspirational Songs*  
Release Date: BB November 24, 1951





**LPM-13** Vaughn Monroe  
Release Date: Fall, 1951

*Plays Victor Herbert for Dancing*



**LPM-14** Freddy Martin *Plays Jerome Kern for Dancing*  
Release Date: Fall, 1951



**LPM-15** Sammy Kaye *Plays Irving Berlin for Dancing*  
Release Date: Fall, 1951



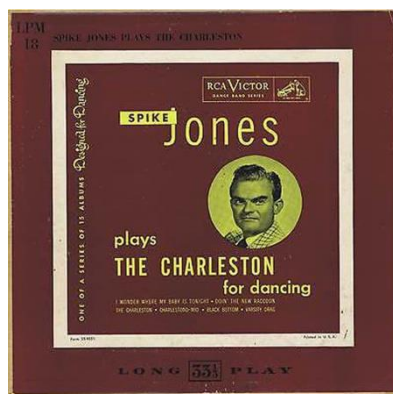
**LPM-16** Ralph Flanagan  
Release Date: Fall, 1951

*Plays Rodgers and Hammerstein II for Dancing*



**LPM-17** Wayne King  
Release Date: Fall, 1951

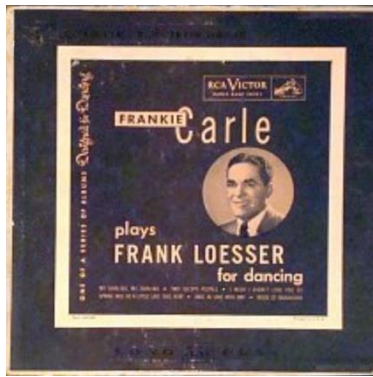
*Plays Johann Strauss for Dancing*



**LPM-18** Spike Jones  
Release Date: Fall, 1951

*Plays the Charleston for Dancing*





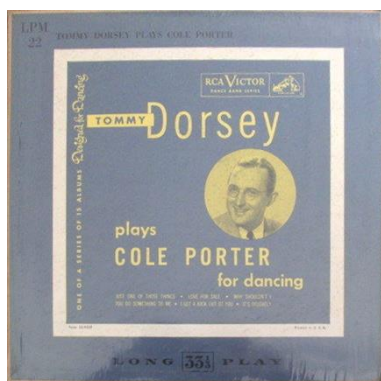
**LPM-19** Frankie Carle *Plays Frank Loesser for Dancing*  
Release Date: Fall, 1951



**LPM-20** Hugo Winterhalter *Plays Isham Jones for Dancing*  
Release Date: Fall, 1951

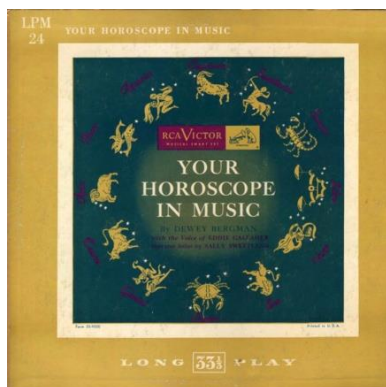


**LPM-21** Perez Prado *Plays Mucho Mambo for Dancing*  
Release Date: Fall, 1951



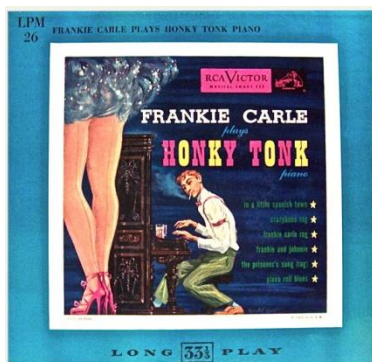
**LPM-22** Tommy Dorsey *Plays Cole Porter for Dancing*  
Release Date: Fall, 1951

**LPM-23** withdrawn?  
Possibly associated with WP-324, which is also not known



**LPM-24** Dewey Bergman *Your Horoscope in Music*  
Release Date: c. December, 1951 (BB January 19, 1952)

**LPM-25**                      withdrawn?  
Possibly associated with WP-326, which is also not known



**LPM-26**                      Frankie Carle     *Honky Tonk Piano*  
Release Date:                BB November 24, 1951



**LPM-27**                      Harpo Marx     *Harp by Harpo*  
Release Date:                BB October 20, 1951





**LPM-28**                      The Three Suns *Hands Across the Table*  
 Release Date:              BB November 10, 1951



