

Music to Wait for a Reservation By

FINALLY you get through, only to be put on hold. But the waiting is easy, thanks to On Hold Marketing, a three-year-old enterprise in Valley Stream, N.Y., one of several around the country that specialize in selecting and installing recorded music and messages on business telephone lines.

"We try to create an audio image of the restaurants," said Sheila Fitzgerald, a marketing consultant for the company. "Restaurants depend on reservations, and they're finding that when customers are put on hold, they can fill that time with information about the restaurant and music that suggests an atmosphere." Following are some restaurants and what they give callers to hang on by:

Arcimboldo: "O soave fanciulla," from "La Bohème" by Puccini, this week (a new opera every week).

Aureole: Selections from "The Early Years of Miles Davis."

Daniel: "C'est Si Bon," sung by Yves Montand.

Domingo: "Mi Alma Latina" and other songs and arias sung by Plácido Domingo.

Duke's: Grateful Dead songs.

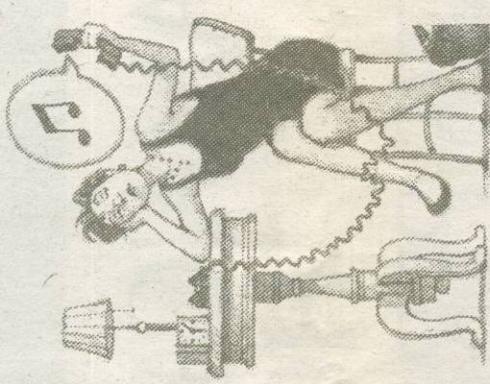
Flowers: "Spring" from Vivaldi's "Four Seasons."

Fresco: A brief Italian lesson.

Jean Georges: "Parlez-Moi d'Amour," sung by Isabelle Aubret.

Judson Grill: "Take the A-Train," played by Duke Ellington.

Television City: Themes from television shows.



Roger Roth