

CBS to Edit Lengthy 45's

NEW YORK—Columbia Records' jukebox product coordinator Ron Braswell's note in a sample to programmers shows the label is conscious of too-long singles. The mailing of Liza Minnelli's "Ring Them Bells" (from her chart LP) states it was edited from

5:44 to 3:20. Though not a Christmas song, it could grab extra seasonal play without disappointment due to its whimsical lyric line about a New York girl who travels to Yugoslavia to find a guy who lives right next door to her. Flip side is 2:36.

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groundwork done to acquaint the senator with what this industry is all about. There again is the point that you can do much more with an association once you spread the word around—that's public relations. A by-product of our fighting

the copyright problem is the public relations we accomplish."

Granger pointed out that there are in excess of 20,000 national organizations and many, many thousands more state organizations. "Any industry that is worth anything is organized," he said. He advised FAMA members to be-

come involved in civic affairs to get to know city officials—planners, attorneys, councilmen—and to work on problems before they reached a flashpoint. "This is all a part of the association's duties and public relations program.

"When I say organize, I don't mean organize as a matter of pressure, but as a matter of good representation to our government agencies."

He mentioned that he had received letters from all over the world asking the same questions—how does one organize, how does one defend himself against detrimental legislation, and how does one represent himself to these agencies? "These people are really hurting because they don't know how to organize. I realize I have a one-track mind—organize, but that's the work I do, the work I enjoy doing and I believe in it. I can not stress the value of associations too much," he concluded.

MOA

Harlan C. Wingrave, new MOA president from Emporia, Kansas, said: "Florida has been important to the national association for a long time. The late Jim Tolisano, whom we all miss so much, served MOA for many years and held every office and received every honor the association had to offer."

Wingrave continued by mentioning two of Florida's very able board members, Wesley Lawson of Winter Haven and Jim Mullins of Miami. He complimented FAMA members in their assistance in the fight on copyright legislation.

"The greatest thing MOA has done is on copyright legislation. The average operator doesn't realize what copyright legislation would have done to us if MOA and our friends hadn't been in there fighting. As a result, our people have enjoyed several hundred million dollars that we wouldn't have had if MOA hadn't been on the job year after year."

Wingrave pointed out that MOA had developed other services: paid out over \$36,000 in life insurance and over \$14,000 in hospitalization and is now offering an additional major medical plan. Other services include educational seminars already presented plus an upcoming spring seminar at Notre Dame.

'73 Struggle

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nous" prospect is that a cost of living escalation may be argued necessary. One spokesman has already said that the \$8 per jukebox per year agreed upon figure set in 1967 would require a raise to \$9 in 1972.

Since the original version of the bill was passed out of the House in 1967, Allen said, most Congressmen who were party to the bill are out of office. He said that this might give rise to a new round of public hearings which could further delay the bill's ultimate disposition. (A complete review of jukebox copyright appears in Billboard, Sept. 16 issue.)

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JUKEBOX business organizations will be presented a commemorative gavel by Music Operators of America (MOA) this year with the first such presentation being made at the Music Operators of Virginia meeting recently where MOA president Harlan Wingrave (left) is shown with MOV chief John Cameron.