

During the twelve months of 1963
Coin Machine and Vending Firms Placed

81% More Advertising

In Cash Box

Than In Billboard

| | |
|-------------|--|
| CASH BOX: | 489 paid advertising pages |
| BILLBOARD: | 270 paid advertising pages |
| DIFFERENCE: | 219 paid advertising pages (81.1% of Billboard's total) |

We at Cash Box are pleased to know that the coin machine and vending machine industries have indicated their number one choice with such a positive vote of confidence by consistently selecting Cash Box as the prime advertising medium for selling products to markets in the U.S. and around the world.



THE INDUSTRY'S NUMBER ONE TRADE PUBLICATION

PUBLICATION OFFICE: NEW YORK CITY
CHICAGO

LOS ANGELES

AROUND THE WORLD

ENGLAND • GERMANY • ITALY • BELGIUM • HOLLAND • SWEDEN • AUSTRALIA • CANADA
MEXICO • ARGENTINA • BRAZIL • JAPAN

*Figures are based on total paid advertising placed by coin-operated phonograph, amusement machine and vending machine companies and suppliers and does not include advertising placed by bulk merchandise firms.

Continental Vending Continues To Improve Position, Announces New \$1.5 Million Loan, Line Of Credit

■ 75 Employees Rehired To Move \$1 Million Sales

WESTBURY, N. Y. — Added to the impetus which normally comes with \$1 million in orders, the Continental Vending Machine Company trustees have advised that arrangements have been completed for a \$750,000 long term loan, and a \$750,000 line of credit for short-term funds, at 6% interest. Last month, Mel Rapp, Continental head and guiding light behind the manufacturer's return to normal following a \$4 million reported fraud charge last year which rocked the firm to its foundations, reported on the firm's good health (CB Dec. 28).

John P. Campbell and Irving L. Wharton, the trustees, said another line of credit has been arranged to allow the company to finance customer purchases of its vending machines.

Last July Continental Vending was placed under Chapter 10 in reorganization under the Federal Bankruptcy Act. The SEC contended that \$4 million had been transferred from Continental's books to the books of an affiliated finance company, headed by Harold Roth, who was then also Chairman of Continental. The Gov-

ernment is still investigating this accusation by SEC.

The trustees are at the moment reorganizing the firm and doing a good job evidently. Continental went to the NAMA show last September, and in an interview with Cash Box last month, Mel Rapp advised that the firm was shipping machines to fill \$1 million in orders. This was confirmed by the trustees in an interview with the financial press last week.

The trustees said that the loans were obtained from the company's previous management and that the lenders have agreed to defer payments for at least one year.

Continental sold seven of its eight routes earlier to concentrate on manufacturing and to secure funds. The proceeds have been used to reduce Continental's total debt of \$24 million to \$20 million.

At the outset last July, many Continental employees were removed from the employment rolls but the trustees last week stated that at least 75 men have been rehired to handle the new orders.

AMA Will Hold Another Seminar On Vending

■ Set For Jan. 29-31

NEW YORK—Officials of the American Management Association have advised that a Vending Seminar, similar to one conducted two years ago, will be held in the AMA Building, 135 W. 50th Street, NYC, on January 29-31.

Last year's seminar drew a large size crowd and offered executives from outside fields—oil, packaging, design—to improve their insight into a field in which their crafts are playing a growing role of importance.

Oil companies, presently testing the automatic feeding idea on service station sites around the nation, are expected to see the Seminar as a means of adding to knowledge which has been gathered over the years and eventually served as reason for the oil company entrance into the field of vending.

Restaurant people and caterers will undoubtedly be on hand for the talks, lectures, workshops, and general and individual discussion periods. Top vending execs from the nation's larger operating firms are scheduled to be on hand.

THE MARCH OF DIMES
NF
THE NATIONAL FOUNDATION

N.Y. State Guild To Meet Jan. 15



MIKE MULQUEEN

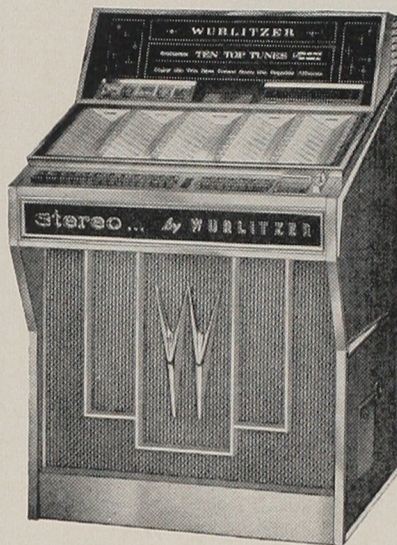
POUGHKEEPSIE, N. Y.—Mike Mulqueen, President, announced last week that the New York State Operator's Guild will hold its regular monthly meeting on January 15 at Nick Beni's Anchor Inn. All operators in the upstate area have been invited to attend. Dinner will be served at 7:30 PM.

ACTIVE'S
the choice for
THE LOWEST
PRICES and
BEST EQUIPMENT
ALWAYS



Exclusive Gottlieb and Rock-Ola Distributor for Eastern Penna., So. Jersey and Delaware.
Reconditioned Equipment For Export
ACTIVE Amusement Machines Co.
666 No. Broad Street, Phila. 30, Pa. POplar 9-4495
1101 Pittston Ave., Scranton 5, Penna.

Make The Swing To Higher Earnings...



with
the
Wurlitzer
2800

Best looking, best
sounding phonograph
ever built.

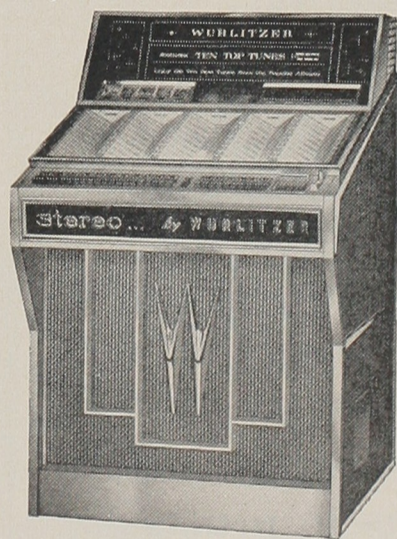
It's here for your inspection.

SOUTHERN MUSIC DIST. CO.

503 West Central Ave.
Orlando, Florida
GA 3-2261

2465 Harper St.
Jacksonville, Florida
Elgin 6-1664

Make The Swing To Higher Earnings...



with
the
Wurlitzer
2800

Best looking, best
sounding phonograph
ever built.

It's here for your inspection.

F.A.B. DIST. CO.

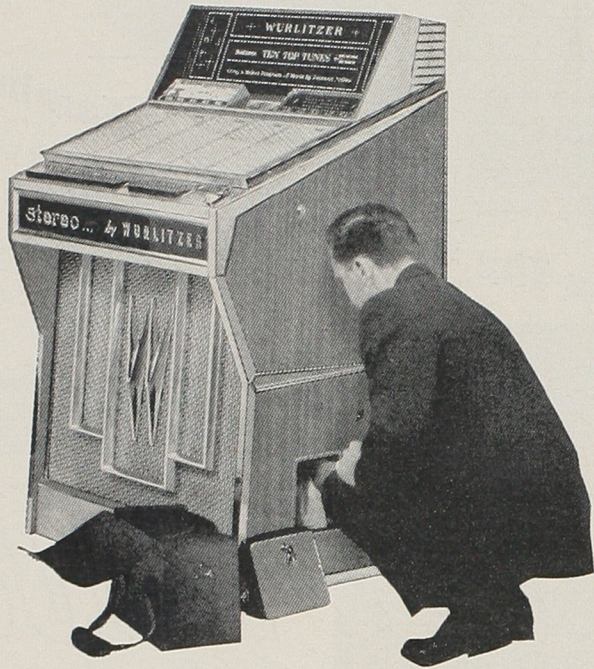
1019 Baronne St.

New Orleans, Louisiana

Tel. JA 2-8123

HAWAIIAN AMUSEMENT LTD.

2248 South King St.
Honolulu, Hawaii

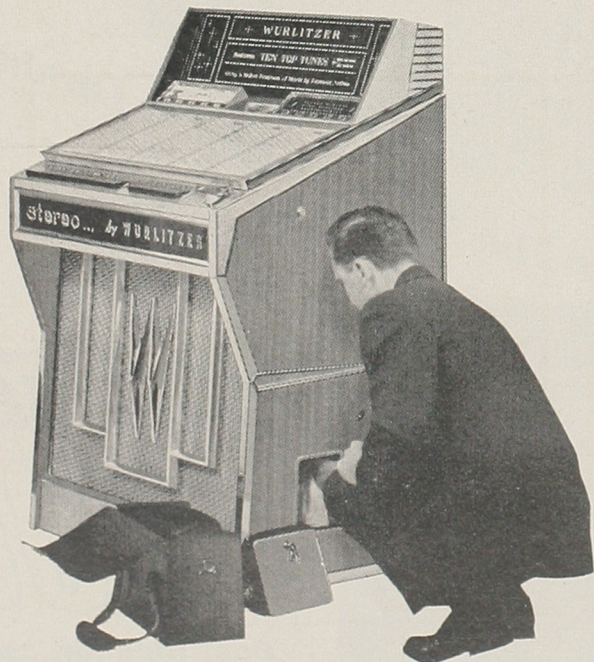


Invites you to come in
and learn why
it will prove tops in profits

Wurlitzer 2800

INDUSTRIAS RIOJAS, S.A.

Rosas Moreno 97
Mexico City, D.F., Mexico



Invites you to come in
and learn why
it will prove tops in profits

Wurlitzer 2800

Okinawa and Japanese Markets Grow

Cleveland Coin Exports Instrumental In Development of Japan's Coin Biz

CLEVELAND—Morris Gisser, President of Cleveland Coin International, this city, received several major importing representatives in his offices last week and the meetings culminated in good sized orders now being prepared for shipment to Okinawa and Japan.

Mr. Frank Pontillo, export-import representative, and Kojiro Takaesu, who heads three top importing firms in those countries, arrived in this country and called on various coin machine exporting firms while here.

According to Gisser, the importers

expect to take 400 juke boxes during 1964 as part of an advance plan of building routes in the Orient. Vending machine volume is also expected to climb in their area.

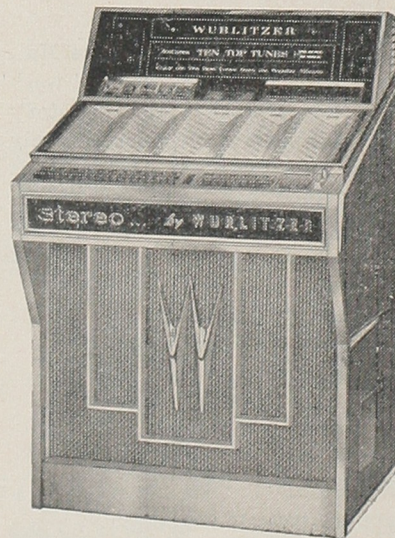
Takaesu enjoyed his first visit to the country, while Pontillo, a native of Wisconsin, renewed acquaintances with old friends. He has lived in Okinawa since 1950. Their three-week tour of the U.S.A. will end at the close of this week when Pontillo expects to arrive home in time for his wife's delivery of their expected baby.

COIN MACHINE IMPORTERS:

Frank Montillo (left) and Kojiro Takaesu, Asian import executives, during a visit with Cleveland Coin International's Morris Gisser in his offices last week.



Make The Swing To Higher Earnings...



with
the
Wurlitzer
2800

Best looking, best
sounding phonograph
ever built.

It's here for your inspection.

VALIANT AMUSEMENT INC.

