All The Juke Boxes Are Asking—

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- Eddie Gorin
  - Columbia 12405-F
- Gene Heer
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INTRODUCES NEW TYPE STENCIL TITLE STRIPS

**Juke Box Ops Can Buy Title Strips From Record Distributors. 500 Salesmen In 78 Cities To Contact Platter Industry.**

PITTSBURGH, PA.—Dal E. Haun, President of the Star Title Strip Co., this city announced this past week an entirely new and different method for all juke box ops who want their machines to look neat and attractive by using printed title strips. He urges all ops to immediately get in touch with distributors from whom they purchase their disks to obtain this new service.

At the same time, thru the Ad-dressograph-Multigraph Corp., Haun will have this firm's 500 salesmen in 78 cities throughout the nation make contact with all record distributors to advise them in complete detail of this new plan and the new print method which the distributor can use right in his own place of business.

The new strip is entirely different. It is a complete departure from former methods and allows the record distributors to instantly print up any desired quantity of strips they need, which can then be sold to juke box ops for music machines, wall boxes, wired music and all other equipment at a price cheaper than what type-writing the strips individually now costs the average juke box op.

Haun stated, “This development makes it possible for every music machine in the country to have his equipment always filled with neatly printed title strips. He can do this at less cost to the distributors, and save his money, because, or any of his employees can't type strips as cheaply as he can buy these neatly printed ones.

‘To the typist,’ Haun con-tinued, ‘can only type 250 to 300 title strips per hour. The operator can now buy, under our new plan, 300 neatly printed title strips for only thirty cents. Surely,’ Haun says, ‘anyone’s time in this day and age is worth a lot more than 30c per hour.’

He further stated that the record distributor can buy the preprinted ‘DupliMAT’ for any record he wants when he orders the records from the distro directly from Star Title Strip Co.

“By the time the distributor gets his records,” he reports, “he will have his ‘DupliMAT.’”

He also says, “Not only is the disk distributor doing his operators a tremendous service, but he is also saving the names of his labels on all the juke boxes and wall boxes in his territory. These are represented by neatly printed title strips which enhance the appearance of every juke and wall box 100 per cent and give the opera-tor’s equipment a look of outstanding quality and newness.”

It is also understood, according to Haun, that the record distributors come in for a very nice profit from the deal. The entire proposition is extremely fascinating and one that is sure to meet with the approval of leaders in the juke box industry who have constantly urged ops to use printed title strips for improved appearance of all juke and wall boxes and other automatic music equipment.

**MGM Releases New Series Of Folk Disks**

NEW YORK—M-G-M Records has prepared a special release of six American Folk Music records especially recorded for American farmers, one of the largest segments of the Folk Record-buying public. The discs, due on the market about June 17, will appear under the banner “Folk Specials.”

The six “specials” will feature a record each by two of the company’s standby artists, Sheb Wooley and Claude Casey, and debuts from Rebe and Rabe, Hank and Audrey, Bobby Gregory and Zoke Clements.

Desmond Hypo’s Newark Juke Box Dance

NEW YORK—Johnny Desmond, MGM Records vocal star, gallantly bestows a kiss on the hand of a young admirer. It happened when Johnny made an appearance recently to help open the Newark, N. J., Police & Fireman’s Athletic League’s “Juke Box Dances”, a series of entertainment programs utilizing records, designed to help stem juvenile delinquency in that city.

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