

Record Industry Made Wobbly Through Double-Dealing Business

Editor's note: This is the second of three articles on the business of popular music. Today—the popular record business.

By FRED DANZIG
United Press Correspondent

New York—The popular record industry is grown men going steady with the teenage "set." It's "payola" and pony tails, new sounds and sideburns, guitars and gimmicks.

It's a song-in-your-heart, tear-in-your-eye, knife-in-the-back business.

And it's whirling along on a three-speed turntable made wobbly by double-dealing and double entendre.

The people in the business are nervous because the competition is so fierce.

In days of old, hit records were the private property of a few major labels such as Columbia, RCA, Victor, Decca.

A survey of this year's crops of hit records by Billboard magazine shows that 63 of the 131 hits come from smaller, independent labels. The survey also found that 60 per cent of the hits were rock 'n' roll numbers.

There are about 1,600 different labels around, but most are one-shot affairs. Basically, the music melon is carved up among 75 to 100 companies, with the independent, or "indie" getting half.

Retail record sales last year totaled \$325 million. A \$400 million year isn't far off.

The Secret

The secret of making money in the record business is to get disk jockeys to play your releases and teen-agers, mostly girls, to buy them at 89 cents a copy. With about seven or eight thousand recordings released in a year and only about 150 destined for success, you can imagine the position some of our 10,000 disk jockeys are in. They're the kings.

How does a song get recorded? A publisher brings in a bunch of tunes to a company's artist and repertoire director, the fellow who picks the songs for his artists. Generally, if an A-and-R man picks one hit out of 100, he's happy. To help him make up his mind, a publisher may mention that he's prepared to spend \$15,000 to plug a certain song. Or the publisher may agree to take less than his full twenty-cent record royalty. Or he agrees to share the expense of the record session. This is the cost-operative angle. Often, a publisher makes the record on his own and hopes to sell it to a large company.

Big record companies seldom lose money on a single release because they can deduct from the artist's royalties the cost of the record session. There also are instances where a publisher "cuts in" an A-and-R man on the profits. But there is a solid core of truth to the statement that an A-and-R man will not put out a record unless he has some confidence in it. After all, his job is at stake.

Promotion Job

After the record is made and released, the promotion job begins. Publishers send out song pluggers to key cities such as Detroit, Chicago and Cleveland to romance the disk jockeys. One plugger said: "I get \$400 a week. Two hundred for me. Two hundred to spend on disk jockeys."

Record companies send their artists out on the disk jockey circuit in the hope that free public appearances will boost air exposure of the record.

Recently, a Philadelphia disk jockey was indicted for neglecting to include a total of \$20,000 income over a five year period on his tax reports. Some deejays are on record company payrolls as talent scouts. Some bluntly stick their hands out when a promotion man comes to visit.

Does the payola work? A deejay can guarantee plugs on his show, but he can't guarantee sales. That's up to the public. Thus the trade axiom: "Money

can't buy a hit."

Competition being what it is, songwriters surrender without a fight when a top recording artist insists upon publishing the song he is to record. Some even list themselves as co-composers. They collect royalties three ways.

As for rock 'n' roll, the companies are still with it because it still sells. But more ballads are coming out and fewer people in the business think you're crazy if you record one. Everyone in the trade seems happy about this. The industry, generally, follows what it considers to be the trend. As one A-and-R

JACKSONVILLE

Visitors At Clemmer Home

By BETTE HOSKINS

Jacksonville — Mrs. Eva Eldridge and two daughters, Darcy and Billie Jean, of Hanford, Calif., have been visitors at the home of Mrs. Eldridge's parents, Mr. and Mrs. W. A. Clemmer, here. Mrs. Eldridge, a former resident here, is now a police woman with the Hanford police department.

While here Mrs. Eldridge visited Mr. and Mrs. Dean Lewis on the Applegate, Mr. and Mrs. Vance Adams at Klamath Falls, and Mrs. Elsie Elrod in Medford, as well as many other friends in the valley. A turkey dinner was held last Sunday at the Clemmer home before Mrs. Eldridge left for Hanford.

Guests present were Mr. and Mrs. Charles McCormick and children, of Medford, Barbara and Charlene McCormick and Joann Kimberell, of Medford, Mr. and Mrs. Charles Clemmer and family, of Central Point, and Mr. and Mrs. Dean Lewis of the Applegate.