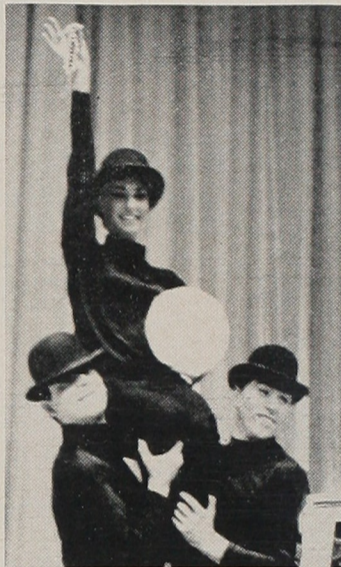
3129 East McDowell Rd.
Tel. 273-7144

Phoenix, Arizona

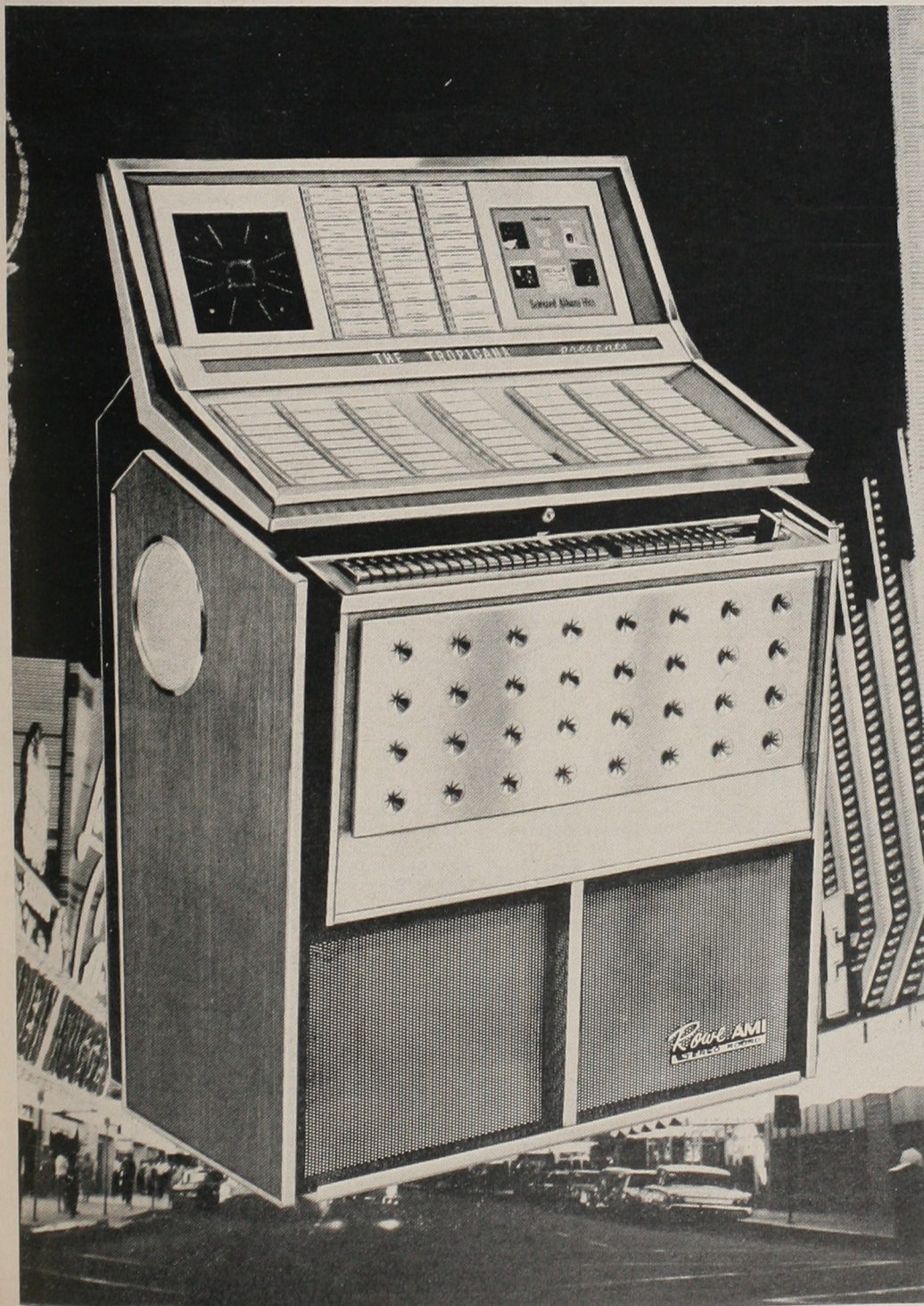
THE NEW ROWE AMI TROPICANA

brings you
"THREE-IN-ONE"
PROGRAMMING
TO SATISFY
ANY LOCATION!

Suddenly, any location becomes the focal point of exciting, big-time entertainment when the new *Tropicana* starts playing. This great new music-maker is an unbeatable money-maker. See it at your Rowe AMI distributor's now.



PHOTOGRAPHED AT THE TROPICANA, LAS VEGAS



**100 SELECTIONS! 160! 200!
ALL IN ONE PHONOGRAPH**

- Exciting New Styling
- Room-filling Stereo Round*
- Exclusive Self-Contained Speakers
- Dramatic Personalized Location Display
- Top Album Hit Feature
- Color, Motion, Salesmanship

*Pat. pending



**ROWE AC
MANUFACTURING**

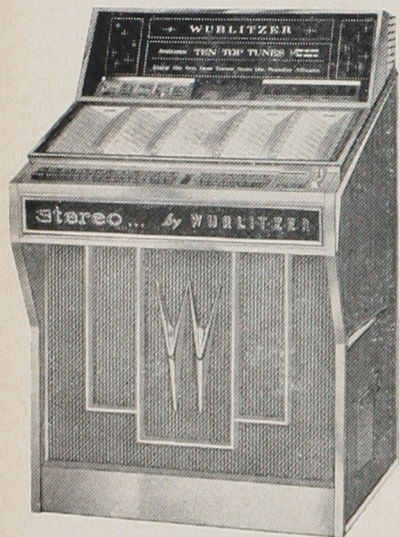
The Merchandise Mart, Chicago 54, Illinois

*Rowe sets the standards in
vending equipment, bill changers, music systems*



Eastern Flashes

Make The Swing To Higher Earnings...



with the Wurlitzer 2800

Best looking, best sounding phonograph ever built.

It's here for your inspection.

MUSICAL DISTRIBUTORS CORP.

1640 Bedford Ave.
Brooklyn 25, N.Y.
PResident 1-7000

841 Tenth Ave.
New York, N.Y.
JUDson 6-7782

THE WURLITZER COMPANY

154 So. Van Ness Ave.
San Francisco, California
WURLITZER FACTORY BRANCH



Invites you to come in
and learn why
it will prove tops in profits

Wurlitzer 2800

It's National Wurlitzer Week all over the country and if you haven't heard about it, stroll into **Harold Kaufman's** Musical Distributors' showrooms and take a look at the new Model 2800, Wurlitzer's pride and joy, which made its debut across the country this week. Kaufman's invite read "Monday through Saturday" for operator showroom showings, but this was an error. Actually, the Musical Distributors staff is planning on a "Monday thru Friday" show in both Brooklyn and New York City. All ops are invited.

John Bilotta held a preview showing in his Newark, NY offices last week and was delighted with the response. This week it's official in Albany, Syracuse and Newark showrooms where the '2800' will be premiered. "It's the finest machine I've ever seen," stated Bilotta in his usual modest but descriptive tones. **Jack Shawcross** is happy with line, as is **Bob Catlin**.

Al Rodstein and **Jim Ginsberg** will hold court at the North Broad St. showrooms of **Banner Specialty** in Philly all week long following an invitation to every op in the area to come in for a look at the '2800' and stay for a sandwich and a drink.

Mickey Anderson delighted with the new Wurlitzer line, now that he's entering into his first full year with the Tonawanda factory. Mickey and his son **Mike** expect big things from the ops in the Western Pennsylvania territory.

Irving Kaye, Howard, and Arnold, busy as bees all week long shipping the 1964 Deluxe Eldorado pool table line. Kaye does a big job nationally and sales will be even better than last year. Irving said up until now he didn't think the 4 1/2' x 9' model was an operator piece, but now that the large table has been on location he is satisfied that the three-piece slate table is "the simplest to install in the industry." The firm makes five models (see separate story).

Mike Munves is distributor for the American Shuffleboard pool table line in the metro NYC area. The factory makes the "Electra II" 6-pkt. table and after just two weeks of displaying the table, Munves reported excellent sales. **Sol Lipkin**, American's sales chief, talked with **Lou Dunis** up in the northwest, and he echoed top tourney collection reports from other "Imperial" shuffleboard distributors and ops around the country. "The tourneys are great, and the two-player, four-player action is amazing, ever since the pool tables hit," says Lipkin, who credits 6-pkt. pool with boosting interest in the shuffleboard business. Dunis does a big job with it in Alaska, and **R.C. Gilchrist**, Canadian distrib, sells large lots in the Montreal area.

Irving Holzman and his wife joined **United's Lyn Durant** for a holiday cruise down south and even though the weather was chilly everyone returned with a tan. Holzman called **United's Bill DeSelm** while we were in his office and ordered a trailerload of 'Bank Pools'. "So don't ask how the game is going," stated Holzman, "just count the games I've sold so far—it's our first hit of the year." The cruise was a 10-day affair and covered Palm Beach, Ft. Lauderdale and Miami Beach.

Operator Hy Jaffe claims that the fall-off in operator collections is due to the smaller number of patrons going into neighborhood bars, plus the fact that there aren't as many bars around town anymore.

Dave Marlin, **United East Coast's** serviceman, was kept hopping last week as **Sales Mgr. Lou Druckman** kept those machines moving. An entire crew moved a record number of used pieces for a 5-day period. The new 'Jill-Jill' shuffle is doing well, according to Druckman.

Joe Munves in NYC looking forward to going south for the winter meetings with the show and amusement park people. **Charlie Rubenstein** would like to see Auto-Photo prices go from 4 for 25¢, to 4 for 50¢ but the competition won't let him get off the ground. Uptown though, the major chains boosted the price and Rubenstein's arcades went right along with it. "We can't make money with this 1942 price," said Charlie.

Runyon's Lou Wolberg rang up a long list of games orders last week, talking with **Barney Ross**, the ex-prize fight champ, in between calls. The **Rowe AC** phono was getting a sales workout too from what we could see. Lou says the **Jersey** showrooms, with **Morris Rood** and **Myron Sugerman** keeping the machines moving, is doing better than ever. **Irving Kempner** was reportedly on the road, and **Perry Lowengrub** was away for the day. **Barney Sugerman** flying to Chicago periodically to watch progress out at the Bally plant where the announcement was made last week that the firm will premiere a new Slot Machine for London's A.T.E. show.

Larry Feigenbaum, **Albert Simon's** parts mgr., brought in some new equipment while we stopped, and advised that **Simon** and **Al D'Inzillo** have been keeping a steady vigil out at the U.S. Billiards pool table plant in Amityville. Reason is the increased production to fill orders in a wider area. D'Inzillo tells us that the demand is still greater than the supply of tables but volume is being upped this week and sales should increase proportionately. **Harry Koepfel** reported continued good sales on **Rock-Ola**.

Si Redd and **Bob Jones** are together at their new address in Watertown, Mass., a suburb of Boston. Jones was with **W.S. Distributing** for a while but is now permanently with **Redd** as the veteran coinmen build music-amusement and vending sales in the New England area.

Abe Lipsky, **Lisky Distributors**, following medico advice and leaving the office at 4:00 PM each day for a bus ride (no more driving) which takes him home in style.

Meyer Parkoff and **Murray Kayl** can expect another influx of interest and orders once the word is out that **Seeburg's** new Extended Bass Stereo Consolelette is another way in which more coins can be had from the same location. **Seeburg** broke with the new idea this week.

Looks as though the A.T.E. will be a success, as usual. We're getting the usual number of callers from out of town asking for the details. The dates are: Jan. 28-30. The place: London's New Royal Horticultural Hall. The price to stop: **Cash Box'** exhibit booth. The thing to do: Place an ad in our Feb. 1st issue (Special A.T.E. Edition) and give 3000 buyers the opportunity of seeing your advertisement.

The **New York State Operators Guild**, headed by **Mike Mulqueen**, will hold its monthly meeting and dinner at **Nick Beni's Anchor Inn** on Jan. 15. If you're in **Poughkeepsie, N.Y.**, on that date be sure to visit with the upstate coinman. Starts at 7:30 PM.



Chicago Chatter

The Wurlitzer Company is certainly starting off 1964 with big news in the music field, with the gala introduction this week of the new Wurlitzer model "2800" coin-operated phono. First Music Company is feting the local operators with a showing of model "2800" Monday, Tuesday and Wednesday (Jan. 13-15, in the distrib's showrooms. Hosts are Prexy Joe Kline, Sam Kolber, Fred Kline, Cliff Mueller, Lionel Renard, Dennis Zimmy, Kathryn Ireland and Analee Perlik. Bert Davidson and C. B. Ross will represent Wurlitzer.

