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**NEW**

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# GENCO

**MFG. & SALES CO.**

2621 N. Ashland Avenue  
Chicago 14, Illinois

## Cincinnati Phono Ops Hold "Name That Tune" Contest

CINCINNATI, O.—The Automatic Phonograph Owners Association of Cincinnati held a six-week "Name That Tune Contest" which terminated on February 16. Winner of the contest to name a disc sold exclusively to local Record Company, was Frank Williams, 626 W. Fourth St., whose "Doggetts Delight" title was picked by a committee of local disc jockeys. His card entry was mailed from Mom's Fifth Avenue Bar at 520 W. Fifth St., the winner received a prize of \$500 and the proprietor of the establishment from whence the winning card came received \$100. The awards were made by disc jockey Rex Dale at Station WCKY on Friday (25).

Great interest was manifested in this contest. It drew more than 5,000 entries, it was reported by the com-

mittee of Milton Cole, Ray Bigner, Joe Westerhaus and Charles Kanter, named by the phono association to handle the details.

The disc jockey committee selected to name the tune, composed of Rex Dale, WCKY; Walter Phillips, WLW; Jack Remington, WKRC; Will Lenay, WSAI; and Ralph Johnson, WCIN was tendered a dinner party recently by the phonograph committee at the Beverly Hills Country Club.

The King disc, an instrumental, gave only the name of Bill Doggett, the artist. The record was labeled—Name The Song Contest. King also furnished the decals and banners with the words "Name The Song Contest" Win \$500. These were furnished to each location along with entry blanks. These entry blanks were filled in by the contestant with the suggested title and mailed to the Association office. Each operator paid an additional fifty

cents per record he purchased into a fund to make up the prize money.

The record was played over the air and listeners were told to go to their local tavern and enter the contest. Local Tavern Owners news bulletin gave the contest a big build-up to tavern and restaurant owners.

At the close of the contest the cards were coded and a list of suggested titles were compiled. Copies of the titles were given the judges at a dinner held for them, and at that time they selected the winning title. By using the code system it was simple to find the winner.

The Association estimates that the record was played about twenty times a week and the average location produced about ten entry blanks. It is the opinion of the operators that the record more than paid for itself that everyone involved was pleased with the results.

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