

Jukebox programming

DEBATE SERIOUSNESS

Programmers Rip Lengthy 45's

By EARL PAIGE

CHICAGO—Jukebox programmers are increasingly dismayed over the trend to long singles, but are not in agreement over the seriousness of the problem. The flip of the latest Steppenwolf single "For Madmen Only" is labeled by one programmer as "madness."

However, other jukebox programmers are using the Steppenwolf release without concern over its long length (8:46 minutes) because the flip "Ride With Me" is such a strong record, they said.

"Not only is the single long," said Peoria, Ill. programmer Bill Bush at Les Montooth Phonograph Service in reference to the "Madmen Only" side, "but the first quarter of it is dead silence. This is going to create problems on jukeboxes because people will think something is wrong with the record or jukebox."

"I think the whole song is madness," he said. "But the other side

is a terrific record and I would have used 175 copies. Now we're really wondering."

A & H Entertainers programmer Wayne Hesch, Arlington Heights, Ill., long embattled with the record companies over lengthy singles, is going to use the Steppenwolf single "on basically a request only basis."

He said: "My argument is that there are only so many peak playing hours in a location. These peak hours vary from location to location. These long singles simply

cut down on the number of singles people can play. It's that simple."

But Modern Specialty Co. programmer Pat Schwartz, Madison, Wis., disagrees. "Programmers are just cutting their own throat if they boycott super singles like this because of the one consideration of length. We're selling service. If the location and patrons want a record, I will do anything to provide it. Besides, I don't think there are enough long singles to worry about."

PARTY SPIRIT

Polka Disks Spark Jukeboxes

By BENN OLLMAN

SUSSEX, Wis. — Polka records can be just the right tonic for those summer blahs, according to Larry Von Reuden, Suburban Vending Co.

"Polkas are good-time, happy tunes and they provide a friendly, party atmosphere in locations that cater to the adult trade. I consider polkas just as important money makers as Top 40 numbers during the hot summer months. I program a lot of polkas in our lake resort locations."

Most lakes in this area are surrounded by summer cottages without air conditioning. To escape the heat the vacationers go to taverns at night to cool off. Maybe because they're on vacation that they play the happy, bouncy polka records. A couple of polkas that are always in the money for us are "Astronaut Polka" by the Happy Notes and "Hot Dog Joe" by Alvan Styczynski.

One more polka programming note from Von Reuden: "Check your locations during the summer to learn if they sponsor a baseball

team. After the games most teams come back to their sponsor to open a quarter barrel of beer and have a party. This is when the polkas really keep turning."

Resort area spots are also prime users of oldies too, reports Von Reuden. During the summer he constantly checks through his library and collection of takeoffs from years ago to find standards and hits of a decade or so ago. Big band numbers like those by Glenn Miller and Tommy Dorsey, along with country western favorites of the 50's and 60's are in demand.

Von Reuden also notes that bunching the polkas and oldies on jukeboxes makes good sense.

"I keep these categories grouped together: The Top 40's to the left;

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HOT JUKEBOXES

MINNEAPOLIS — There are hundreds of new locations for jukeboxes opening up across America—even in sauna baths, according to Acme One-Stop's Larry Rugemer here. This expansion is why he feels programmers need more variety of recorded product.

"People may laugh about the sauna jukebox, but I know of two right here in town," he said, adding that the expansion of jukebox locations has been a factor in the Acme Music's tripled volume since he joined the firm 10 years ago.

"The expanded numbers and types of locations and every week servicing as opposed to every other week changing of records are two factors contributing to the growth of one-stops and the need for more product."

Rugemer: Polkas Dead; No Promotion in Minn.

MINNEAPOLIS — Polka jukebox records are not selling well in Minnesota because too many releases are the same and polka artists are not touring the state. This is the opinion of Acme One-Stop manager Larry Rugemer here who sells to jukebox programmers in a five-state area.

"If I say this in Billboard, I'll probably never get off the phone and will have hundreds of samples come in," he said. "But I do get a lot of samples of polka records right now, and they are all just very much alike. No one is doing anything really different."

"My best one is still 'Astronaut Polka' and next I would list 'No Beer in Heaven', which goes back a ways."

He said that the shortage of really good polka records has caused him to stock oldies by artists such as the Six Fat Dutchmen on Dot. "But even here, some of the good items have dried up. I

had 500 copies of some Fat Dutchmen recordings and when they ran out I couldn't get more."

Rugemer said he could understand why record companies might fail to produce more polka recordings or innovate more than they do. "I can understand the companies' lack of aggressiveness, because after all, how much of a market are we talking about? A company would probably be better off getting into country music."

The other hangup Rugemer mentions is the lack of promotion, particularly artist tours.

"You never hear of promotion men working a polka record on the stations. There's no promotion. They might come into the shop and just hand me a new polka record, but that's about it."

"The real problem is that there are very few polka bands touring the state. I really believe that polka records will be played on the juke-

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SILENCE COSTS

PEORIA, Ill.—Programmer Bill Bush believes in Steppenwolf's "Ride With Me" so strongly that he almost considered using it without a flip side printed because the flip runs 8:46 minutes and is partially silent.

It would mean a special title strip but one button on the jukebox would be "hot" in the sense that were it punched the 8:46 side would play, he said.