Sincerest heartfelt sympathies to Bill DeSelm, of United Mfg. Co., and his family on the death of his mother, Mrs. A. W. DeSelm, in Kankakee, Ill. last Monday evening. Funeral arrangements were Thursday afternoon, Jan. 9, in Kankakee. Bill's dad passed away several years ago.

There was a huge gathering of music and vending operators from a wide area on hand at World Wide Distrib's Tax Information Luncheon Meeting, last Wednesday, Jan. 8, in the Water Tower Inn. Hosts were Nate and Eva Feinstein, Harold Schwartz, Irv Ovitz, Fred Skor, and World Wide's Dorothy Cairns. On the dais were tax specialists Sam Millman, Neil Kaplan, Harold Minkus and David Bramson. Also in attendance were Richard Funk, legislative counsel for NAMA; and Bob Dunlap, vice president, midwestern regional director for the Seeburg Corp. . . . Speaking of NAMA: Carl Millman, of Milwaukee, last week moved up officially to the presidency of NAMA. He was elected to succeed outgoing prexy Louis Risman during the last national convention in Sept. of 1963 in Chicago.

We chatted with Chet Gore, of Exhibit Supply, last week, and he's excited about prospects for this year. He'll shortly into a "surprise package" to the industry. . . . Chicago Dynamic Industries is very optimistic about sales in '64. ChiCoin co-heads Sam Wolberg and Sam Gensburg expect the new "Firecracker" 2-player pingame and "Spotlite" shuffle alley to continue to sell very well. Mort Secure infos exciting, new equipment will always be standard procedure at ChiCoin.

The traffic picked up considerably with operators popping in all day, every day, at Empire Coin Machine Exchange, according to the "Big Bear" Joe Robbins, Chicago's favorite football fan. Among the popular sellers at Empire is the new Williams "Beat The Clock" flipper amusement game, sez Empire Coin owner Gil Kitt. . . . Williams Electronic Mfg. Prexy Sam Stern is getting ready to make that long jet trip to merrie olde England to take in the A.T.E. Conclave in London. Jack Mittel will be on hand in Columbia, S.C. for a service session on Williams amusement games, Thursday, Jan. 15, with field service engineer Norm Clark. Host for Peach State Trading, Williams' distrib, will be Jim Falk.

Another local coin machine exec to jet to Europe will be J. H. Keeney's Prexy Art Weinand. Art will take his lovely Kay along in celebration of their 25th wedding anniversary. During Art's absence Clayton Nemeroff, Keeney's sales chief, will mind the store. . . . Johnny Frantz is tickled over a \$150,000 government contract he acquired last week. He and Don Congdon informed us, over a sweltering steam bath, that they expect to up the contract considerably shortly.

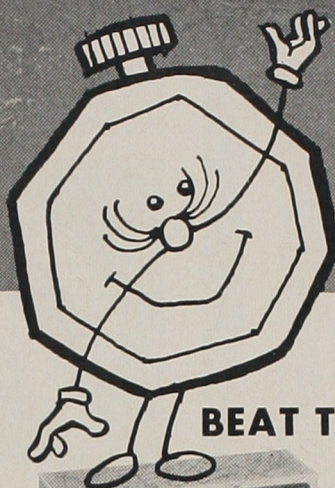
Many MOA problems, including appointing a managing director to replace Bob Blundred, will be aired and tackled by MOA's executive committee and board of directors, Jan. 16-18, in the Sherman House Hotel. Meetings will be chaired by Prexy Lou Casola and Ex-Pres. Harry Snodgrass. . . . A very busy firm this week was Rowe AC Services. We did learn that Rowe AMI's "Tropicana" phono is a stellar attraction all over the country. Vice Prexy Fred Pollak is very optimistic over this year's prospects for the huge firm.

Bill O'Donnell, president of Bally Mfg. Co., is just about at the packing stage for his jet trip to London for the introduction of Bally's new bell-fruit machine during the 20th Annual A.T.E. Convention, Jan. 28-30, in London's New Royal Horticultural Hall. During Bill's absence from Chi Herb Jones and other prominent Bally-ites will mind the store.

While Rock-Ola Executive Vice Prexy Edward G. Doris and Adchief George Hinker are as busy as usual these days, David Howle, vice president in charge of sales is setting a terrific pace at the Rock-Ola plant. . . . Rowe AMI "Tropicana" and Rowe vending machines are keeping Atlas Music people hopping, with scores of operators dropping in to chat with Eddie Ginsburg, Bob Fabian, Stan Levin, Bill Phillips, Chuck Harper and Joe Klykun. Anyway, Eddie is certain 1964 will break all records at Atlas Music in sales to ops.

We chatted with Hank Ross and "Iggy" Wolverton last week about Midway Mfg.'s new "Winner" amusement game. They gave us a crisp one word description of the game—WINNER! . . . Nate Gottlieb reports that Gottlieb's "Gigi" pinball amusement game is maintaining the usual high-selling pace "that Gottlieb pingames always excel in" in all domestic and overseas markets. . . . We tried to contact Roos Scheer, prexy of Western Trails, but Ross—the busy-man-in-motion—was as usual out selling kiddierides (natch!).

Ed Ruber and Denis Parsons inform us that the new Wico vending parts catalog is already a "best seller". Reaction was immediate, and they, including Wico Corp. Prexy Max Wiczer, Milt Wiczer and Morrie Wiczer are delighted. . . . There's big action at National Coin Machine Exchange, according to Mort Levinson, on export business, as well as on the sale of Gottlieb's "Gigi" pinball amusement game. . . . The sale of Marvel's "Slugger" counter amusement game continues well and unabated. And for that Marvel Mfg. Co. Prexy Ted Rubey and Estelle Bye are happy. There isn't any doubt in Ted's mind that 1964 will be a banner year at Marvel Mfg.



PACE SETTER! PROFIT MAKER!

from  Williams®

BEAT THE



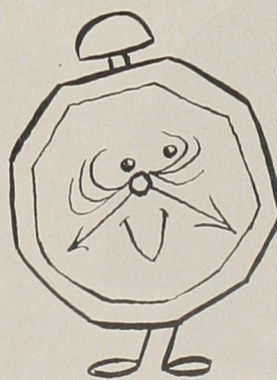
3 or 5 BALL SINGLE PLAYER GAME with 2 BALLS ON THE PLAYFIELD AT THE SAME TIME!



and
exclusive
williams features

- NEW DRUM UNITS — Fast Acting — More Positive
- NEW COIN SWITCH (Foolproof)
- NEW FINGERTIP CONTROLLED LATCH-LOCK PLAYFIELD
- NEW LARGER CASHBOX

HERE'S HOW—WILLIAMS DOUBLES-UP THE ENJOYMENT—BALL IN THE STARHOLE IS EJECTED BY A BALL THRU TOP ROLL-OVER OR IN EITHER SIDE EJECT POCKET, STARTING CLOCK WHICH RUNS UNTIL 1 BALL LEAVES PLAYFIELD — CLOCK REACHING "12" LITES 2 SIDE EJECT POCKETS TO SCORE SPECIAL AND LITES "6" IN CLOCK. CLOCK REACHING "6" WHEN LIT, SCORES SPECIAL.



- A-B-C-D LIGHTS TOP ROLLOVER FOR SPECIAL.
- 2 SPECIAL when lit KICKOUT POCKETS.
- 5 JET BUMPERS — 4 JET BUMPERS Score 10 POINTS, when lit.
- 4 FAST ACTING FLIPPERS for complete ball control.
- Plastikote finished playfield.
- Locked Cash Box. • Slug rejectors.
- Twin Chutes — Optional. • Number Match



Williams ELECTRONIC MANUFACTURING CORP.
4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS

Cable Address: WILCOIN, CHICAGO...NEVADA 2-4900

BUY THE BEST — BUY WILLIAMS



NEW FUN! NEW COLOR!



**Ultra-Fast Playfield Action
Means
More Points! More Play!
More Profit!**

- Lighting 7 red or 7 yellow bumpers lights side rollovers alternately for special scores and scores an advance
- Advances score specials and add bonus scores at end of play
- Five mystery buttons light for super score
- Two targets for high score
- Playboard Auto-Clamp
- Maximum security door lock
- Stainless cabinet trim
- Three or five ball play
- Double-size cash box
- Front moulding clamp
- Match feature

Ask your distributor for a feature demonstration!



New "Hard-Cote"
Finish Extends Playboard
Life to an All-Time
High!

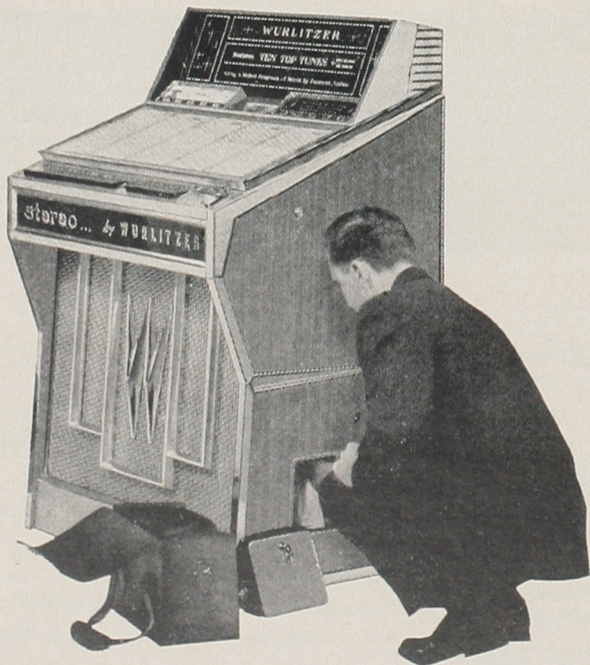


D. Gottlieb & Co.

1140-50 N. Kostner Avenue • Chicago, Illinois 60651

CONSOLIDATED MUSIC CO.

1062 North 7th St., Las Cruces, New Mexico
Jackson 4-4175



Invites you to come in
and learn why
it will prove tops in profits

Wurlitzer 2800

Seeburg Issues \$17 Million Notes

■ 5 3/8 % Promissory Notes
Payable Dec. 1, 1978



DELBERT W. COLEMAN

CHICAGO—The Seeburg Corporation has announced the issuance of \$17 million principal amount of 5 3/8 % promissory notes due December 1, 1978. Purchasers of the notes in equal amounts of \$8.5 million each were The Prudential Insurance Company of America and Northwestern Mutual Life Insurance Company.

Delbert W. Coleman, chairman of Seeburg, stated that \$9.5 million of the proceeds would be used to retire current bank loans that were obtained December 3 for the purpose of acquiring the Cavalier Corporation of Chattanooga, Tenn. The remainder of the proceeds are to be used for general corporate purposes.

Coleman said that the company could foresee no additional financing requirements in the near future because under the terms of the notes no payments other than interest are due for the first five years.

White, Weld & Co., investment bankers for Seeburg, participated in the placement of the notes.

First Coin '2800' Show Set For Mon., Tues., Wed.

CHICAGO — Joe Kline, president of First Music Company, Inc., an affiliate of First Coin Machine Exchange, distributors in this area for the Wurlitzer Company's music division, announced a gala premiere and presentation of the all-new Wurlitzer 1964 model "2800" coin-operated automatic phonograph, Monday thru Wednesday, January 13, 14 & 15, from 10:00 a.m. to 8:00 p.m., in the firm's showrooms on the northwest side of this city.

Co-hosts with Kline will be First Coin's Sam Kolber, Fred Kline, Cliff Mueller, Lionel Renard, Dennis Zimmy, Kathryn Ireland and Analee Perlik.

Wurlitzer will be represented by Bert Davidson, Wurlitzer's regional sales manager; and C. B. Ross, regional field service engineer.

Kline advised that a catered buffet will be served for guests constantly, during the three-day showing.

John C. Ray Passes Away

CHICAGO—The Intl. Assoc. of Amusement Parks informed the trade that John C. Ray, 52, IAAP Past 2nd Vice President, long time Board Member and noted amusement park and kiddie park designer, died of a heart attack following recent surgery at Scripps Memorial Hospital in La Jolla, California. Mr. Ray died on Sunday, December 29th.

Henry Kummer Killed

SPRING VALLEY, MINN. — Frank C. Kummer, Kummer Novelty Company, Inc., this city, has advised Cash Box that his brother Henry A. Kummer was killed in an accident on October 5th. The Kummer Novelty Company is a coin machine operating firm located in Spring Valley.

CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE 20 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$5.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

NOTICE—\$67 Classified Advertisers. (Outside USA add \$52 to your present subscription price). You are entitled to a classified ad of 40 words in each week's issue for a period of One Full Year, 52 consecutive weeks. You are allowed to change your Classified Ad each week if you so desire. All words over 40 will be billed at the rate of 20c per word. Please count words carefully. Be sure your Classified Ad is sent to reach New York publication office by Wednesday, 12 Noon, of preceding week to appear in the following week's issue.

Classified Ads Close WEDNESDAY

Send all copy to: CASH BOX, 1780 Broadway, New York 19, N.Y.

WANT

WANT—Picture glass for William Satellite. United Handicap Shuffle; United Bonus Shuffle. ALOUETTE AMUSEMENT CORP.—2350 DELORMIER, MONTREAL, QUE., CANADA.

WANT—45 rpm records. Please send list for quick reply. Masters also purchased. Please state what you have. PARAMOUNT RECORD CO.—16 CHERYL LANE—N. BETHPAGE, L.I. N.Y. (Tel. 516—MY 4-4178)

WANT—Used 45 rpm records. All types, as they run, right off the route. No sorting or picking. We pay freight from anywhere in USA. Standing order available for regular shippers. JALEN AMUSEMENT CO. INC.—1215 S. HOWARD STREET—BALTIMORE, MD. 21230.

WANT—Late Gottlieb & Williams Pin Games. also all types of Music Boxes and AMI 200 selection Hideaway. CLEVELAND COIN INTERNATIONAL — 2029 PROSPECT, CLEVELAND, OHIO.

WANT—Surplus 45 rpm records. We buy large quantities, on a very steady basis. We are the nation's foremost packager of promotional priced and packaged phonograph record packs. Bank references furnished, we are rated in D & B. NATIONAL BAG-O-TUNES, INC., 15 ALABAMA AVENUE, ISLAND PARK, L.I., N.Y. (Tel. 516-TU 9-9200).

WANT—Seeburg M100c, HF100R, VL200, 222S, AY160S, DS160S, Wurl: 1900, 2000, 2100, 2150, 2200, 2250, 2300S, 2400S, 2500S, 2600S, 2700S, Rockola 1448, 1454, 1455, AMI H200E, J200ES, Guns, Bowlers, Bingos. Rush offers to VICTOR HUGO—KONINGIN ASTRID-LAAN—49 MECHELEN, BELGIUM.

WANT—Used Spanish (Mexican, Puerto Rican) 45 rpm records. We pay 15¢ and the freight. KING SALES—1410 WASHINGTON ST.—BOSTON, MASS.

WANT—New records 45 rpm and LP's any quantity. Highest prices paid. All replies confidential and favorable to dj's, reviewers and Mfrg. with surplus inventories. RECORD SHACK, 274 W. 125th STREET, NEW YORK, N.Y. (Tel. UN 6-1600—area code 212).

WANT—Late Bingos, Gott: 2-4 players, Seeburg CV200, Large Ball-roller Bowlers. Unshopped, complete, working packed original cartons. We pay CASH in Dollars. Prices FOB nearest seaport. MAX LOBO & CO.—MEIR 23, ANTWERP, BELGIUM. (Tel. 33.81.33—cable LOBOMA).

WANT—Juke Box Operators. For a steady year round outlet for your used records. Manufacturers'. For your overruns and surplus LP's & 45s. Call or write. EASTERN RECORD SALES & DIST. INC., 751 10th AVE., N. Y. 19, N. Y. (Tel. CI 5-9469).

WANT—Panorams and Panoram parts. United Triple Plays Wanted. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO, CALIF. (Tel. HEMlock 1-1750).

WANT—We pay the highest prices for all Bally Bingos and Gottlieb Pinballs manufactured 1958 and up. Interested all brand new closeouts. Also arcade equipment. Cable or write to: HOLLAND-BELGIE, EUROPE SPRI., 276 AVENUE LOUISE, BRUSSELS 5, BELGIUM. (Cable address. HOBEL-EUROPE-BRUSSELS).

WANT—Bally Gun Smoke; C. C. Bull's Eye Drop Balls with 8000 feature; Midway Red Ball; Rock-Ola 1464; Super Jumbo; Keeney Black Dragon; Seeburg L-100. CROSSE-DUNHAM & CO.—350 GREENDALE ROAD—YORK, PA.

WANT—Music, games, vending. Call. ATLAS DISTRIBUTORS, 1024 COMMONWEALTH AVE., BOSTON 15, MASS. (Tel. RE 4-1384).

WANT—Seeburg Hi Fi C.V. 2-8 Speakers. TOLEDO COIN MACHINE. 814 SUMMIT—TOLEDO, OHIO.

WANT—Records, 45's and LP's, surplus, returns, overstock, cut-outs, etc. HARRY WARRINER, KNICKERBOCKER MUSIC CO.—453 McLEAN AVE., YONKERS, N.Y. (Tel. GReenleaf 6-7778).

WANT—Buckley track Odd, Bally Grandstand and Kentucky One Balls, Evans Races, Standard and Sun Chiefs, and similar type machines, also used American Imperial 22-ft. Shuffleboards. SASKATCHEWAN COIN MACHINE, 1025-104th ST., NORTH BATTLEFORD, SASKATCHEWAN, CANADA.

WANT—Attention: Distributors and record shops. There's Gold on your shelf. Want 45 rpm records up to 10 years old. Highest prices paid anywhere. Up to 43¢ each—our choice. BIG JOHN RECORDS, 687 WASHINGTON ST., BOSTON, MASS. (Tel. 338-7426).

WANT—Need Gottlieb Pingames and Seeburg Phonographs (V-200's and more recent models). Quote prices F.O.B. nearest seaport. VERHEDA P.V.B.A. KRONENBURG-STRAAT, ANTWERP-BELGIUM. CABLE ADDRESS: VERHEDA.

WANT—New 45 rpm records. No quantity to large or small. We pay the highest price, plus all freight. Also over-run return hit records. Contact immediately for quick transaction Call Collect. SUTTON RECORD CO. 34 EAST 14th STREET NEW YORK, (Tel. CH 2-3250).

WANT—We pay cash as always for: Seeburg; Wurlitzer; AMI and Rock-Ola music. Gottlieb Pins; Arcade equipment; Bally Bingos; Write or cable: PALMER AT BELINSTRACO—31 SOMERSTRAAT—ANTWERP 1, BELGIUM.

WANT—For resale: Seeburg and Wurlitzer Phonographs, Games. Send inventory and lowest cash prices. HASTINGS DIST. CO. INC.—6100 WEST BLUEMOUND ROAD—MILWAUKEE 13, WISC.

WANT—Any age used 45 RPM records. Tell us what you have. We pay all freight from anywhere. We pay highest prices. Try us and profit. Don't wait! Write us today! MUSIC SERVICE CO., 424 E. Broad St., Richmond 19, Va.

CLASSIFIED ADVERTISING SECTION

WANT—Juke Box operators for a steady year round outlet for your used records. We pay freight. Top prices, manufacturers no quantity too large. LP's or 45's. Call or write. BULLDOG DIST. INC.—33 SPRING ST.—LYNN, MASS. (Tel. 593-3920).

WANT—Attention Distributors, Operators! We pay cash for used juke boxes, all makes of pinballs, shuffles, bowlers, guns, guns, arcade equipment. Forward list to: IMPERIAL COIN MACHINE CO.—498 ANDERSON AVE.—CLIFFSIDE PARK, NEW JERSEY.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO DIST. CO., 4135 W. ARMITAGE, CHICAGO 39, ILL. (Tel. Dickens 2-7060).

WANT—Your used or surplus 45 rpm records, also new surplus LP's. We buy all year 'round and pay top prices. No lot too large or too small. We pay freight. BEACON RECORD DIST. INC., 725 BRANCH AVE., PROVIDENCE, R.I. (Tel. UNION 1-7500. Jackson 1-5121).

WANT—Special Attention! Please note our new address and phone number (eff. Jan. 1st!) We want all makes and models Pool Tables; Late Shuffles. For sale or will trade: Bally 3-In-Line; Cue-Tease; Spinner, Chi-Coin Riot Gun; Southland Speedway. All new in original crates at drastically reduced prices. REDD DISTRIBUTING CO. INC.—70-80 COOLIDGE HILL ROAD—WATERTOWN, MASS. (Tel. WA 6-2550)

FOR SALE

FOR SALE—Gott: Atlas \$225; Slick Chick \$325; Seeb: B's \$125; Lucky Ball Bowler \$125; Muto, Lord Prayer \$75; Un. Carnival Rifle \$125; Genco Rifle Gallery \$100; Wurl: Wallboxes, 5210 \$44.50; 5207 \$25; GRECO BROS. AMUSE. CO. INC.—1288 BROADWAY—ALBANY, N.Y. (Tel. HOBart 5-0228).

FOR SALE—Bally: Silver Sails \$925; Golden Gates \$800; Can Cans \$675; Lidos \$675; Beauty Contests \$110; Skill Parades \$75; Gott: Gauchos \$460; Tropic Isles \$215; Oklahomas \$375; Williams: Tom Toms \$325; Mardi Gras \$425; El Toros \$370; Major Leagues \$340; Chicago Coin: Sun Valleys \$355; Citation Bowlers \$525; All Tech: Musical Ferris Wheels \$425; Indian Scouts \$390; Capitol Projectors Auto Test \$525; NEW ORLEANS NOVELTY CO.—1055 DRYADES STREET—NEW ORLEANS, LA. (Tel. 529-7321).

FOR SALE—Registered for export. 10 Red Arrows \$135 ea.; 6 Trail Blazers \$150 ea.; 1 Jamboree \$135; Lotta Funs \$195; Shoota Lines \$425; D & L COIN MACHINE CO.—BOX 1713—HARRISBURG, PA. (Cable address DALCOIN).

FOR SALE—33 1/3 Top Talent Brand New Albums—Five in a pack @ \$2.40 each. Italian 57" Cue Sticks @ \$33 per doz., 52" @ \$25 per doz.; 2 1/4 Belgium Balls @ \$19.95 per set.—MILLER NEWMARK DIST. CO.—3767 EAST 28th STREET—GRAND RAPIDS 8, MICH.

FOR SALE—Specials: Completely reconditioned: Keeney Old Plantation \$175; Star-time \$195; AMI-F80 \$145; F120 \$165; JCH 100-M \$245; Seeburg V200 \$150; Wurl: 1900 \$195; 2104 \$295; 2310 \$445; United Big Bonus Shuffles 8 1/2" \$295; 3 Way \$345; MICKEY ANDERSON AMUSE. CO.—314 EAST 11th STREET—ERIE, PA. (Tel. CLendale 2-3207)

FOR SALE—All new automatic shoe-shine machine. Genuine horsehair brushes—special neutral cake wax. 1/4 H.P., 60 cycles, 100 V.A.C. General Electric motor. \$350; MIKE MUNVES CORP.—577 10th AVENUE—NEW YORK, N.Y. 10036 (Tel. BRyant 9-6677)

FOR SALE—Guns cleaned, reconditioned ready for location. Genco Circus \$125; Williams Vanguard \$140; Chicago Coin Worlds Fair \$425; Genco Wild West \$125; Williams Hercules \$175; Bally Sharpshooter \$225; UNITED DISTRIBUTORS INC.—902 WEST SECOND STREET—WICHITA 3, KANSAS.

FOR SALE—Embassy S/A \$595; Zenith S/A \$225; Want: United Rumpus; Chi-Coin Citation: Wurlitzer Model 5250 W/B—MOHAWK SKILL GAMES CO. 67 SWAGGERTOWN ROAD—SCOTIA 2, N.Y. 12302

FOR SALE—We have a choice selection of late Williams Two Players. Write for prices. MID-WEST DIST., 709 LINWOOD BLVD.—KANSAS CITY, MO.

FOR SALE—Rock-Ola 1493 Princess \$650; AMI L-200 \$725; Cont. 1 \$575; Lyric \$475; K-100 \$525; W-80 WB \$20; WQ-200 \$49.50; Wurl: 2300 \$400; Seeb: 3WA WB \$49.50; BIRD MUSIC DIST. INC.—124-126 POYNTZ AVE.—MANHATTAN, KANS.

FOR SALE—Cig. Machines Corsair 30 \$119.50; Continental 30 \$219.50; Route Ready Corsair \$149.50; Continental 30 \$249.50; Reconditioned and painted. Apco Soda Shoppe 4 D Ice \$895; Cola Spa Soda 3 D complete \$95; AUTOMATIC SELLING ASSOCIATION—12 WATERFORD ROAD—ISLAND PARK, N.Y. (Tel. 212—GE 1-3321).

