

Music Op Presents Record Contest Play Promotion

Milton Cole, Cincinnati, In Tie-Up With Record Manufacturer, Conducts "Name The Song Contest" With Record Placed In Number One Spot On Phono. Tests Show Increased Play. \$500 Awarded First Prize. Locations Use Buttons, Window Streamers, And Pasters On Glass Of Phonos

CINCINNATI, O.—Milton H. Cole of Ohio Specialty Company, this city, who seems to have inherited his late father's knack for outstanding promotion has just come up with a plan for automatic phonos which clicked during his association's test in this area, and to such an extent where he now offers this plan to the entire industry, nationwide.

Regarding why he offers the plan, Cole stated, "Because there is no doubt in my mind that, if this will be put into practice by operators, statewide, and especially, nationwide, everyone is going to enjoy a tremendous upsurge in intake in all of their automatic phonographs on all types of locations."

He continued, "It is almost impossible for one music operator to do the job alone because of the expense involved. It isn't the \$500 first prize money", he explains, "but also the advertising and promotional exploitation that is necessary. This raises the initial cost considerably. All the music operators will benefit from the plan and will, at the same time, be able to carry it forward week after week or month after month, whichever they decide is best for them."

In his first attempt, Milt Cole had King Records produce a recording which had, as its title, "Name The Song Contest". This was cut by "Bill Doggett—His Organ And Combo", according to the label on "King Record JB-100." (On the reverse side of this same disk there was "Home" by "The Pied Pipers".)

This King Record was then placed in the No. 1 spot on automatic phonographs in this city. "Cards were left at all locations. These cards were addressed to: "Name The Song Contest. c/o Automatic Phonograph Owners' Association, 1011 Traction Building, Cincinnati 2, Ohio".

The other side of the card contained the one line: "My suggestion for a title in the juke box contest is." Then a line for the title the participant believed best fitted the tune as well as space for his name and address and a short statement on: "I heard the song on the juke box at.". There are also the contest rules imprinted on this side.

These read: "Contest closes at midnight, February 10, 1955. Judges will be the prominent disc jockeys in Cincinnati. Winners will be announced February 16, 1955. Please mark title and name clearly. Contest sponsored by: Automatic Phonograph Owners' Association."

Pasters were inserted under the front glass in the selection space part of the automatic phonograph which

had printed on them white on red with an arrow: "Play Number One—Name The Song—Win \$500.00".

In addition the location owners and their employees, who were exposed to the patrons, wore yellow buttons that had very prominently printed on them in black, "Ask Me For \$500".

In addition to this, streamers were pasted on the windows of the location as well as in the location itself, which read: "WIN \$500.00. NAME 'THE SONG' CONTEST. PLAY No. 1 on the JUKE BOX AND GIVE IT A NAME!"

In this first such contest the judges were: Rex Dale, Radio Station WCKY; Ralph Johnson, WCIN; Will Lenay, WSAI; Walter Phillips, WLW; Jack Remington, WKRC and Gil Sheppard, WCPO.

Underneath the names of these prominent disc jockeys appeared this statement: "All Entries Become The Property Of The Sponsor" In addition, these statements also appear on the streamer, "Prizes will be divided in case of duplication" and, "The judges' decision is final".

Cole stated that from the standpoint of promotional and exploitation expense, not counting the cost of the recording itself, there is not too much money invested in the program, as far as the above material is concerned if the number of music operators in any community are to be taken into consideration on a pro-rata basis.

What is most impressive, at least in the eyes of this publication, is the fact that such a plan on a statewide or nationwide basis, is sure to bring about good publicity from a public relations standpoint and, most definitely increase intake for the music merchants joining the plan.

Large cities could, most naturally, tie into such a plan on their own, explained Cole. There are enough disc jockeys to promote such a contest over the air and cause their listeners to seek out those locations where there is a possibility of winning the \$500,000 (or even more) that is offered plus the fact that, because of the number of operators in the average city, record manufacturers would work out a new tune on a recording especially for them, if the music operators will guarantee a definite number to be purchased to get the plan under way.

Also most effective is the fact that the press, radio, and TV commentators as well, are sure to pick this up from a new standpoint. This news, of itself, is worth many, many times what the automatic music merchants will invest in the small cost of putting such a program into operation.

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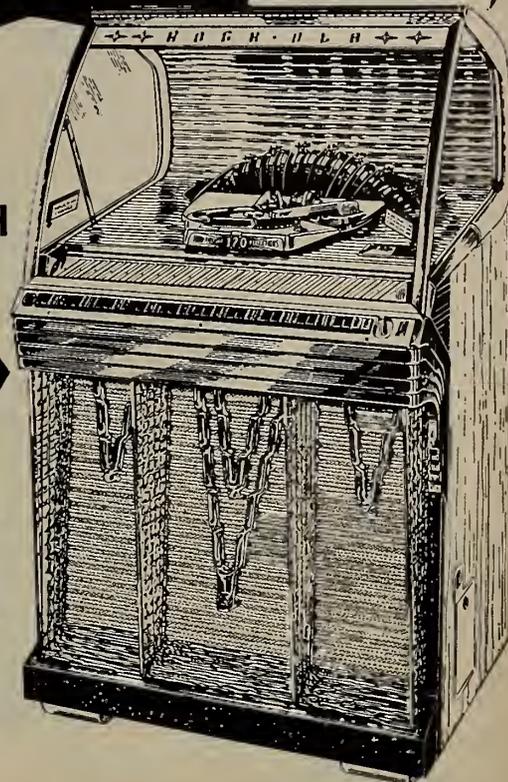
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Denver Advises Pinball Ops It Will Not License Games For Locations Within Two Blocks Of Schools

DENVER, COLO.—Due to numerous complaints from parents, City Safety Manager Charles Lowen, this city, issued orders not to license pinball machines in the vicinity of schools.

Lowen stated no business establishment will get a permit to operate a pinball machine within two blocks of a school, and places that have permits within the two-block radius will not have them renewed next year.

As the purpose of this order is to cut down play by juveniles, it does not apply to taverns because, he stated: "tavern operators are supposed to keep minors out anyway."

Lowen said pinball machines were played by youngsters in confection-

eries and ice cream shops, school supply and drug stores, small restaurants and like establishments and that there had been a recent increase in the number of machines in Denver and new applications.

Robert Conway, supervisor of excise and licenses, said the two-block radius was not the only standard by which applications were judged. If there was reason to believe the pinball machine in a business house constitutes a nuisance, licenses would be denied regardless of the location, which could rule out places frequented by school children which were more than two blocks from any school.