"We have had instances where a record is bad on a night service call and the mechanic took it off and just flipped the title strip over so the blank side is up. People still play it. It's like the sign 'wet paint.' People wonder what the blank strip means. Naturally, the jukebox automatically cancels if there's no disk there."

Dunhill Reacts To Long 45 Problem

By JOHN SIPPEL and EARL PAIGE

LOS ANGELES—Late last week, ABC/Dunhill Records and Steppenwolf were huddling over a resolution to the problem Steppenwolf's "For Madmen Only" is causing some jukebox programmers.

When informed that the disk's length and portions of silence is causing programmers to walk away from the record, sales manager of ABC/Dunhill Dennis Lavinthal immediately contacted Steppenwolf's manager Tom Thatcher at Reb-Foster Agency.

One of the most vociferous complaints came from Bill Bush, programmer in Peoria, Ill., who said he was contacting ABC/Dunhill. Bush programs over 500 jukeboxes for a firm owned by Les Montooth, president of Music Operators of America (MCA), the national organization of jukebox operators.

"Apparently the jukebox industry just isn't communicating with record producers," Bush said. "We are important and have our own requirements which are different often from radio stations."

MOA discussed lengthy singles at its board meeting and the subject could well be a major seminar topic in Chicago Oct. 15-17 during its 1971 convention.

A groundswell of opinion concerning lengthy singles has been building at the state jukebox association level across the country.

Recently, the Music Operators

of New York (MONY) cornered several record label executives on the topic. These included Mort Hoffman and Bill Walsh, RCA; Ron Alexenburg, Epic; Herb Goldfarb, London; Marvin Paris, Decca, and Stan Snyder, Columbia.

The executives, on a MONY panel, generally agreed that labels

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ROCK-OLA engineer William Findlay (left with pointer) conducted a jukebox service school recently at Portale Automatic Sales, Los Angeles. Hosts were owner Robert Portale, sales manager Jimmy Wilkins and parts manager James Leonard. Attending: Stanley and Bernard Schlossman, Phil Giannone, Walter S. Murra, James H. Wedge, Ray Larson, John Collins, Gene Beley, George Aguilar, Jerome Peterson, Steve Miller, Dave Snyder, Sol Giannone, Allan Kimmel, A. Santellances, Fred Woelky, Roger LaRere, Mike Cheesman, Dayton Allen, Lester A. Sterling, Martin Romero, Larry Kroeze, Clay Durbon, Paul Bryan, A. Stocki, B. and Milton E. Knapp.

Coin Machine World

GERMAN SHOW

There is worldwide interest among sociologists and other behavioral experts as to the motivation of people playing juke boxes and other amusement games. The West German International Coin Machine Exhibition (IMA '71) here, Sept. 6-9, in the Kongress Hall will feature seminars, one of which will deal with the motivation subject. All exhibit space is sold out and 59 firms are set to show the latest in coin-operated amusement equipment.

Organized by a joint committee of the three associations representing operators, distributors and manufacturers, as well as importers, Ima '71, will last for three days and is being held in conjunction with the Deutscher Automaten-Tag (German Coin Machine Day) and an international symposium which is to be held in the Kongress Halle.

A special lecture will be given by Prof. Dr. Edeltrud Meistermann-Seeger, of the Institute of Sociological Research at the University of Cologne. She will be presenting the results of a scientific examination into the psychological motives for playing amusement machines.

In 1967, Prof. Dr. Rene Konig, director of the Sociological Institute at the same university, made a first attempt to investigate the sociological aspects of automatic games. Both scientific inquiries



WURLITZER vice president-manager Amile A. Addy (left) receives a Heart of Industry award from Dr. Joseph A. Zizzi, Heart Association president, honoring the jukebox plant for a policy of rehiring cardiacs and returning them to productive work.

have already found worldwide interest from other experts.

In a future lecture, Gert W. Schulze, president of the executive committee of the German Automatic Industry, will report on leisure entertainment by coin-operated machines, from a European point of view. Another seminar will deal with organization in smaller enterprises.

During the Automaten-Tag, representatives from leading European associations will meet in order to

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Potpourri

KL Records polka releases: "Chicken Polka/Snowmobile Party Polka (KS-26)," the Village Brass and "Midwest Polka/Rendezvous Waltz (KS-25)," Elroy Benz. Also the following oldies:

Elektra: Judy Collins, "Both Sides Now / Amazing Grace (45053)"; Doors, "Light My Fire/Love Me Two Times (45051)"; Bread, "Make It With You/It Don't Matter to Me (45054)"; "Love, "My Little Red Book/Alone Again (45056)."

Roulette: Tempo's, "See You in September/Boys Do Cry (GG 03)"; Echoes-Esquires, "Baby Blue/Love Me Forever (GG 04)"; Crows, "Gee/Baby (GG 08)"; Orioles-Tiny Tim, "Crying in the Chapel/Wedding Bells (GG 13)"; Anthony-Imperial, "Shimmy Shimmy Ko Ko Bop/I'm Alright (GG 18)"; Joey Dee, "Peppermint Twist 1 & 2 (GG 28)" and "Shout 1 & 2 (GG 29)."

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