FOR SALE—New kiddie rides Southland Traveling Pony; X17 Space Ship; Traveling Dinosaur; Top locations available. write or phone. WESTERN TRAILS AMUSE. CO.—132 SHAKER ROAD—EAST LONGMEADOW, MASS. (Also 3249 N. BROADWAY CHICAGO, ILL. (Tel. DI8-2900)

FOR SALE—For export! Sweet Shawnee, Big 3, Flashback, Wildcat, Twist, Laguna Beach, Circus Queen; CROSSE-DUNHAM & CO., 350 GREENDALE ROAD, YORK, PENNSYLVANIA.

FOR SALE—United 16' Falcon B.A. \$450; 16' Playtime B.A. \$225; 16' Bonus B.A. \$200; 16' Jumbo B.A. \$195; Silver Roll-Down \$595; Super Slugger Baseball \$95; Shuffle Baseball (floor sample) \$595; Chicoin: 6-pl; Midway DeLuxe Shooting Gallery \$225; Skee-Fun \$225; CENTRAL OHIO COIN MACHINE EXCH. INC.—858 N. HIGH ST.—COLUMBUS, OHIO. (Tel. AX 4-3529).

FOR SALE: For export—Bally Beach Beauty, Big Show, Broadway, Beauty Contest (new), Gott. World Champ, Turf Champ, Midway Joker Ball, Bally Bank Balls (new). NOBRO NOVELTY, 142 DORE ST., SAN FRANCISCO, CALIF. MA 1-5438.

FOR SALE—Bally Shuffles: ABC Super, Deluxe, Congress, Whiz and Speed United Shuffles; Eagles and Atlas. GLOBE DIST. CO. INC., 2330 N. WESTERN AVENUE, CHICAGO 47, ILL.

FOR SALE—50 recorded songs only \$3.00. Many great songs by favorite artist, our choice. New records, guaranteed. State style of music preferred—Pop, R & B or Country. Offer good only U.S.A. No C.O.D.'s. RHYTHM RECORDS—BOX A—ARCADIA, CALIF.

FOR SALE—Distributors of Bally, Gott; Williams, Chicago Coin, etc.; Bingos; Novelties; Kiddie Rides; Bowlers; Shuffles; Pool Tables; Arcade Equipment; Everything that takes a coin. Call or write NASTASI DIST. CO.—1055 BARONNE ST. NEW ORLEANS, LA. (TEL. 523-6386) Quickly.

FOR SALE—Cash for used Mills or Jennings slot machines. Machines can be shipped legally to Nevada. All inquiries will be confidential. Write or call WESTERN NOVELTY CO., 1995 DICKERSON ROAD, RENO, NEVADA. (Tel. FA 3-8546).

FOR SALE—1 new 408 Rock-Ola \$1075; 1 New 404 Rock-Ola \$925; 1 used 404 Rock-Ola \$850; 1 used AMI Lyric 100 \$450; 1 used Seeburg AY100 \$775; 1 used AMI J-20M \$395; 1 used AMI L-200 \$895; 1 new C.C. Grand Prize 16' Bowler \$1050; WAL-LACE DIST. CO.—P.O. BOX 75—MINERAL WELLS, TEXAS. (Tel. FA 5-3600 Area Code 817)

CLASSIFIED ADVERTISING SECTION

FOR SALE—Have your "Squirts Fun With Water" games factory reconditioned. Includes new scoring arrangement, improved pump, repair, refinish cabinet, replace worn mechanical parts. New machines made to order. Write: — AQUATIC PRODUCTS CORP.—3038 ALVERSTONE AVE.—LOS ANGELES, CALIF. (Tel. 645-1980).

FOR SALE—Pokerino nearly new with drop chute and knock off. Also have some older Pokerino games with push chutes. If you need parts for your Pokerino we have them. Write, JAMES TRAVIS, P.O. BOX 206, MILLVILLE, N.J.

FOR SALE—WE have a limited number of Keeney Venus bingos for sale at various attractive close out prices. Brand new. If any one is interested contact GENERAL SALES CO., LTD.—IRELAND ISLAND, BERMUDA.

FOR SALE—Bally Challenger B/A 13' \$325; Bally Lucky S/A \$150; Bally Mystic S/A \$75; United Deluxe Baseball \$375; Bally DeLuxe Club Bowler \$195; United Super Slugger Base \$125; United Handicap \$95; C.C. Red Pin \$125; Keeney Ranger Gallery \$125; United Regulation \$75; Bally A.B.C. \$75; AMI W-120 Wall Boxes (9) \$25; BETSON ENTERPRISES, INC.—3726 TONNELLE AVENUE—NO. BERGEN, NEW JERSEY.

FOR SALE—Registered for export: 15 Keeney's Red Arrows \$150; 1 Gott: Liberty Bell \$450; Gott: Oklahomas \$350; Assortment of Bally Bingo machines. Write D & P MUSIC—27 EAST PHILADELPHIA STREET—YORK—PA. (Tel. 81846).

FOR SALE—All chrome Wall Boxes, action closeout, immediate delivery. Seaburg 125 3W1, 100 Selection each \$15; 100 V3WA, 200 Selection each \$35. We buy, sell or exchange any make or model of Late Phonographs and Wall Boxes. Inquiries invited, lowest prices. SEACOAST DIST. CIN., 1200 NORTH AVENUE, ELIZABETH 4, N. J. (Tel. B18-3524-5)

FOR SALE—Coin changers: Twin-tube nickel, close-out at \$4.95; Dime and nickel comb. \$7.95; Kwik-Coin single tube 25¢, each \$5; WESTERN DIST.—1226 S.W. 16th AVENUE—PORTLAND 5, OREGON.

FOR SALE—Bingos; Silver Sails; Twists; Golden Gates; Lidos; Can Cans; Bikinis; Acapulcos; Circus Queens; Touchdowns; Roller Derbys; Laguna Beaches; County Fairs; Ballerinas; Sea Islands Carnival Queens, Etc. Foreign buyers only. STATE SALES & SERVICE CORP., 1005 E. BALTIMORE ST., BALTIMORE, MD. (Tel. DI 2-3055) Cable STASA

FOR SALE—All kinds of Fruit Machines, Jennings Standards and Mills High and Low Japs, Evans Races and Bangtails, Clover Bells, Draw Bells, Citation and Turf King One Ball Shopped for export. ATOMIC COIN MACHINE CO. BOX 4312, NORTH LAS VEGAS, NEV.

FOR SALE—Hi-Speed Super Fast Shuffle Board Wax. 24 one-pound cans per case. \$8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. Distributor for D. Gottlieb, ChiCoin. STATE MUSIC DISTRIBUTORS INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—100,000 new 45 rpm 6 months to 1 year old, \$10 per 100, \$95 per 1000. Also 25,000 EP's \$25 per C; \$200 per M; 12" LP's available \$100 per C; \$950 per M. RAY-MAR SALES CO., 170-21 JAMAICA AVE., JAMAICA 32, N. Y. (Tel. OLYmpia 8-4012).

FOR SALE—United Jumbo or Royal 16' Bowler \$75; Bonus 16' \$125; Duplex 16' \$175; Advance 16' \$200; ABC Tournament \$75; All are as is, not shopped. Have Guns, five balls, drink machines and cigarette vendors. Write or call. CENTRAL DIST. INC.—2315 OLIVE ST.—ST. LOUIS 3, MO. (Tel. MAL 3511).

FOR SALE—Shuffle Alleys: United Super Bonus \$95; Keeney Deluxe Challenge \$95; United Top Notch \$129; Ball Bowlers: Twin Bowler \$275; T.V. Bowler \$150; Classic Bowler \$150; Strike Bowler \$95; All of the above mentioned machines have been completely shopped and refinished. TRI-STATE DIST. CO.—CALLIER SPRING ROAD—P.O. BOX 615—ROME, GA. (Tel. 234-7123, Area code 404).

FOR SALE—Attention! We are the trade's largest suppliers of Pool Table supplies—slates, cues, balls, cloth, etc. Best quality, lowest prices, write or phone for our new catalog. EASTERN NOVELTY DISTRIBUTORS, 3726 TONNELLE AVE., NORTH BERGEN, N. J. (Tel. UNION 3-8627).

FOR SALE—Games & music of all kinds: Baseballs \$100 up; Pin Games \$75 up; S. Alleys \$50 up; Games \$125 up; Bally Horses \$200 ea; 6 for \$1000. Also used Vending & Cigarette Machines. Wire, write, or call! GABRIELSON & CO.—724 MEMORIAL DRIVE S.E.—ATLANTA 16, GA. (Tel. 525-7441).

FOR SALE—Relays—low cost, high quality, general purpose open style made to your specifications. Short run our specialty. Also electrical harnesses and switch stack assemblies. MARVEL MANUFACTURING CO., 2847 W. FULLERTON AVE., CHICAGO, ILL. (Tel. DI 2-2424).

FOR SALE—Gottlieb Pingames, Bally Shuffles-Bowlers, Small Ball Bowlers, United Shuffles-Bowlers. CALL VENDORS EXCHANGE INS., 1440 WEST 10th, CLEVELAND 13, OHIO (Tel. 861-1443).

FOR SALE—Seeburg V200's \$150 or five for \$695; Wurl: 2204 \$345; 2510 \$645; AMI H120 \$275; 1 120 \$325; J120 \$395; Continental 1 200 \$495; Continental 11 200 \$695; Bally Spinner and Table Hockey, make offer; direct overseas shipment from Port of Detroit. MARTIN AND SNYDER CO., 13200 W. WARREN AVE., DEARBORN, MICHIGAN. (Tel. LUzon 2-2300)

FOR SALE—Gott: 5 balls, Baseball Games, Uprights, Rock-Ola Jukeboxes and Seeburg 100 Wall Boxes. HALGREN DIST. INC.—1626 3rd AVE. MOLINE, ILL.

FOR SALE—All late model United Shuffle Alleys and Ball Bowlers. Sacrifice. UNITED EAST COAST CORP.—585 TENTH AVE.—NEW YORK, N.Y. (Tel. 6-6680)

FOR SALE—Mills & Jennings Fruit Machines all types and models, complete with automatic JacPots, in top condition. Will pack in wood for export. ALMAN ENT., BENDER WAREHOUSE, DICKERSON ROAD, P.O. BOX 4300, RENO, NEVADA.

FOR SALE—Wurl: 1800 \$225; Wurl: 2150 \$345; Wurl: 2200 \$495; Wurl: 2300 \$595; Wurl: 2400 \$695; Wurl: 2500 \$795; NORTHWEST SALES CO. of OREGON.—1040 S.W. 2nd AVE.—PORTLAND 4, OREGON. (Tel. 228-6557).

FOR SALE—Arcade films for coin operated machines. Pasties, pin-up, burlesque and art. Available in 16mm & 8 mm. ACKERMAN ENTERPRISES—P.O. BOX 1334—ESCONDIDO, CALIF.

MISCELLANEOUS

MISCELLANEOUS—30,000 professional comedy lines! Largest laugh library in show business. 36 books; over 400,000 copies sold! Used by 1,000 disc jockeys! Orben's Current Comedy our monthly topical gag service features deejay material each issue. Free catalog. Write: ORBEN DEE-JAY LAUGHS, 3536 DANIEL CRESCENT—BALDWIN HARBOR, N.Y.

MFRS. NEW EQUIPMENT CURRENTLY IN PRODUCTION

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AMERICAN SHUFFLEBOARD CORP.

Imperial Shuffleboard
Electra II 6 Pkt. Pool Table

AMERICANA BILLIARD CORP.

Tropicana Bumper Pool

AUTO-PHOTO CO.

Model 12 Studio \$3,245.00
V 2 Auto-Voice Recorder

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Star-Jet Pin (12/63)

Hootenanny Pin (11/63)

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Super 8 Shuffle (4/63)

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Bucky Bronco Kiddie Horse \$995.00
Deluxe Bally Bowler 16' lengths

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Firecracker 2P (12/63) Pin

Spotlite Shuffle 11/63

Official Spare Lite (Big Ball) (9/63)

Riot Gun (6/63)

CINEVISION CORP. OF AMERICA

Cinebox Movie-Music Machine

FISCHER SALES & MFG. CO.

