

Music Machine Operators Are Essential Cog In Disc Operation



By SIDNEY NATHAN
President, King Records Dist. Co.

Juke box operators, in my opinion, are definitely the essential cog in the wheel for any record manufacturer.

It is a matter of simple deduction to determine the extreme value of the operator. For example:

Choose 100 copies of any particular record. If those records received exploitation only through retail counter sales, probably not more than 500 people would hear that particular number. On the other hand if those same 100 records were placed on juke boxes, a conservative estimate of total listeners would reach an approximate figure of 175,000. This approximation is based on 40 plays per week and an average audience of 10 people for each juke box over a 30-day period. The juke box play most certainly creates retail sales, for a large percentage of juke box listeners own home phonographs.

The operator is an experimentalist and is, at all times, striving to put records on his juke boxes that will attract the most money. He therefore tries out different types of music in his spots. I have been told by hundreds of operators who have taken what is known as "pop" locations and placed a representative number of novelty hillbilly and western numbers on these boxes. These men have been astounded by the fine acceptance given these hillbilly and western platters.

When we speak of hillbilly music, we are actually using the wrong term. Hillbilly music, in a true sense, means the type of music that is enjoyed by a great percentage of the rural and semi-rural population. It is music that is indicative of America and a heritage of American folklore.

It is my prediction that the so-called "hillbilly" and "western" type of music, which has shown up so strongly in the past year, has only scratched the surface, and that its acceptance by the general public will continue to grow and grow to astounding figures within the next few years.

Hats off to the juke box operators of America for their part in making a good record a greater hit.

Fall Season To Be Greatest In Record History



By GLENN WALLICHS
President, Capitol Records

We feel that this fall season is going to be the greatest in the history of the record business. Trends already indicate this will be the case, and such business progress will surely be reflected in the Coin Machine Industry.

As you know, Capitol has developed many new artists in its five year history. Most of these are already familiar to coin machine operators as artists whose work brings new profits.

The artists who have climbed to national popularity through Capitol Records will continue to record material valuable to operators. In turn, we will maintain the constant search for more new talent . . . and there are some real surprises in store this fall.

Capitol Records appreciates this opportunity to thank its many friends in the Coin Machine Industry for their past cooperation, and to promise our continued efforts to produce worthwhile merchandise.

Sterling Adds To Exec And Talent Staff

NEW YORK—Sterling Records, this city, announced this past week that the firm has made several additions to the executive staff as well as additions to their talent roster.

Al Middleman, president of the plattery announced the appointment of George Bennet as Director of Artists and Repertoire, Ben Siegert as Vice President, Ralph Emmett as Director of Sales, Seymour H. Bennis as assistant to Mr. Emmett, and Joey Sasso as Publicity Director.

Artists signed to record exclusively for the Sterling label include, Dolores Brown, formerly with Duke Ellington, Irving Kaufman, the Diamond Jubilee Singers, Larry Steward, Bob Harter and Ann Cornell.

Kaufman is famed for his interpretation of that renown wine radio commercial. The Diamond Jubilee Singers have long been hailed as one of the country's leading exponents of spiritual music.

Mercury Adds Three

CHICAGO—Mercury Records, Inc., this city, announced the signing of three new artists as additions to the Mercury talent roster this past week.

The trio, Robert Scott in the pop field and Lonnie Glosson and the Turner Bros. in the western field are scheduled for early release next month with their first recordings.

Scott recently sang with the Milt Herth Trio and prior to that worked with the old Ted Fio Rita orchestra. Glosson is another addition to the rapidly growing ranks of harmonica virtuosos in the disk biz. Red and Lige Turner have been featured on radio station WLW, Cincinnati for several years now.

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