

RECORD INDUSTRY HAILS MOA MEET AS SMASH SUCCESS

CHICAGO—The phonograph record industry and its allied fields en masse hailed this past week's First Annual Convention of the Music Operators of America, (MOA) as a smash success, and emphatically applauded the organization for its wonderful work in making such a meeting possible.

Record executives from every company, both major and independent, came away well satisfied with the results they individually met with at the convention.

Virtually every recording company in the association was represented, in addition to many major music publishers, recording artists and record distributors. All came from every section of the nation to gather together with the music operators for this convention.

One of the highlights of the convention was the passing of a resolution at a meeting of the music operators and the executive committee was to accept recording companies, music publishers, phonograph needle companies, record distributors and phonograph manufacturers as associate members. This associate membership would lend the support and cooperation to MOA but would carry no voting powers.

The meeting also unanimously agreed upon barring the use of obscene or pornographic recordings from juke boxes. This latter plank in the MOA platform met with an immediate approval of the entire meeting.

Among the many topics of discussion that were widely applauded by all in attendance were the speeches on merchandising music, made by Hirsch de LaViez, chairman of the Washington Music Guild; and Dick Steinberg, chairman of the Music Guild of America, Newark, N. J. Record executives presented their mutual problems to the operators at open forum discussions.

The MOA meet, which played to the largest music operator attendance in the history of any similar show, evoked the following statement from Arnold Shaw, director of advertising and promotion for the Leeds Music Publishing Company, and general manager of Duchess Music Corp., "It was a revelation to see what the music publishing industry has been missing by not attending conventions of this type heretofore."

The preview of the 20th Century-Fox production "Wabash Avenue," sponsored by 20th Century-Fox and Leo Feist, Inc., was received by music operators with wide approval and enthusiasm. Lester Sims, manager of the Chicago branch of the Feist music firm, was responsible for the arrangements in the Windy City. The preview was topped off by a cocktail party tossed for the ops by Permo, Inc., manufacturers of Permo Point phonograph needles.

Myron Barg, dee-jay via WMOR, Chicago, had *The Cash Box* publisher Bill Gersh and Bob Austin of the music department as guests on an hour-long program over the station. Coral and Decca Records set the pace of the show with their stunts. Models were walking around dressed in Easter bunny costumes, plugging their Decca recording of "Peter Cottontail." Still another model hyped "Lock Stock & Barrel," in addition to a shoe shine stand in the Decca room with a "Chattanooga Shoe Shine Boy" passing out shoe-shines to all the guests.

RCA Victor hummed all day and night long with Herb Hender, Joe Csida, Dave Finn and others hosting the many RCA Victor artists attending the show.

Hal Cook of Capitol Records brought in a large contingent of staff



CHICAGO—Candid highlights of the First Annual Convention of the Music Operators of America, (MOA) were caught by *The Cash Box* during the recent meet at The Palmer House, this city, this past week.

Pictured above, from left to right, down:

1) Charlie Kantor, president of the Cincinnati Phonograph Owners Association, and Larry Vincent, proxy of Pearl Records. 2) Art Van Damme, Capitol Records star, and folk topper Pee Wee King. 3) Bobby Arkin and Paul Cohen, Decca Records; and Paul Southard, Columbia Records. 4) Betty Ceplair, Irwin Berke and Blanche Piser of Shapiro-Bernstein Music Publ. Co.

Right, down:

1) Hy Greenstein, Hy-G Music Co., Minneapolis, Minn., Mike Ross, general sales manager of Coral Records, and a member of the Hy-G staff. 2) Sol Silver, South Bend, Ind.; Mickey Katz, Capitol Records comic, and Jack Cohen, president of the Cleveland Phonograph Owners Association. 3) Gail Cater, sales manager of Permo, Inc. 4) Tennesse Ernie, famed for his Capitol Records rendition of "Cry Of The Wild Goose" trying to find out "what's in the barrel."

and recording artists from California. Capitol Records incidentally, was the first firm accepted for associate membership in the MOA.

Paul Southard, executive vice-president of Columbia Records was on hand to represent the latter firm.

Pete Doraine of Abbey Records stated, "I wouldn't have missed this show for a million bucks." Tremendous interest shown to Pete's "Piano Roll Blues" and "Why Do They Always Say No."

Syd Nathan of King Records, and A. B. Green of National, flew in to meet the ops and distributors, with Green beaming as the terrific sales of "I'd've Baked A Cake" continues to climb, and Nathan likewise beaming due to the success of "Silver Dollar."

The Bihari brothers, Saul and Jules, were on hand to represent Modern Records, and greet with their many friends of long standing in the recording business.

Rainbow and Derby Records made many new friends and renewed acquaintances with old ones via Milt

Ross who went to Chi for the plattery.

Among the many recording artists on hand to greet the music operators were: Red Foley, Eddy Arnold, Tennessee Ernie, Eddy Howard, Johnny Desmond, Jimmy Wakely, Dick "Two Ton" Baker, Wayne King, Pee Wee King, Hank Thompson, Jack Haskell, Hank Williams, The Ames Brothers, and many others too numerous to mention.

Finale of the First Annual MOA Convention was the banquet, which played host to the entire entourage in the banquet room of the Palmer House. Top notch talent from every night club and cafe in Chicago played to the music ops, with the bill headed by Jimmy Durante and Eddie Jackson.

If this First Convention of the Music Operators of America is an indication, following meetings are sure to progress and meet with further acceptance, and win for the organization a solid niche in the music operating field and in the recording and publishing fields as well.



1 CHATTANOOGIE SHOE SHINE BOY
Red Foley
(Decca 46205)

2 RAG MOP
Johnnie Lee Wills
(Bullet 696)

3 TAKE ME IN YOUR ARMS AND HOLD ME
Eddy Arnold
(RCA Victor 21-0146)

4 LETTERS HAVE NO ARMS
Ernest Tubb
(Decca 46207)

5 I JUST DON'T LIKE THIS KIND OF LIVIN'
Hank Williams
(MGM 10629)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

BLUES STAY AWAY FROM ME
Delmore Brothers
(King 803)

TENNESSEE BORDER # 2
Ernest Tubb-Red Foley
(Decca 46200)

THE GODS WERE ANGRY WITH ME
Margaret Whiting-Jimmy Wakely
(Capitol 800)

I LOVE YOU BECAUSE
Ernest Tubb
(Decca 46213)
Leon Payne
(Capitol 57-40238)

ANTICIPATION BLUES
Tennessee Ernie
(Capitol 57-40258)