Empress 101 (101")

Empress 92 (92")

Crown One Hundred (100")

Crown Ninety (90")

Crown Eighty Five (85")

Royal 90 (90")

Royal 76 (76")

Crown Fiesta—Reg. Bumper

J. F. FRANTZ MFG. CO.

Little Leager (12/62)

Double Header (12/62)

Save Our Business

U.S. Marshall 5¢ Gun

Kicker & Catcher

ABT Challenge Pistol

ABT Guesser Scale

ABT Rifle Sport

Aristo Scale

D. GOTTLIEB & CO.

Gigi (1P) (12/63)

PAUL W. HAWKINS MFG.

Rodeo Pony \$ 845.00

Ben Hur Chariot 645.00

Twin Quarterhorse 575.00

Derby Pony Jr. 550.00

Sam The Clown 395.00

IRVING KAYE CO., INC.

Deluxe Eldorado 6 Pkt. Series

Mark I, 77x45

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Mark III, 92x52

Mark IV, 106x58

Mark V, 113x63

Deluxe Satellite, 77x45

Deluxe Klub Pool

Regular 56x40

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Colorama 2P Pin (12/63)

MARVEL MFG. CO.

Slugger-Counter Baseball

(1¢, 5¢, 10¢)

MIDWAY MFG. CO.

Winner 2P (Novelty) (12/63)

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Caravelle (20 Col., 800 Packs) Cigaret

414S 100 Sel. (Capri II) Del. St.-Mon.

414S With St. Optional

418 160 Sel. (Rhapsody II) Del. St.-Mon.

418SA 160 Sel. (Rhapsody II)

With 7" LP Feature

1494 100 Sel. Wall Phono

1628 DeLuxe "Stereo Twins" Spkrs.

1629 "Stereo Twins, Jr." Spkrs.

1950 Remote Volume

Control Unit

1551 Universal Wall Box

Bar Bracket

1578 (160 Sel.) Wall Box

1584 (100 Sel.) Wall Box

ROCK-OLA I-VI CORP.

Model TRLB-M—Coffee, Hot Chocolate, Soup

Vendor—Batch fresh brew, modulator door

and light, 600 cup capacity, coffee 4 ways,

extra cream and sugar, whipped powdered

chocolate, liquid sugar, liquid soup, fresh

cream, with changer.

Model 1403-S—Coffee, Hot Chocolate, Soup—

Single cup fresh brew. 500 cup capacity.

Coffee 4 ways, extra cream and sugar,

with sugar and cream buttons a standard

feature. (Extra strong coffee button kit,

Model 2017, available for Model 1403-S.

Also available as Model 1403 without hot

whipped soup feature).

Model 1200—Coffee, Hot Chocolate, Soup—

single cup fresh brew. 500 cup capacity.

Coffee 4 ways, extra cream and sugar

buttons are standard.

Model 3402—Coffee, Hot Chocolate, Soup and

Tea—(Compact Model). Single cup, fresh

brew, serves coffee and tea 4 ways.

Model 3403—as above, without 4 way tea

feature.

ROWE AC SERVICES

Rowe-AMI L-200 Phonograph with Automic,

Stereo-Round (Plays 33-1/3-45 stereo or

monaural records, intermixed.) Has three-

in-one convertibility 200 selections, 160

selections, or 100 selections.

HAC-200 Hideaway, 200 Sel. Sel. Mon.

HEB-200 Hideaway, 200 Sel. Selective Stereo

CDA Stepper, CDD Stepper, WQ-100 100

Sel. W.B., WQ-100 100 Sel. W.B., WQ-120

120 Sel. W.B., WQ-200 200 Sel. W.B.,

WQ-200-1 200 Sel. W.B., Dual Price Play,

WQ-200-3 200 Sel. W.B., Dual Price Play,

4-coin Rejector.

F-10436 Bar Grip, W.B. Mounting Bracket

EX-600 Cylindrical Wall Speaker

EX-700 Wall Speaker

L-2130 Ceiling Spkr., Choice of Grille

Types Listed: L-2136 Random Pattern,

L-2136 Uniform Pattern, L-2605 Circular

Flush-Mount Grille

Riviera Cigarette, 20 sel. 800 pack.

Celebrity Cigarette Merchandiser, 14 selec-

tion, 510 cup capacity, modular line.

Celebrity Candy Merchandiser, 11 selections,

360 capacity, modular.

77 Candy Merchandiser, 11 sel. 360 cap.

Tasty 20 Candy Merchandiser, 20 sel. 560 cap.

Celebrity Pastry Merchandiser, 5 selection,

100 capacity, modular.

Celebrity Hot Food Merchandiser, 7 selection,

140 capacity, modular.

Celebrity All Purpose Merchandiser, 130 ca-

capacity, 130 selection, modular.

Celebrity Fresh Brew Coffee Merchandiser,

11 selection, 750 cup capacity, modular.

Celebrity Cold Drink Merchandiser, 4 selec-

tion, 1000 cup capacity, crushed ice feature

optional, modular.

Dollar Bil. Changer, 10 change combinations,

up to \$300 bank capacity.

Celebrity Condiment unit, accommodating

oven, can opener, ketchup, mustard, salt,

pepper, etc., modular.

Customic Background Music (Tape Car-

tridge)

THE SEEBURG CORP.

LPC-1—Stereo LP Console, 160 Selection

Phono.

LPC-1R—Stereo LP Console, 160 Selection

Phono., remote control.

All LP Consoles have the following stand-

ard equipment: Personalized, Album of

the Month Feature, Plays 33-1/3 and 45

RPM records intermixed, Album Pricing

and universal pricing system, Half Dollar,

Income Totalizer.

HLPC-1—Stereo LP, 160 Selection, Hide-

away Plays 33-1/3 and 45 RPM records

intermixed, Album pricing and universal

pricing system, Income totalizer.

DS160H—Directional Stereo, 160 Selection

Phono. With Artist of the Week Feature,

Universal Pricing, Plays 33-1/3 and 45

RPM records intermixed, Half Dollar, Re-

remote control optional.

SC-1—Stereo Console, 160 Selection.

Includes the following features: Person-

alized, Album of the Month, Album and

single pricing, Pushbutton volume control,

Remote selection, Twin stereo speakers

Remote income totalizer.

3W100—Wall-O-Matic 100, Single Pricing

TW1—Twin stereo wall speaker, 8 inch

TC1—Twin stereo corner speakers, 8 inch

TR1—Twin stereo recessed speakers, 8 inch

ERWC1-12—Extended bass corner/wall

speaker, 12 inch

PRV-2—Powered remote volume control

CC-2—Coin counter

BACKGROUND MUSIC

Enorel 750 Sel.

BMS-2—Background Music unit, 1000 sel.

BMC-1—Background Music Compact

BMC-A-1—Companion Audio

CIGARETTE VENDOR

4E3—Modular unit, 825 pack capacity.

4E3XM—Modular (less match unit) 825 pack

capacity.

4E4—Free Standing, Personalized, 825 pack

capacity.

4E4XM—Free Standing, Personalized (less

match unit) 825 pack capacity

COFFEE VENDOR

662-C—Seeburg/Bally Coffee vendor brews

coffee cup at a time. Coffee-Chocolate (dry

ingredients) 200 7 oz. cups. Selective: 5

664-D—Seeburg/Bally Modular Coffee Ven-

dor, Coffee-Chocolate (dry ingredients)



BALLY

PREMIERE PREVIEW

of

Bally[®]

AUTOMATIC PAYOUT

SLOT-MACHINE

WITH NEW ELECTRO-MECHANICAL FEATURES
DESTINED TO REVOLUTIONIZE SLOT-MACHINE OPERATION

BALLY

BALLY

LONDON Amusement Trades EXHIBITION

NEW HORTICULTURAL HALL
Westminster, London

JANUARY 28, 29, 30, 1964

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 60618, U. S. A.



BALLY

COIN MACHINE INVENTORY LISTS—USED EQUIPMENT

A Compilation of Phonographs and Amusement Machines Actively Traded On Used Coin Machine Markets—New Machines Are Listed Elsewhere in This Section

MUSIC MACHINES

AMI
D-40, '51, 40 Sel.
D-80, '51, 80 Sel.
E-40, '53, 40 Sel.
E-80, '53, 80 Sel.
E-120, '53, 120 Sel.
F-40, '54, 40 Sel.
F-80, '54, 80 Sel.
F-120, '54, 120 Sel.
G-80, '55, 120 Sel.
G-120, '55, 120 Sel.
G-200, '56, 200 Sel.
H-120, '57, 120 Sel.
H-200, '57, 200 Sel.
I-100M, '58, 100 Sel.
I-200M, '58, 200 Sel.
I-200E, '58, 200 Sel.
J-200K, '59, 200 Sel.
J-200M, '59, 200 Sel.
J-120, '59, 120 Sel.
K-200, '60, 200 Sel.
K-120, '60, 120 Sel.
Continental '60, 200 Sel.
Lyric, '60, 100 Sel.
Continental 2, '61, 200 Sel.
Continental 2, '61, 100 Sel.

ROCK-OLA

1436, '52, Fireball, 120 Sel.
1436A, '53, Fireball, 120 Sel.
1438, '54, Comet, 120 Sel.
1446, '54, HiFi, 120 Sel.
1488, '55, HiFi, 120 Sel.
1452, '55, 50 Sel.
1454, '56, 120 Sel.
1455, '57, 200 Sel.
1458, '58, 120 Sel.
1465, '58, 200 Sel.
1475, '59, 200 Sel. Tempo I
1468, '59, 120 Sel. Tempo I
1485, '60, 200 Sel. Tempo II
1478, '60, 120 Sel. Tempo II
1495, '61, 200 Sel. Regis
1488, '61, 120 Sel. Regis
1496, '62, 120 Sel. Empress
1497, '62, 200 Sel. Empress
1493, '62, 100 Sel. Princess

SEEBURG

M100A, '51, 100 Sel.
M100B, '51, 100 Sel.
M100BL, '51, 100 Sel.
Light Cab
M100C, '52, 100 Sel.
HF100G, '53, 100 Sel.
HF100R, '54, 100 Sel.
V200, '55, 200 Sel.
VL200, '56, 200 Sel.
KD200H, '57, 200 Sel.
L100, '57, 100 Sel.
201, '58, 200 Sel.
161, '58, 160 Sel.
222, '59, 160 Sel.
220, '59, 100 Sel.
Q-160, '60, 160 Sel.
Q-100, '60, 100 Sel.
AY1005, '61, 160 Sel.
AY1005, '61, 100 Sel.
DS 160, '62, 160 Sel.
DS 100, '62, 100 Sel.

WURLITZER

1250, '50, 48 Sel., 45 or 78 RPM
1400, '51, 48 Sel., 45 or 78 RPM
1450, '51, 48 Sel., 45 or 78 RPM
1500, '52, 104 Sel., 45 & 78 Intermix
1500 A, '53, 104 Sel., 45 & 78 Intermix
1600, '53, 48 Sel., 45 & 78 Intermix
1650, '53, 38 Sel.
1650A, '54, 48 Sel.
1700, '54, 104 Sel.
1800, '55, 104 Sel.
1900, '56, 200 Sel.
2000, '56, 200 Sel.
2100, '57, 200 Sel.
2104, '57, 104 Sel.
2150, '57, 200 Sel.
2200, '58, 200 Sel.
2204, '58, 104 Sel.
2250, '58, 200 Sel.
2300, '59, 200 Sel.
2304, '59, 104 Sel.
2310, '59, 100 Sel.
2400, '60, 200 Sel.
2404, '60, 104 Sel.
2410, '60, 100 Sel.
2500, '61, 200 Sel.
2504, '61, 104 Sel.
2510, '61, 100 Sel.
2600, '62, 200 Sel.
2610, '62, 100 Sel.

