

RECORD MFRS TO RELEASE PLENTY OF STEREO SINGLES

Everything Being Cut Both Monaurally and Stereo. Some Plan Simultaneous Releases, Others Can Deliver Immediately if Monaural Releases "Hit"

NEW YORK—When any new product makes its appearance, the question always arises—will it be accepted by the public—will it prove successful?

When the producers of home stereophonic record players started thinking of three-dimensional sound on records, it wasn't their thought of whether it would be accepted, it was a question of manufacturing a practical mechanical unit which would reproduce a record which in itself would be recorded to bring the "new" sound to the listener.

These manufacturers of sound equipment and records were the foremost producers of this type of equipment. Their faith in the acceptance by the public is now history. It is reported that during the past year, thousands and thousands of home stereo record players have been sold.

The manufacturers of coin operated music machines, in producing stereo equipment, while pioneering in this field, felt that this new sound was no longer an experiment, but an established fact. The only barrier for complete success was the fact that, while the recording companies were producing album stereo records, not many were turning out pop singles. When the first coin operated stereo unit was introduced, there were just a handful of records available. However, in the past months this number has grown to a respectable number.

At the start of 1959, *The Cash Box* started to question the manufacturers of records as to the extent they intended to proceed with the production of this new phase in music. The results are most encouraging. The general consensus of these companies was reflected in this statement: "Stereo has become a household word today. Practically everyone has a general idea of what stereo means. The tremendous amount of advertising, word of mouth conversation, and radio and

television exploitation has made sound experts of millions. We intend to capitalize on it."

The juke box industry is now given the opportunity to capitalize on this trend as well. It is predicted that within the next year, many, many thousands of home stereo players will be purchased. These same people are patrons of juke boxes, and it is felt they too, will expect the same room-filling sound to emanate from the equipment in their favorite location.

Here's what the record manufacturers tell us they intend to do in 1959 for stereo records:

Mercury Records: "We will produce all pop singles in stereo", stated Art Talmadge. "We feel that there are sufficient buyers to make the sale of our pop singles practical and profitable. Currently we have ready for sale the nation's number one seller, "Smoke Gets In Your Eyes" by The Platters, and the new releases by Patti Page, The Diamonds, Brook Benton, and The Gaylords."

ABC Paramount: "We have available for the stereo juke boxes the current Paul Anka and Eydie Gorme releases. Our policy will be to keep close watch on our releases and the minute we see a definite reaction to our regular single release we will issue it in stereo for juke box and home consumption," said Sam Clark.

Coral Records: Norm Weinstrower advised, "We have already gone into stereos for juke boxes. On the First of February we will issue five EPs. Two Teresa Brewer, one McGuire Sisters, one Lawrence Welk, and one Dick Kesner."

RCA Victor: Said Ray Clark, "We are recording everything in stereo. Anything with juke box potential will be released in stereo. New recordings by major artists will immediately be made available in stereo. We are already releasing extensive EP mer-

chandise in stereo. These releases will be made available on a weekly basis. In addition to our regular stereo EP and single releases, we have released one single in stereo only. This is a record that lends itself to juke box play and stereo demonstration at the same time. It is 'Buck Dance' by The Little Thumpers."

King Records: Hal Neely reports "King Records has already issued two stereo singles. They are Bill Doggett's 'Rainbow Riot' and Dick Stabile's 'Poor Butterfly'. Our plans for the future are to issue in stereo all singles that show sufficient sales. We have been cutting everything in stereo for more than a year."

London Records: "We are going into stereo singles just as we have in LPs," stated Walt Maguire. "We have for immediate release two hit singles, 'The Children's Marching Song' by Cyril Stapleton and 'Talk To The Trees' by Edmundo Ros. In addition we have 10 to 15 EPs which are on the way to New York from England."

Seeco Records: Jerry Shifrin advises, "We have several Jose Mellis standards out in stereo and shall issue any of our singles that show sufficient sales reaction."

Dot Records: "Starting the first of the year, any Dot Records that begins to show hit potential will be immediately released as a 45 RPM stereo single," said Randy Wood. "By the middle of the year Dot expects to gradually step up its stereo production until all new singles will be released both monaurally and stereo-phonically."

Capitol Records: A spokesman for Capitol said, "When we have definite indications that there is an adequate stereo singles market we intend to release this type of recording. In the meantime we are closely watching the stereo singles market on a week to week basis."

Decca Records: A representative of Decca reported that "Decca will enter the stereo EP field in February with several releases suited for both the juke boxes and the home trade. Everything at Decca has been cut in stereo for some time and is continuing to do so. Should there be a demand for any of our singles in stereo we will be able to satisfy that demand immediately."

Stereo Gems Records Inc.: Bob

Rosen has the following to say: "We are going ahead with a full stereo program of good standard tunes. We just did several Lenny Herman sessions wherein he cut current show tunes and we will have five or six stereo singles for immediate release. We have been importing tapes from Europe covering the fields of jazz, pop and classical and they will be ready for release in the near future giving the juke box operator a full stereo selection. On the market already are six single releases of standard tunes by the Blair Smythe Orchestra."

Roulette Records: "Roulette has just issued a special release of ten stereo singles taken from our best selling LPs," said Irv Jerome. "However, we are cutting everything in stereo and should there be a demand we'll have stock for them the next day."

MGM Records: Charles Hasin reports "MGM has jumped into stereo all the way. We have been working with the juke box manufacturers in an endeavor to give them what they want and about February 1st we will issue about fifty stereo singles in addition to the ten we have already released. These fifty will not be culled from old stereo tapes that we have on hand, but will be fresh recordings currently arranged with stereo in mind before we went into the session. We also have hundreds of tapes in our files that we, as did every other company, cut during the past years, but these are not included in the fifty mentioned. For the future we plan to offer a full line of stereo singles."

Warner Brothers: One of the Warner Brothers execs informed our west coast representative that, "We now have 24 singles and EPs available in stereo. We have also given promotional copies of our singles to juke box manufacturers and distributors. We have made available to them a package of 18 EPs which we sell to the operator for \$10. In addition we have furnished complimentary copies of our stereo singles to various state operators associations."

Columbia Records: Goddard Lieber-son states, "The future of stereo records in any form depends on the outlets for such records. At the moment the chief outlet for stereo singles seems to be juke boxes. The development of other markets remains to be observed."