

Jukebox programming

Dunhill Long Disk Jukebox Bonanza

By JOHN SIPPEL and EARL PAIGE

LOS ANGELES—Jukebox programmers' complaints about long singles are being acted upon in a precedential move. ABC/Dunhill here is recoupling a Steppenwolf disk that had a long flip side, substituting just for jukeboxes a recording from a yet-to-be-released LP.

While complaints about overly-long singles have been heard for over a year, the ABC-Dunhill release of an 8:46 minute recording of "For Madmen Only" by Steppenwolf touched off an immediate outburst.

Most vociferous was Bill Bush, programmer at Les Montooth Phonograph Service, Peoria, Ill. Bush, who works for the president of Music Operators of America (MOA), the national organization of jukebox businessmen, wrote a letter to Dennis Lavinthal, ABC-Dunhill sales manager.

ABC/Dunhill had heard of Bush's complaint earlier and huddled with Steppenwolf and Tom Thacker, the group's representative and staff member of Reb Foster, a Beverly Hills, Calif., talent agency.

John Kay, Jerry Edmonton and Goldie McJohn, principal members of Steppenwolf, told Billboard they were glad the problem of the long record was pointed out. They agreed to a plan whereby ABC/Dunhill will withdraw the "Ride With Me/For Madmen Only" disk and re-release "Ride With Me" coupled with "Black Pit," a 3:30 minute cut from an upcoming album.

'Easy Listening' Locations Can 'Swing' to Pop Sounds

By EARL PAIGE

ARLINGTON HEIGHTS, Ill.—The always difficult task of categorizing locations as to type of music preferred is made more difficult when it comes to stops where both pop and easy listening are played but at different hours of the day. This has caused Wayne and Robert Hesch of A&H Entertainers here to make adjustments in the firm's weekly poll of best playing jukebox records.

Actually, Wayne Hesch believes there is a category "between easy listening and pop."

He admits that even "pop" is a confusing category because it normally connotes teen or rock 'n' roll records. The better term may be "Top 40."

"But there are locations where we put on Top 40 and EL but where Rolling Stones and the rougher kinds of rock just won't go. These aren't Top 40 stops and they definitely aren't easy listening stops."

Hesch mentioned the restaurant patronized by young adults, principally. It serves liquor. "Indian Reservation," "Moon Shadow" and "Beginnings" are getting top play, but so are oldies such as "It's Impossible" by Perry Como, and "Theme From Love Story"—basically EL records.

"You look at the meter reading cards our men bring back and see Perry Como and Cat Stevens both spinning the jukeboxes and it makes you realize just how difficult it really is to categorize a location," Hesch said.

The problem of the location where different times of the day dictate different types of music preference can lead to headaches.

He cites the case of "Power to the People" by John Lennon and Ono, with the flip side "Touch Me."

Thus, jukebox programmers will receive an exclusive.

Contacted in Peoria, Bush said the move was especially pleasing to him because he had wanted to buy "Ride With Me" in heavy quantity. Like Arlington Heights, Ill., programmer Wayne Hesch and others, he had laid off because of "For Madmen Only."

In his letter to ABC/Dunhill, Bush said: "If the average record plays three minutes, this means that if our machines play continually they can only play twenty selections an hour."

"If record companies continue to press numbers in excess of three minutes, it greatly affects our income. There have been numerous singles in the past in excess of six and seven minutes, but I have never heard of one being as long as 'For Madmen Only.'"

"If we were to place 'Ride With Me' on our machines and a customer played both sides, we would be giving him as much 'time' for his quarter as we did thirty years ago. By way of economics, I'm sure you'll agree, even ABC/Dunhill could not exist selling at the prices of thirty years ago."

Bush added that he hopes the record manufacturers and jukebox programmers can bridge a communication gap that has long been discussed in jukebox industry meetings. "It is not our wish to become involved in the pressing of records, or to interfere with you. We only want you to realize some of our problems in regard to time and quality of material."

MOA Drive to Enroll 1-Stops

CHICAGO—Music Operators of America (MOA) is courting the favor of one-stops again and mounting several arguments against the familiar complaint of one-stops which harp on seeing too few programmers at MOA.

"I realize that programmers can't attend MOA because of the added expense and also because they are often too valuable back home when top management is here," said Fred Granger, executive vice president.

"But I also feel many top management MOA members that do come to our convention are more programming-conscious today. For example, our president, Les Montooth, has been talking about jukebox programming at several state association meetings."

But aside from one-stops benefiting from seeing top management of routes—many managers and owners also buy the records—Granger has other arguments for one-stops.

"The dues are only \$100 and this of course allows the one-stop to participate in our industry and avail themselves of our eight basic insurance programs. If enough one-stops join, eventually they can elect a board member and have even more influence."

"So we feel one-stops should support the MOA and can gain benefits from belonging. We've tried various incentives in the past. We will continue to invite the one-stops to participate."

MOA just mailed out special invitations to one-stops promising to locate any one-stop exhibitors at the Oct. 15-17 convention here alongside the record manufacturers.

Programmer's Potpourri

Tangerine Records' first Golden Goodies oldies: Raeletts "Bad Water" backed with Ray Charles "Booty Butt."

M.J.M. Records: Zgonc/Morouse "King of Clubs Polka/Robby's Polka (7241)."

Kapp oldie: Louis Armstrong "Hello Dolly/Blueberry Hill (KJB 63)."

KS Records: Dick Rodgers "No Beer Today Polka/Jukebox Cheer Polka (18)."

Cuca: Elvin Styczynski "Hot Dog Joe/Ojay Polka (1511)."

Blue Note jazz: Bobby Hutcherson "Ummh, Pt. 1 & 2 (1966)."

