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LEADING MUSIC OPERATORS TO HANDLE THE MOST OUTSTANDING PLAY PROMOTION IDEA IN MUSIC HISTORY

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BY AMERICA'S OUTSTANDING PHONO OPERATORS!!

INCREASES PLAY 10% TO 40% PER WEEK ON EVERY LOCATION!

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NEWARK, N. J.

FORMER \$5 PER WEEK LOCATIONS NOW AVERAGE OVER \$13.00 EACH WEEK!

NEW YORK CITY

LEADING MUSIC OPS HERE REPORT BIG JUMP IN COLLECTIONS WITH ASSOCIATION NOW BACK OF THIS IDEA 100%.

PHILADELPHIA, PA.

MORE QUARTERS IN BOXES THAN EVER BEFORE IN HISTORY. TAKE AWAY UP.

YOUR LOCATIONS NEED IT!

IMPORTANT

If you believe that you can handle all sales and distribution of this tremendous "HIT PARADE" juke box play promotion idea in your territory—write—wire—phone—IMMEDIATELY—and a personal representative will arrange an appointment with you to explain and show you the greatest play booster in all automatic music history. A proven money-maker. Backed 100% by every music operator who has already placed it on his machines. This is what you need now . . . don't waste another second—get in touch with us TODAY!

Hit Parade, Inc.
545 Fifth Ave., N. Y.
(Phone: MURRAY Hill 2-1635)

Phono Stars Guest With Aireon Distrib



NEW YORK—Caught guesting with local Aireon distributor Nat Cohn, Modern Music Sales Corp., this city, are (left to right) Gem Records star Dolph Traymon, Signature Records crooner Alan Dale, and New York Music Ops Association counsel Sidney Levine. The trio paid a visit to herald Nat's showing of the new Aireon phono pictured above. Dolph's recording of "Sinbad The Samba" is currently kicking up a storm, as is Dale's "Nina Nana" and "Oh Marie."

Joe Davis Offers "Own Label" To Music Ops

NEW YORK—The novel idea of selling retailers, operators or distributors records bearing their own label was disclosed this past week by Joe Davis.

Davis, who holds a large amount of masters of such names as Harry James, Sammy Kaye, The Red Caps, Bon Bon and Jan Pierce, will press and bear the cost of the printing of labels. Only minimum orders of 1,000 will be accepted it was disclosed. Sales price of the disks will be 49c to retailers and 37½c to distributors.

The disk idea is similar to sales pieces used in other industry's and promotion pieces of chain store units. Retailers have had material or flyer's imprinted with their name in many other forms of business.

Davis, a veteran in the disk biz acquired the masters throughout a number of past years. He also operates a pubbery, whose most recent hit was the famous "Jack, Jack, Jack." Davis also operates his own diskery under the Celebrity label.

MGM Solid As First Disk Year Ends

NEW YORK—MGM Records, who a year ago were considered by many to be "hitting up against a stone wall" in trying to crack the disk market, has finally shown the doubting Thomas' that they are in business to stay.

The close of their first year in the disk biz showed that the plattery is and has been for some time, no longer an "indie"—a term used in the field when referring to a small plattery. The company is firmly entrenched in the disk biz and is one of the platteries to show with a "million disk" in sales this past year. Peak success was reached with Art Lund's "Mam'selle"; Lund's "Peg O' My Heart," current Art Mooney click "I'm Looking Over A Four Leaf Clover" and Macklin Marrow's "Saber Dance."

King Records Add Three Distrib Branches

CINCINNATI, O.—Phil Grogan, promotion manager of King Records, Inc., announced the opening of a new distributing branch in Washington, D. C., this week.

The opening of the Washington, D. C., branch, on March 22 brings to nine the total amount of company owned distributing offices. Two other branches were opened this past month by Al Miller, National Sales Manager for the firm. The other branches opened were in Detroit and Atlanta, Ga.

Mr. Gene Allison, Branch Supervisor attended the opening of the Detroit branch and will attend the opening of the Washington, D. C., branch.

Jack Pierce, former manager of the Los Angeles branch, was named to head the Atlanta, Ga., office which will service a larger territory than any link in the King chain. District Manager Al Sherman is supervising the Los Angeles office until a new manager can be appointed.

King has also increased its promotion department recently by naming Jack Roseborough, a former King salesman of San Marcos, Texas, as contact man between disc jockeys and supervising all personal appearances. Stan Barclay, former disc jockey of Washington, D. C., holds a similar position with the company.

Majestic Names New Distributions; Reopens Plant

ELGIN, Ill.—According to an announcement by Parker H. Ericksen, Majestic Records has appointed Ace Distributing Co., Inc., as its exclusive record distributor for Southern California.

The Farr-Wood Dist. Co., was granted the exclusive record distributing franchise for the Providence, R. I., territory.

The firm also announced that their pressing plant located at Newark, N. J., had reopened after a temporary shut down. Production is now at 88% of normal on a two shift basis, according to Mr. E. F. Barile, Vice President in charge of production.

The pressing schedule, determined by distrib orders, required recordings of Eddy Howard on 60% of the plants presses.