

All The Juke Boxes Are Asking—

"WHOSE GIRL ARE YOU?"

Recorded by top artists on every major label

- | | |
|-------------------------------------|---------------------------------|
| ★ Blue Barron
MGM 10412 | ★ Lawrence Welk
Mercury 5280 |
| ★ Johnny Martin
Capitol 57-54300 | ★ Sandy Sims
Coral 60067 |
| ★ Eddie Gronet
Columbia 12405-F | ★ F. Wojnarowski
Dana 2038 |
| ★ Gene Heier
Rondo R-582 | ★ Sokach-Habit
Decca 45072 |
| ★ Lloyd Webb
Rondo R-190 | ★ Anne Shelton
London |

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W. H. SAJEWSKI
Music & Publishing Co.
1017 N. Milwaukee Ave.
Chicago 22, Illinois

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 Addressograph-Multigraph Corp., Haun will have this firm's 500 salesmen in 78 cities thruout the nation make contact with all record distribs to advise them in complete detail of this new plan and the new print method which the distrib 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 distribs 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 op in the country to have his equipment always filled with neatly printed title strips and, in addition, it also saves the operators money, because he, or any of his employees can't type strips as cheaply as he can buy these neatly printed ones."

"The average typist," Haun continued, "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 reports that the record distrib can buy the preprinted "DupliMAT" for any record he wants when he orders the records from the diskery direct 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 favor, but he is also getting 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 operator's equipment a look of outstanding quality and newness."

It is also understood, according to Haun, that the record distribs 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 and dedicated to the American farmer, 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 of "The After-Planting Special", the idea being to offer something special for the farmer seeking needed entertainment in the few weeks of leisure he has between his grueling planting and growing seasons.

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 Zeke 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.

BROTHER BONES GOES BOOGIE!

(TR # 674.)

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"BECAUSE YOUR BABY IS ON YOUR MIND"

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APOLLO RECORDS, INC.
457 WEST 45th STREET NEW YORK 19

MUSIC OPERATORS!

STAR PRINTED TITLE STRIPS will save you time and money, and improve the appearance of your Jukes and Wall boxes 100%. It is now possible for your record Distributors to supply STAR printed title strips for any record they sell. Call your distributors' attention to this announcement and request that they make this valuable time saving service available to you.

RECORD DISTRIBUTORS!

If our representative has not contacted you, write immediately for the details on this new, amazingly simple method whereby you can supply your Operators with STAR printed title strips for any record, on any label you carry . . . AT A PROFIT. Just think what this will mean in increased sales and Operator good will.

RECORD MANUFACTURERS!

GET YOUR DISTRIBUTORS ON THE BALL! Have your records represented on hundreds of thousands of Jukes and Wall boxes with neatly printed STAR title strips that bear the name of your label. If you have a good record on the Jukes, STAR title strips will tell the world that it is YOUR record, and increase retail store sales greatly.

WRITE FOR FULL INFORMATION ON THIS NEW PLAN.

STAR TITLE STRIP CO., Inc.

P. O. BOX 6125

PITTSBURGH 12, PA.