MOA ON MOVE

CMA Exhibit, Film at MOA

CHICAGO—Music Operators of America (MOA) will have an exhibitor this fall the Country Music Association (CMA) which likely will present a film for the national organization of jukebox businessmen. The closer unity with CMA is only one of several advances for MOA.

While CMA's convention conflicts with MOA (Oct. 15-17) the two associations are nevertheless very close, said MOA executive vice president Fred Granger. He said both groups regret the overlap of conventions.

MOA's new computerized accounting service is so successful it is being temporarily cut off at 50 registrants until a backlog of work can be accomplished. The fee runs from \$40 to \$200 per month.

MOA is also set to hold seminars at Notre Dame in an ongoing program of providing more and more services.

Granger and president Les Montooth, who developed much of the

idea for the accounting service, outlined MOA progress in Montana recently. Around 75 percent of the association's members now pay dues in the higher brackets of \$100 to \$250 a year. Dues are based on the number of machines. MOA is encouraging honesty on the part of its members to ensure fairness and to avoid any dues hikes in the coming year or two.

As for the convention at the Sherman House Hotel here, Granger said replies from exhibitors were received earlier than any previous year, indicating that many companies are eager to display goods. MOA is also plugging for more one-stop members (see separate story).

The convention this year overlaps with the National Automatic Merchandising Association (NAMA) in McCormick Place and is expected to bring record numbers of coin machine world businessmen here.

EDITORIAL

Jukebox Singles Mean \$ales

From time to time record manufacturers indicate they are conscious of the jukebox singles market, but of late this consciousness is growing. It is sharply focused this week by ABC/Dunhill's reaction to jukebox programmer complaints about overly long singles—in this case one that runs 8:46 minutes.

Two aspects of ABC/Dunhill's quick move to replace the long flip side of Steppenwolf's "Ride With Me" with another and shorter recording may shed light on this new approach to the jukebox programmer.

First of all, the group itself is involved, and artists have all along been exercising more influence in all aspects of the recording arts. Secondly, the flip started when "Ride With Me" had barely hit the charts.

Bill Bush, Peoria, Ill., programmer, noted the latter point when he first complained about "For Madmen Only," the 8:46-minute flip side that started the excitement. He said he realized that many record manufacturers believe jukebox programmers do not buy until a recording has proved itself on the charts.

"Actually, I like to ride all the way up the charts," he said. "I'd be foolish not to take advantage of that momentum."

Bush also points out that for the most part programmers' purchases represent cash sales. Moreover, they make no returns. Considering the economy today, these two points are probably being given considerable attention, especially by artists, now that they have such a stake in the business.

Coin Machine World

WIS. ASSN.

The Wisconsin Music Merchants, the state's organization of jukebox, game and vending operators, will discuss the controversial 4 percent gross receipts tax at a meeting in Madison, Wis., Aug. 1 at Quality Courts Motel, 4916 E. Broadway. Directors will be elected and top officers from Music Operators of America will attend.

KAN. ASSN.

Music Operators of America president Les Montooth and executive vice president Fred Granger will journey to Lone Star Lake near Lawrence, Kan., Aug. 14-15 for a meeting of the Kansas Amusement & Music Association. The weekend promises to be delightful with host John Emick leading the whole delegation on a frog hunt Saturday night and then treating them to a steak fry the next day.

ILL. ASSN.

The Illinois Coin Machine Operators Association will hold its annual meeting in Rockton, Ill., Sept. 17-18. Music Operators of America officials will participate.

FLA. ASSN.

The Florida Amusement and Music Association (FAMA) will hold its annual meeting in Jacksonville, Fla., Sept. 24-25 at the Thunderbird Motel. Music Operators of America president Les Montooth and executive vice president Fred Granger will attend. A special panel with six representatives of the Legislature will discuss taxes. Direct sales is expected to be a hot topic too. Also apt to come up is discussion of clarifying pinball and bingo game regulations. The Florida Automatic Merchandising Council members are invited. Industry people from Georgia are also invited and this was one reason for meeting in Jacksonville said Rob Reardon of the FAMA staff.

MONT. ASSN.

The recent Montana Coin Machine Operators Association meeting in Helena allowed Music Operators of America (MOA) president Les Montooth of Peoria, Ill., to

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Coming Events

Aug. 13-15—Hawaii Automatic Vendors Council, Kuauui Resort, Kuauui, Hawaii.

Sept. 5-7—California Automatic Vendors Council installation meeting, Palm Springs Hotel, Palm Springs, Calif.

Sept. 7-9—International Munzautomaten-Ausstellung (IMA) coin machine exhibition, Kongreßhalle, Berlin.

Sept. 11—Maryland Automatic Merchandising Council annual meeting, site to be announced.

Sept. 17-18—Texas Merchandise Vending Association, Tropical Hotel, San Antonio.

Sept. 17-18—Illinois Coin Machine Operators Association meeting, Wagon Wheel, Rockford, Ill.

Oct. 7-10—California Automatic Vendors Council meeting, Del Monte Hyatt House, Monterey, Calif.

Oct. 15-17—Music Operators of America Exposition, Sherman House, Chicago.

Oct. 15-18—National Automatic Merchandising Association Show, McCormick Place, Chicago.

Oct. 29-30—Missouri Automatic Merchandising Association, Lodge of the Four Seasons, Lake of the Ozarks.



PROGRAMMERS of jukeboxes can find many handy items in this new catalog from Wice Corp., Chicago. The 31-year-old firm now located in a new plant in Niles, Ill., claims this is its largest catalog ever (332-pages). Title strips, color inserts to go over strips and dozens of other programming items are offered.

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