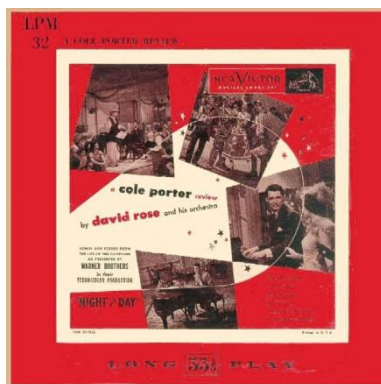
**LPM-29**                      Wayne King      *Waltzes You Saved for Me*  
 Release Date:              Late Fall, 1951



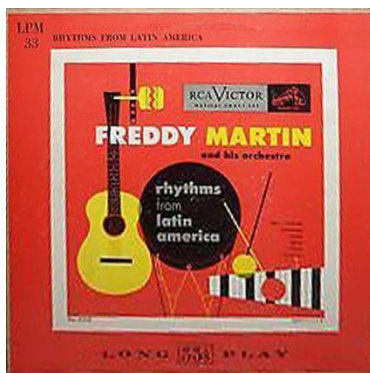
**LPM-30**                      Artie Shaw      *Four-Star Favorites*  
 Release Date:              Late Fall, 1951



**LPM-31** Glenn Miller *An Album of Outstanding Arrangements*  
Release Date: Late Fall, 1951



**LPM-32** David Rose *A Cole Porter Review*  
Release Date: Late Fall, 1951



**LPM-33** Freddy Martin *Rhythms from Latin America*  
Release Date: Late Fall, 1951



**LPM-34** Andre Previn *Previn Plays the Piano*  
Release Date: Late Fall, 1951



**LPM-35** Les Baxter, Samuel Hoffman *Perfume Set to Music*  
Release Date: Late Fall, 1951



**LPM-36** Andre Previn *By Request*  
Release Date: Late Fall, 1951





**LPM-37** Dick Leibert *Organ Encores*  
Release Date: Late Fall, 1951



**LPM-38** Irving Fields and the Campos Trio *Piano Favorites*  
Release Date: Late Fall, 1951



**LPM-39** Tony Martin *Two Tickets to Broadway*  
Release Date: BB October 20, 1951

## Albums – (LPM-51 to LPM-53, Christmas series)



**LPM-51** Perry Como *Merry Christmas Music*

Release Date: BB October 27, 1951

In early January, 1952, this LP was renumbered as LPM-3023.



**LPM-52** The Three Suns *Your Christmas Favorites*

Release Date: BB October 27, 1951



**LPM-53** The Hour of Charm *Christmas Carols*

Release Date: BB October 27, 1951

## Association With 78-RPM and 45-RPM Sets

Many of the members of the above two series were reissues into the LP format of previously-released sets in RCA Victor's popular (P-/WP-) series. The list below shows the connection between the LPM-series above and the popular sets. Often, and particularly for earlier albums, RCA Victor did not explicitly advertise the LP format (which Columbia Records had introduced) along with their own sets.

In the table below, only those indicated in **bold** were brand new releases. Previously-released records are shown with their original year of release on 78 or 45.

LPM	P/WP	Year	LPM	P/WP	Year
<b>1</b>	<b>311</b>		<b>24</b>	<b>325</b>	
<b>2</b>	<b>305</b>		<b>26</b>	<b>327</b>	
<b>3</b>	<b>313</b>		<b>27</b>	<b>329</b>	
<b>4</b>	<b>316</b>		<b>28</b>	<b>330</b>	
<b>5</b>	<b>317</b>		29	70	1941
<b>6</b>	<b>315</b>		30	85	1941
<b>7</b>	<b>314</b>		31	148	1946
<b>8</b>	<b>319</b>		32	158	1946
<b>9</b>	<b>320</b>		33	213	1948
<b>10</b>	<b>321</b>		34	214	1948
<b>11</b>	<b>322</b>		35	231	1948
<b>12</b>	<b>323</b>		36	262	1949
13	264	1950	37	284	1950
14	265	1950	38	290	1950
15	266	1950	<b>39</b>	<b>331</b>	
16	268	1950			
17	270	1950			
18	277	1950			
19	280	1950			
20	296	1950	51	161	1946
21	302	1950	52	250	1949
22	263	1950	53	300	1950

RCA Victor created the LPM-1 series in spring, 1951, and records were only added to the two series from April, 1951, to January, 1952. In the latter month, the LPM-3000 series replaced them. Only seventeen members of the series were new at the time of their release in the LP format.