PINGAMES

BALLY
Acapulce (5/61)
Barrel-O-Fun (9/60)
Barrel-O-Fun '61 (4/61)
Barrel-O-Fun '62 (11/61)
Ballerina (6/59)
Beach Beauty (11/56)

Beach Time (9/58)
Beauty Contest (1/60)
Big Show (9/56)
Can-Can (10/61)
Carnival (11/57)
Carnival Queen (11/58)
Circus (8/57)
Circus Queen (2/61)
County Fair (10/59)
Crossroads (1/56)
Cue-Tease 2P (7/63)
Cypress Gardens (6/58)
Double Header (7/56)
Funspot '62 (11/62)
Flying Circus 2P (6/61)
Golden Gate (6/62)
Key West (12/56)
Laguna Beach (3/60)
Lido (2/62)
Lite-A-Line (2/61)
Lotta-Fun (9/59)
Miami Beach (9/54)
Miss America (2/58)
Moonshot (3/63)
Night Club (4/56)
Parade (6/56)
Queens (Beh., Is., Trop.) (3/60)
Roller Derby (6/60)
Sea Island (2/59)
Shoot-A-Line (6/62)
Show Time (3/57)
Silver Sails (11/62)
Sun Valley (7/57)
Target Roll (1/58)
3-In-Line 4P (8/63)
Touchdown (11/60)
Twist (11/62)
U.S.A. (8/58)

CHICAGO COIN

Sun Valley (8/63)
GOTTLIEB
Around Wld. 2P (7/59)
Atlas 2P (5/59)
Brite Star 2P (4/58)
Captain Kidd 2P (7/60)
Contest 4P (10/58)
Contl. Cafe 2P (7/57)
Cover Girl 1-Plyr. (7/62)
Criss Cross 1P (3/58)
Dneg. Dolls 1P (6/60)
Dbl. Action 2P (1/59)
Fair Lady (12/56)
Falstaff 4P (11/57)
Fashion Show 2P (6/62)
Flagship (1/57)
Flipper 1P (11/60)
Flipper Clown (4/62)
Flipper Cowboy 1-P (10/62)
Flipper Fair 1P (11/61)
Flpr. Parade (5/61)
Foto Finish 1P (1/61)
Flying Chariots 2P (10/63)
Gondolier 2P (8/58)
Hi-Diver 1P (4/59)
Kewpie Doll 1P (10/60)
Liberty Belle 4P (3/62)
Ltng. Ball 1P (12/59)
Lite-A-Card 2P (3/60)
Mademoiselle 2P (11/59)
Majestic (4/57)
Melody Lane 2P (9/60)
Mry-Go-Round 2P (12/60)
Miss Annabelle 1P (8/59)
Oklahoma 4P (2/61)
Olympics 1-P (9/62)
Picnic 2P (10/58)
Preview 2-P (8/62)
Qun. of Diam. (6/59)
Race Time 2P (3/59)
Rack-A-Ball 2P (12/62)
Rocket Ship 1P (5/58)
Roto Pool 1P (7/58)
Royal Flush (5/57)
Seven Seas 2P (1/60)
Showboat 1P (4/61)
Silver 1P (10/57)
Sittin' Pretty 1P (11/58)
Slick Chick 1P (4/63)
Spot-A-Card 1P (3/60)
Str. Flush 1P (12/57)
Straight Shooter (2/59)
Sunset 2-player (11/62)
Sunshine 1P (10/58)
Spr. Circus 2P (10/57)
Sweet Hearts 1P (9/63)
Sweet Sioux 4P (9/59)
Swing Along 2P (7/63)
Texan 4P (4/60)
Tropic Isle 1P (5/62)
Universe 1P (10/59)
Wagon Train 1P (4/60)
Whirlwind 2P (2/58)
Wld. Beauties 1P (2/60)
World Champ 1P (8/57)

KEENEY

Flash Back
Old Plantation (2/61)
Black Dragon
El Rancho Hacienda
Rainbow (6/62)
Go-Cart 1P (5/63)
Poker Face 2P (9/63)

PINGAMES (contd.)

WILLIAMS
Big Daddy 1P (9/63)
Big Deal 1P (2/63)
Black Jack 1P (1/60)
Casino 17P (10/58)
Club House 1P (10/59)
Coquette (4/62)
Crossword 1P (4/59)
Darts 1P (6/60)
El Toro 2P (8/63)
Fiesta 2P (12/59)
Four Roses 1P (12/62)
Four Star 1P (7/58)
Gay Paree (6/57)
Gldn. Bells 1P (9/59)
Gldn. Gloves 1P (1/60)
Gusher 1P (9/58)
Jig Saw 1P (12/57)
Jumpin' Jacks 2P (4/63)
Jungle 1P (9/60)
Kingpin (9/62)
Kings 1P (8/57)
Mardi Gras 4P (11/62)
Merry Widow 4P (10/63)
Music Man 4P (8/60)
Naples 2P (9/57)
Nags 1P (3/60)
Reno 1P (10/59)
Rocket 1P (11/59)
Satellite 1P (7/58)
Sea Wolf 1P (7/59)
Serenade 2P (5/60)
Skill Pool 1P (6/63)
Space Ship 2P (12/61)
Starfire (1/57)
Steeplechase 1P (11/57)
Swing Time 1P (5/53)
10 Strike 2P (1/58)
3-D 1P (11/58)
Tic-Tac-Toe 1P (1/59)
Tom-Tom 2P (1/63)
Top Hat (10/58)
Trade Winds (6/62)
Turf Champ (8/58)
Twenty-One 1P (2/60)
Valient 2P (8/62)
Vagabond (10/62)
Viking 2P (10/61)

SHUFFLES—BOWLERS

BALLY
Shuffles
ABC Bowler (7/55)
Jumbo Bowler (9/55)
King Pin Bowler (9/55)
ABC Spr. Del. (9/57)
All-Star Bowling (12/57)
All-Star Deluxe (2/58)
Lucky Shuffle (9/58)
Star Shuffle (10/58)
Speed Bowler (11/58)
Club Bowler (2/59)
Club Deluxe (5/59)
Monarch Bowler (11/59)
Official Jumbo (9/60)
Jumbo Deluxe (9/60)
Ball Bowlers
ABC Bowl. Lane (1/57)
ABC Tournament (6/57)
ABC Champion (10/57)
Strike Bowler (11/57)
Trophy Bowler (4/58)
Lucky Alley (8/58)
Pan American (6/59)
Challenger (9/59)
Super Shuffle (12/61)
Big 7 Shuffle (9/62)

CHICAGO COIN

Shuffles
Triple Strike (2/55)
Arrow (2/55)
Cr. Cross Targette (1/55)
Bonus Score (4/55)
Hollywood (5/55)
Blinker (8/55)
Score-A-Line (9/55)
Bowling Team (10/55)
Rocket Shuffle (3/58)
Explorer Shuffle (6/58)
ReBound Shuffle (12/58)
Championship (11/58)
Double Feature (12/58)
Red Pin (2/59)
Bull's Eye Drop Ball (12/59)
6-Game Shuffle (6/60)
Triple Gold Pin Pro (2/61)
Starlite (5/62)
Citation (10/62)
Strike Ball (5/63)
Ball Bowlers
Bowling League (2/57)
Ski Bowl 6 Plyr (11/57)
Classic (7/57)
TV Bowling Lg. (11/57)
Lucky Strike (1/58)
TV (with rollovers)
Player's Choice (9/58)
Twin Bowler (10/58)
King Bowler (3/59)
Queen Bowler (9/59)
Duke Bowler (8/60)

Duchess Bowler (8/60)
Princess (4/61)
Gold Crown (3/62)
Royal Crown (8/62)
Grand Prize (3/63)

SHUFFLES—BOWLERS

UNITED
Shuffles
Clipper (5/55)
5th Inning (6/55)
Capitol (6/55)
Super Bonus (9/55)
Deluxe model
Top Notch (10/55)
Regulation (11/55)
6-Star (10/57)
Midget Bowling (3/58)
Shooting Stars (4/58)
Eagle (5/58)
Atlas (8/58)
Cyclone (10/58)
Niagara (11/58)
Dual (1/59)
Zenith (6/59)
Flash (6/59)
3-Way (9/59)
4-Way (12/59)
Big Bonus (2/60)
Sunny (5/60)
Sure Fire (10/60)
Line-Up (1/61)
5-Way (5/61)
Avalon (4/62)
Silver (6/62)
Shuffle Baseball (6/62)
Action (7/62)
Embassy (9/62)
Circus Roll-Down (9/62)
Lancer (11/62)
Sparky (12/62)
Caravelle (2/63)
Crest (4/53)
Rumpus Targette (5/63)
Astro (6/63)
Ultra (8/63)

Ball Bowlers

Bowling Alley (11/56)
Jumbo Bowling (9/57)
Royal Bowler (12/57)
Pixie Bowler (8/58)
Duplex (11/58)
Simplex (5/59)
Advance (5/59)
League (10/59)
Handicap (11/59)
Teammate (12/59)
Falcon (4/60)
Savoy (5/60)
Bowl-A-Rama (9/60)
Tip Top (10/60)
Dixie (1/61)
Cameo
5-Star Bowling (5/61)
Classic (6/61)
Alamo (4/62)
Sahara (7/62)
Tropic Bowler (9/62)
Lucky (11/62)
Cypress (12/62)
Sabre (2/63)
Regal (4/63)
Fury (8/63)

WILLIAMS

Ball Bowlers
Roll-A-Ball (12/56)
6 Player
UPRIGHTS
AB Circus (5/56)
AB County Fair (3/57)
AB Circus Wagon
Wheels (12/58)
AB Galloping Dominos
AB Circus Play Ball (4/59)
AB Magic Mirror
Horoscope (11/59)
AB Mermaid (3/60)
Aquati Prod. Squoits (11/57)
B Jumbo (5/59)
B Sportsman (6/59)
B Jamboree (10/60)
B Super Jumbo (11/60)
CC Star Rocket (5/59)
GA Skeet Shoot (1/57)
GA Super Hunter (6/57)
GA Double Shot (4/58)
GA Wild Cat (12/58)
GA Spr. Wild Cat
GA Twin Wild Cat (7/59)
GA Super Wild Cat
Trail Blazer (12/60)
Twin Trail Blazer (2/61)
K Big Tent
K Spr. Big Tent (6/57)
K Shawnee (1/59)
K Big Roundup (3/59)
K Little Buckaroo (4/59)
K Del. Big Tent (5/59)
K Big 3 (5/59)
K Touchdown (9/59)
K Big Dipper (10/59)
K Twin Big Tent
Criss Cross Diamond (1/60)
K Red Arrow (4/60)

Sweet Shawnee '60
Black Dragon '60
K Twin Red Arrow (5/60)
K Flashback (6/61)

ARCADE

ABT 6 Gun Rifle Range
Air Football
Air Hockey
Auto Photo Model 9
Amer. Shuff. Situation (5/61)
B Undersea Raider
B Derby Gun (2/60)
B Bulls Eye Shooting Gallery (9/55)
B Big Inning (5/58)
B Heavy Hitter (4/59)
B Ball Park (4/60)
B Sharpshooter (2/61)
B Golf Champ (8/58)
B Bat. Practice (8/59)
B Skill Roll (B 3/58)
B Moon Raider (7/59)
B Target (10/59)
B Spook Gun (9/58)
B Skill Parade (1/59)
B Skill Score (6/60)
B Skill Derby (10/60)
B Del. Skill Parade (4/59)
B Table Hockey (2/63)
B Spinner (2/63)
Novelty
B Bank Ball (1/63)
Capitol Midget Movies
CC Bullseye Baseball
CC Basketball Champ
CC 4-Player Derby
C Goatee
CC Midget Skee Super model
CC Big League (5/55)
CC Twin Hockey (5/56)
CC Shoot The Clown
CC Stm. Shovel (5/56)
SS Batter Up (4/58)
CC Criss Cross Hockey (10/58)
CC Croquet (8/58)
CC Playland Rifle Gallery (8/59)
CC Pony Express (4/60)
CC Ray Gun (10/60)
CC Wild West (5/61)
CC Long Range Rifle Gallery (1/62)
CC All-Star Baseball (1/63)
CC Big Hit (10/62)
CC Pro Basketball (6/61)
Ex Gun Patrol
Ex Jet Gun
Ex Space Gun
Ex Pony Express
Ex Six Shooter
Ex Shooting Gal. (6/54)
Ex Star Shtg. Gal. (9/54)
Ex Sportland Shooting Gallery (11/54)
Ex "500" Shooting Gallery (3/55)
Ex Treasure Cove Shooting Gal. (6/55)
Ex Jungle Hunt (3/57)
Ex Ringer Ball (11/56)
Ex Pop Gun (9/57)
Ge Lucky Seven
Ge Sky Gunner
Ge Night Fighter
Ge 2-Player Basketball
Ge Rifle Gal. (6/54)
Ge Big Top Rifle Gallery (6/54)
Super model (12/55)
Ge Gun Club
Ge Wild West Gun (2/55)
Ge Sky Rocket Rifle Gallery (5/55)
Ge Championship Baseball (9/55)
Ge Quarterback (10/55)
Ge Hi Fly Baseball (5/56)
Ge State Fair Rifle Gal. (6/56)
Ge Davy Crockett (10/56)
Ge Circus Rifle (3/57)
Ge Motorama (10/57)
Ge Gypsy Grandma (5/57)
Ge Fun Fair (3/58)
Ge Space Age Gun (6/58)
Jungle Joe
Ke Air Raider
Ke Sub Gun
Ke Sportland
DeLuxe model
Ke Ranger (3/58)
DeLuxe Model (3/55)
Ke League Leader (4/58)
Ke Sportland
Ke Two-Gun Fun (3/62)
Mid Red Ball (5/59)
Mid Joker Ball (11/59)

(Midway, contd.)

