

Jukebox Programming

CONTROVERSY

Jukebox Conference Idea Sparks Seeburg Quarter Play for Lengthy Singles

By EARL PAIGE & INGRID HANNIGAN

CHICAGO—Seeburg Corp. is pushing an idea that grew out of Billboard's jukebox programming conference with the introduction at the jukebox show here of a plan to price lengthy singles for a quarter per side, said Stan Jarocki, vice president, phonograph sales. A survey though shows the plan is apt to be controversial.

Explaining that a pricing window, a pricing switch that takes just two minutes to install and amber strip overlays are all that is needed, Jarocki said, "I was convinced after attending the conference that operators must find a way to live with these longer singles." He used conference research to put together elements of the program he said.

Comments about longer records echoed elsewhere at the Music Operators of America (MOA) show as when Notre Dame professor Salvatore Bella told a seminar audience they must learn to "say no" to long singles and to defective singles.

Concept Doubtful

Les Montooth, Peoria, Ill., and his programming foreman, Bill Bush,

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Jukebox Meetings

- Nov. 21—New York State Operators Guild, Inc., Gov. Clinton Hotel, Kingston
- Nov. 29—Eastern Pa. Amusement Machine Assn., (tentative site) Lakeside Inn
- Dec. 7-9—Coin Operated Industries of Neb. Midwest Convention; Saturday Ladies style and make-up show, exhibits, seminars; Omaha Hilton
- Dec. 7—Wis. Music Merchants, special legislative meeting, Holiday Inn, Stevens Point, cocktail hour Saturday night
- Feb. 22—Music Operators of Minn., five state football tourney, (details unavailable)
- May 17—Music Operators of N.Y., Stevensville Country Club, Swan Lake
- July 20—Mont. Coin Operators Assn., Gregson Hot Springs
- Nov. 1-3—MOA, Conrad Hilton, Chicago
- Nov. 8-10—MOA, Conrad Hilton, Chicago

VOW EARLY YULE DISKS

CHICAGO—RCA's jukebox product coordinator Tony Montgomery said the label made an extra effort to release two new Christmas recordings early this year but added that he doubted if they were early enough. The problem of too-late Christmas recordings was a topic at Billboard's jukebox programming conference last May.

RCA released John Denver's "Please Daddy" and is distributing Bobby G. Rice's "Happy Days Are Holidays" on Metro-media Country, said Montgomery, here for the Jukebox show.

Speaker Bureau For Quality Push—Eye PVC Lag

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Wis. where bureau speakers will address jukebox groups (see meeting calendar).

Ramifications of the PVC shortage were discussed at Music Operators of America (MOA) here where Ron Braswell, jukebox product coordinator for CBS, said it will affect sample service. He indicated mailings will be more selective and

that he may have to send only letters explaining new releases rather than the actual samples.

Breakthrough

Stuart Glassman, owner, Radio Doctors, Milwaukee, who volunteered to be in the bureau, said he has been using a form to report defective disks and has received immediate cooperation from Capitol, Columbia and MCA on specific problems. In one case, warped disks were traced to a packing machine, which was corrected, he said. Another label responded and said a problem has not been traced but that efforts will continue.

A complication in tracking defects is the use of various pressing plants, a practice that could increase because of PVC shortages, several indicated.

Other speakers lined up so far include Mrs. Ruth Sawejka, Beaver Dam, Wis. programmer/operator; Bill Bush, Peoria, Ill. programming foreman; and Pat Schwartz, Madison, Wis. programmer. Speakers will be tapped from all levels involved with singles in an effort to pull together the many angles being pursued in the twin areas of defective single-singles and two-long singles, the two explosive conference topics.

Sterling Title Strip Yule Picks

- Carpenters, "Merry Christmas Darling/Mr. Guder," A&M 1236
 - Donny Hathaway, "This Christmas/Be There," Atco 6799
 - Drifters, "White Christmas/The Bells of St. Mary," Atlantic 1048
 - Gene Autry, "Rudolph the Red-Nosed Reindeer/Here Comes Santa," Columbia 33165
 - Harry Simeone Chor., "The Little Drummer Boy/O' Bambino," Kapp 86; "The Little Drummer Boy/Oh Holy Night," Twentieth Century 429
 - Charles Brown, "Come Home for Christmas/Christmas Comes Once a Year," King 5405
- CAPITOL
- Nat King Cole, "The Christmas Song/The Little Boy Santa Forgot" 3561
 - Nancy Wilson, "That's All I Want for Christmas/What Are You Doing" 5084
 - Al Martino, "You're All I Want for Christmas/Silver Bells" 5311
- MCA
- Bing Crosby, "Silent Night/Adeste Fideles" 23777; "White Christmas/God Rest Ye Merry Gentlemen" 23778
 - Brenda Lee, "Rockin' Round the Christmas Tree/Papa Noel" 30776; "Jingle Bell Rock/Winter Wonderland" 31687

- Earl Grant, "Silver Bells/Jingle Bells" 25703
 - Guy Lombardo, "Auld Lang Syne/Hot Time in the Old Town Tonight" 28905
 - Bobby Helms, "Jingle Bell Rock/Captain Santa Claus" 30513
- RCA
- Singing Dogs, "Jingle Bells/Oh Susanna" 48-1020
 - Elvis Presley, "Merry Christmas Baby/O Come All Ye Faithful" 74-0572; "Blue Christmas/Santa Claus Is Back in Town" 447-0647
 - Perry Como, "I'll Be Home for Christmas/Christmas Feeling" 0811