Harvey Fredricks of Hanford has also been a guest at the Clemmer home.

Mr. and Mrs. Rex Hoddor of Oakland, Calif., were Monday afternoon visitors at the home of Mrs. Ida Wright. The Hoddors have been guests this week at the home of Mrs. Hoddor's sister, Mr. and Mrs. S. M. Purcell, in Medford.

Tom Dunnington is recovering from recent surgery at the Stanford University hospital in San Francisco and should soon be home.

Recent visitors at the home of Mrs. Helen Maples was her daughter, Mrs. Jean Archer, and two children, Dixie and Butch of Huntington Beach, Calif.

Mr. and Mrs. Lawrence Wilkinson of Mom's Hide-Away Cafe and Bar took a fishing trip recently to Winchester Bay, Ore. They were accompanied by their son and his wife, Mr. and Mrs. Kenneth Wilkinson and their son of Medford. Their "catch" included five large salmon. Enroute home they stopped at Sutherlin, Ore., and visited the cemetery there, where all of Mrs. Wilkinson's folks are buried.

Mr. and Mrs. Lawrence Wilkinson last Sunday closed their cafe and were host and hostess at a potluck picnic at TouVelle park. About 200 friends attended during the day. The picnic was also given in honor of the Wilkinson's grandson, Larry, on his 15th birthday. Birthday refreshments were included on the menu.

Entertainment was provided by Ted and Calvin Seggerman, who played guitars and sang. Bill Hancock of Gold Hill also sang requested cowboy songs.

Mr. and Mrs. Wilkinson expressed their thanks to the many local distributors who helped make the event possible.

Mr. and Mrs. E. R. Arnold report that they are still operating the Jacksonville Seed and Feed store, with Phil Phelps assisting as clerk.

Mrs. Peggy Eaton, former Jacksonville resident, now of San Francisco, has been a visitor here for a few days. While here she spent some time at the

Election Declared 'Rigged' for Hoffa

Pontiac, Mich. — A group of Pontiac Teamsters Local 614 members charged today the local election for delegates to the Miami Beach convention was "rigged" in favor of James R. Hoffa.

A leader of the dissident faction said 50 affidavits, signed by local members, was sent to a New York Teamsters group for presentation at the convention showing that "we don't even know who the delegates are and how and when they were elected."

The local has been under Hoffa's trusteeship since October, 1953. The spokesman, who refused to identify himself, said nearly 2,000 of the 3,000 members are anti-Hoffa and have been trying for a "clean" election since Hoffa assumed control.

The spokesman also said one of the dissident faction was subpoenaed to appear before the Senate Labor Rackets Investigating Committee in Washington.

Police and Families To Get Inoculations

Medford police officers and their families will receive their second shot in the polio series today.

The program is "signup" basis and all costs will be paid by the individual. The shots will be given at the county health department.

Last Victims of Pennsylvania Mine Explosion Removed

Brownsville, Pa. — The bodies of the last two of five victims of a violent explosion 500 feet below the earth's surface were brought up late Monday night from the depths of a soft coal pit.

Workers identified the bodies as those of Joseph Smith and Stanley Collins, both of Marianna, a small community 30 miles from Pittsburgh where the violent sub-surface blast occurred early Monday. Three other bodies were recovered earlier.

Federal and state mine inspectors opened investigations today into the cause of the explosion. State Mine Inspector A. J. Narn refused to speculate on what touched off the tremendous blast.

Eleven Men Trapped

Eleven workers were trapped in the soft coal pit. All but two were foremen or supervisory personnel who had gone into the shaft to repair a faulty fan.

Because of the faulty fan, which caused poor ventilation, the mine was closed for the day. Otherwise, more than 200 miners would have reported to work on the 7 a.m. shift. The blast occurred at 7:10. It blew a concrete block structure on the surface to pieces.

The mine elevator, used to carry miners into the pit, was also torn loose. Debris was tossed more than 20 feet into the air on the surface by force of the blast.

Week End Visit To Satellite Predicted

Hartford, Conn. — Col. John P. Stapp predicted today that before the end of the century you'll be able to make a week end visit to a satellite.