- Charley Pride, "Christmas in My Home Town/Santa & the Kids" 0935

CHRISTMAS

- Cheech & Chong, "Santa Claus and His Old Lady/Dave," Ode 66021
- Ebony, "Without the One You Love-vocal/Without the One You Love-Instr.," Phil Int. 3513
- Bill Robin, "White Christmas/Rockin' Bells," Pink 708

RCA VICTOR

- Elvis Presley, "Merry Christmas Baby/O Come All Ye Faithful," 0572; "Blue Christmas/Santa Claus Is Back in Town," 0647; "If Every Day Was Like Christmas/How Would You Like to Be," 8950
- Perry Como, "Silent Night/O Come All Ye Faithful," 0810; "I'll Be Home for Christmas/Christmas Feeling," 0811; "Home for the Holidays/God Rest Ye Merry Gentlemen," 0812
- Jim Reeves, "Snow Flake/Take My Hand Precious Lord," 0855; "An Old Christmas Card/Senor Santa Claus," 0884
- Hugo Winterhalter, "Blue Christmas/White Christmas," 0875
- Chet Atkins, "Jingle Bell Rock/Jingle Bells," 0883

Instant Oldies

By PHIL GELORMINE

NEW YORK—Jukebox programmers are becoming increasingly aware of the nostalgia trend which is being reflected by the demand for oldie titles. Hits are no longer allowed to cool for awhile. No sooner are they off the national Hot

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Background Music Jump

(Story in General News)

What's Playing?

A weekly survey of recent purchases and current and oldie selections getting top pay.

APPLETON, WIS.: "HOT 100" PURCHASES

- Alice Maus
Cigarette Service
Box 1041 54911
(414) 733-1454
- "Mind Games," John Lennon, Apple 1868
 - "D'yer Mak'er," Led Zeppelin, Atlantic 2986
 - "Leave Me Alone," Helen Reddy, Capitol 3768
 - "Oh No Not My Baby," Rod Stewart, Mercury 73426
 - "Mammy Blue," Stories, Kama Sutra 584
 - "Let Me Serenade You," Three Dog Night, Dunhill 4370

BRODHEAD, WIS.: "HOT 100" PURCHASES

- Marie Pierce
C. S. Pierce Music
602 W. 3rd 53520
(608) 897-2141
- "Rockin' Roll Baby," Stylistics, Avco 4625
 - "The Joker," Steve Miller, Capitol 3782
 - "Mind Games," John Lennon, Apple 1868
 - "Living for the City," Stevie Wonder, Tamla 54242
 - "Rock'n Roll, I Gave You the Best Years of My Life," Kevin Johnston, Mainstream 5548
 - "Rock On," David Essex, Columbia 45490 Top Pick
 - "Who's in the Strawberry Patch with Sally," Dawn, Bell 424

CHICAGO: "HOT 100" PURCHASES

- Avra Miller
AAA Music
"Goodbye Yellow Brick Road"
"Ooh Baby"
- GREENFIELD, MASS.: COUNTRY PURCHASES
- Tim Strahan
Mohawk Music
435 Deerfield 01301
(413) 774-4351
- "Paper Roses"
 - "Country Sunshine"
 - "The Most Beautiful Girl"
 - "You've Never Been This Far"
 - "If We Make It Through December"
 - "Rollin' in My Sweet Baby's Arms," Hank Wilson, Shelter 7336
 - "Release Me," Charlie McCoy, Monument 8589

LYNCHBURG, VA.: "HOT 100" PURCHASES

- Evelyn Frady
- "Mammy Blue," Stories, Kama Sutra 584
 - "You'd Better Believe It," Manhattans, Columbia 45927
 - "Me and Baby Brother," War, UA 350

MACON, GA.: "HOT 100" PURCHASES

- Joe Hawes
Peach State Music Co.
148 State Box 4371 31208
(912) 743-1588
- Fill-in
- "Keep on Truckin'"
 - "Paper Roses"
- Spinner
- "Ramblin' Man" (Allman Bros. Band a local act here)

MADISON, WIS.: "HOT 100" PURCHASES

- Pat Schwartz
Modern Specialty Co.
405 N. Broom 53703
(608) 256-0216
- "Mind Games," John Lennon, Apple 1868
 - "Living for the City," Stevie Wonder, Tamla 54242
 - "Me and Baby Brother," War, UA 350
 - "Let Me Try Again," (Laisse Moi Le Temps), Reprise 1181
 - "Painted Ladies," Ian Thomas, Janus 224 Cover
 - "Leave Me Alone," Helen Reddy, Capitol 3768

NATICK, MASS.: "HOT 100" PURCHASES

- Douglas R. Lipert
Kiddietime
19 Willow St. 01760
(617) 237-01760
(617) 237-3600
- "Knockin' on Heaven's Door," Bob Dylan, Let's Get It On" Cover
 - "Half-Breed"
 - Fill-in
 - "Keep on Truckin'"
 - "Angie"

PEORIA, ILL.: "HOT 100" PURCHASES

- Bill Bush
Les Montooth Phonograph Service
506 Evans 61603
(309) 676-8214
- "Mind Games," John Lennon, Apple 1868
 - "Who's in the Strawberry Patch with Sally," Dawn, Bell 424
 - "Pretty Lady," Lighthouse, Polydor 14198
 - "Get It Together," Jackson Five, Motown 1277



Bill Bush
Les Montooth Phonograph Service
506 Evans 61603
(309) 676-8214

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