Stapp, who made history three years ago by riding a rocket sled at 632 miles an hour, said he's more interested now in distance than speed. He described recent record breaking balloon experiments which sent Maj. David G. Simons 100,000 feet aloft during a 32-hour period.

"Our flying laboratory showed that man can live above the earth's atmosphere for relatively long periods," he said. "Before the century's end we'll be able to week end there, possibly on one of the earth's satellites."

The Air Force colonel came here to address the American Rocket Society.

Worker Electrocuted On Job Near Salem

Salem — A Salem man was electrocuted Monday when a crane touched a power line on the Pudding river near the community of Pratum. Victim of the accident was Howard L. Ivey, 36, an employee of the Salem Sand & Gravel Co.

Ivey, an oiler, apparently stepped off the crane and was on the ground next to it when the crane's boom touched the power line. He was dead when ambulance attendants arrived.

Airport Lights Bids Set For Spring, 1958

City manager Robert A. Duff reported Monday that bids on the contract for installing the new airport lights will be announced in early spring of 1958. He said that under the current timetable set up, the consulting engineer would have his plans complete to present to the CAA in the next few weeks.

COLONEL FACES DEATH

Seoul, Korea — Republic of Korea Army Col. Huh Hai Yung goes before a firing squad at Taegu today for taking part in the 1956 assassination of army intelligence chief Maj. Gen. Jim Chang Yong. Huh's driver, Sgt. Lee Yui Hoe, also was to be executed. Lee, 40, was the getaway jeep after the killing stemming from a feud among top South Korean army officers. In all, 13 persons were arrested and convicted of complicity in the plot.

ANTHROPOLOGIST DIES

Berkeley, Calif. — Dr. Robert H. Lowie, 74, noted anthropologist and authority on North and South American Indians, died Saturday.

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Portland Council Elects President

Portland — Glenn R. Blake, a member of the Building Service Employees union, Monday night was elected new president of the Portland Central Labor Council to succeed William Way of the Boilermakers.

Way was asked to resign all his offices in the Boilermakers local, including that of delegate to the central council, following an investigation into reports of expense account duplications.

Tactics of the Boilermakers in airing its difficulties with Way to newsmen were criticized by council delegates.

MEMORIAL TOUR PLANNED

Ventimiglia, Italy — Famed British conductor Sir Thomas Beecham said today he would make a world tour to perform the works of his late friend, Finnish composer Jan Sibelius, who died last Friday. Beecham disclosed no details of the tour.

Tuesday, September 24, 1957

MEDFORD (OREGON) MAIL TRIBUNE—THIRTEEN

EAST EVANS CREEK - MEADOWS Home Extension Unit Meets

East Evans Creek-Meadows—The Sams Valley home extension unit met at the home of Ruby Pleasant Tuesday afternoon.

The county recently has been working on a section of the Antioch road.

Mr. and Mrs. Paul Mattison have sold their home in the meadows and are moving to the McLeod guard station above Trail.

Mrs. Vera Stingley and her brother, Carl Mitchell, made a trip to Roseburg last week.

Mrs. Brewer of Medford is spending a few weeks visiting her daughter and family, Mr. and Mrs. Truman Bishop.

Many persons have had the flu in the meadows recently.

State Committeeman Wanted at Meeting

Washington — Sen. Richard L. Neuberger (D-Ore.) said today he hoped that a representative of the special Oregon legislative interim committee on Indian matters could testify at Klamath reservation hearings in Oregon next month.

The hearings are scheduled for Klamath Falls on Oct. 2 and Portland Oct. 4.

Neuberger wired Sen. Dwight Hopkins of Imbler, chairman of the legislative committee, that the hearings would primarily concern policies affecting the future of Klamath resources and residents under the termination act which has been delayed until 1960.

Neuberger said copies of the telegram were sent to all members of the committee inviting them to attend as observers if they desire.

Tropical Storm Slants Off Florida

Miami — Tropical storm Frieda slanted northward about 500 miles off the north Florida coast today, showing no inclination to move inland.

The Weather Bureau, however, cautioned coastal dwellers north of Jacksonville, Fla., to listen to advisories on the capricious storm for the next two days. It also warned small craft along the Georgia and Carolina coasts not to venture far off shore and vessels in its path to exercise caution.



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