Midway Bazooka (10/60)
Midway Shooting Gallery (2/60)
Midway Del. Baseball (5/62)
Mid. Target Gallery (7/62)
Mid. Carn. Tgt. Gtry. (2/63)
Mid. Slugger BB (3/63)
Mid. Rifle Range (6/63)
Mid. Raceway (10/63)
Mills Panorama Peek (11/54)
Munves Bike Race (5/58)
Munv. Sat. Trkr. (5/59)
Mu Atomic Bomber
Mu Ace Bomber
Mu Dr. Mobile
Mu Fly Saucers
Muto Lord's Prayer
Mu Photo (Pre-War)
Mu Photo (DeLuxe)
Mu Silver Gloves
Mu Sky Fighter
Muto Voice-O-Graph
Pre-War Model
Post-War Model
Mu K. O. Champ
Mu Drive Yourself
Mu Bang-O-Rama (4/57)
Philadelphia Toboggan
Skee Alley
Scientific Pitch 'Em
Seeburg Bear Gun
Seeburg Coon Hunt
Set Shot Basketball
Southland's Speedway (6/63)
Southland Fast Draw '63
Tequiz
Un Jungle Gun
Un Carn. Gun (10/54)
Un Bonus Baseball (3/62)
Un Bonus Gun (1/55)
Un Star Slugger (7/55)
Un Spr. Slugger (4/56)
Un Pirate Gun (10/56)
Un Yankee BB (3/59)
Un Sky Raider (10/58)
Wm. Del. BB (4/53)
Wm. Major Leaguer
Wm. Big Lg. BB (2/54)
Wm. Jet Fighter (10/54)
Wm. Safari (2/54)
Wm. Polar Hunt (3/55)
Wm. Sidewalk Eng (4/55)
Wm. King of Swat (5/55)
Wm. 4-Bagger (4/56)
Wm. Crane (10/56)
Wm. Penny Clown (12/56)
Wm. 1957 Baseball
Wm. 10-Strike (12/57)
Wm. Ten Pins (12/57)
Wm. Shortstop (4/58)
Wm. Pinchhitter (4/59)
Wm. Vanguard (10/58)
Wm. Hercules (2/59)
Wm. Crusader (6/59)
Wm. Titan (8/59)
Wm. Del. Bat. Champ (5/61)
Wm. Extra Inning (5/62)
Wm. World Series (5/62)
Wm. Road Racer (5/62)
Bally Champion Horse
Bally Moon Ride
Wm. Official Baseball (4/60)
Wm. Major League (3/63)
Wm. Voice-O-Graph 1962
KIDDIE RIDES
Bally Champion Horse
Bally Moon Ride
Pony Twins
Bally Space Ship
Bally Speed Boat
Bally Trnrvle. Trolley
Bert Lane Lancer Horse
Bert Lane Merry-Go-Round
B.L. Miss America Boat
Bert Lane Fire Engine
B.L. Whirlybird (3/61)
B.L. Moon Rocket (3/61)
Capitol Donald Duck
Capitol Elsie
Capitol Palomina Horse
Capitol See Saw
Chicago Coin Super Jet
Chicago Round The World Trainer
Deco Merry-Go-Round
Deco Space Ranger
Exhibit Big Broncho
Exhibit Mustang
Exhibit Sea Skates
Exhibit Space Patrol
Scientific Television
Scientific Boat Ride
Texas Merry-Go-Round
Exhibit Rudolph The Reindeer

the Wurlitzer

2800



Makes the swing to higher earnings



Model 2800
200 Selections

the Wurlitzer 2800

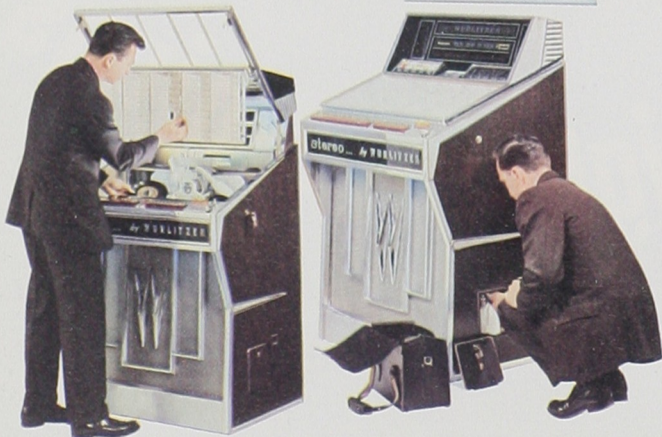


Available in 200 or 100 Selection Models

New Jet Age Styling

New Simplified Servicing

New Higher Earning Power



The Wurlitzer 2800, the best looking, best sounding phonograph we have ever built, is the latest product of a Wurlitzer policy deliberately established with the operator's interest in mind.

While brilliantly styled in step with the jet age, and incorporating many refinements and improvements over its predecessors, there are no changes just for change sake . . . no radical restyling aimed at depreciating the value of recent Wurlitzer models.

The Wurlitzer 2800 is a superb phonograph. Ingeniously designed to minimize service costs, it has more to offer the location owner, with an array of advanced features that makes it a favorite with patrons.

No words can adequately portray its beauty or define its ear pleasing stereophonic sound. Once you have seen and heard this splendid phonograph you will appreciate what Wurlitzer has done to make the Model 2800 a milestone in the history of instruments expressly created to make the swing to higher earnings.

Wurlitzer

The Only Phonograph Offering
the Extra Earning Power
of the
**TEN TOP TUNES
FEATURE**

Plus **LP ALBUM
SELECTIONS**

With a Wurlitzer Model 2800 you've got everything working for you that will turn music into money. A name that means music to millions. A prestige styling . . . a mechanism long recognized for its service-free performance . . . plus the greatest extra coin-coaxing features in jukebox history — Ten Top Tunes for Fifty Cents — with the versatility that makes it possible to play pre-selected album tunes from the top LP's. Or, should you prefer to program little LP's with three tunes per side, this optional feature is available.

Only Wurlitzer Has This Variety in
Play-Promoting Dome Displays



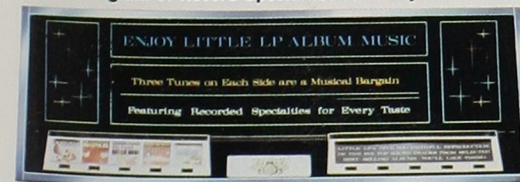
The Famous Ten Top Tunes



Adult Listening from Top Album Music



A Program of Record Specialties for Every Taste



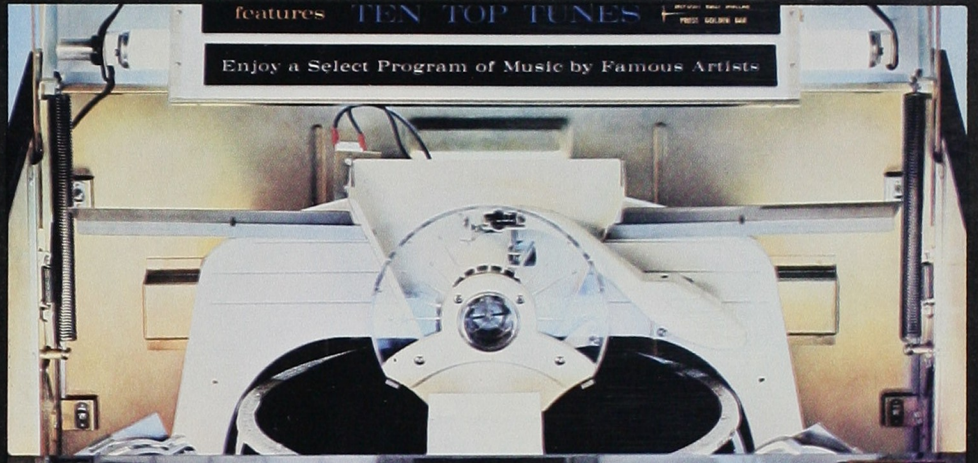
Little LP's with Three Tunes on Each Side

Backlighted Miniature LP Album Covers

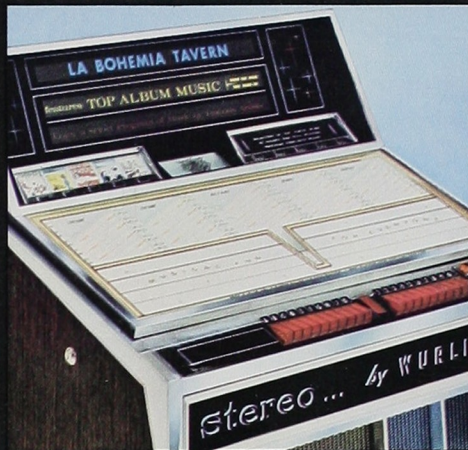


Play cases for miniature covers of programmed album tunes. If the phonograph is not set up to play LP Album Picks, these cases carry appropriate play-promoting messages.

Features



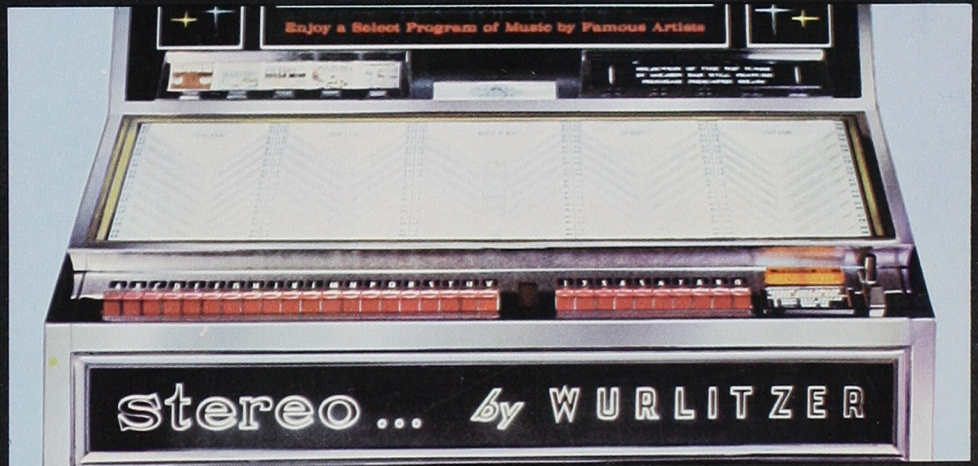
NEW SPRING-LOADED DOME — Unlock the dome and it lifts automatically to finger hold clearance. Raise to latch position with almost effortless action. It can't drop even if a spring should fail. As dome is opened, the title strip holder can be dropped into loaded position and is held firmly in place while strips are changed. Programming, record changing, needle replacement and tone arm adjustments are all quickly performed. Dome closes with the same hydraulic-like cushion action.



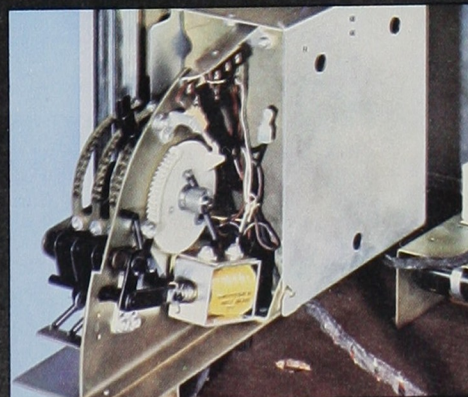
HUNDRED SELECTION DOME STYLING — This aerostyled silhouette of the Model 2810 one-hundred selection phonograph vividly depicts the complete die-cast frame which surrounds the program holder and the top display panel. This design, standard on both models, is accentuated by the Kashmir Walnut color of the grained Dinoweld side.



NEW COLORFUL GRILLE — Pastel lighted grille gleams with chrome finish. Die-cast "W" in tri-panel framing conceals skillfully created sound-ing board.



NEW STEREO PROMOTION PANEL — The words "Wurlitzer Stereo" on a three-dimensional glass panel call attention to the fine tonal qualities which patrons have come to associate with Wurlitzer.

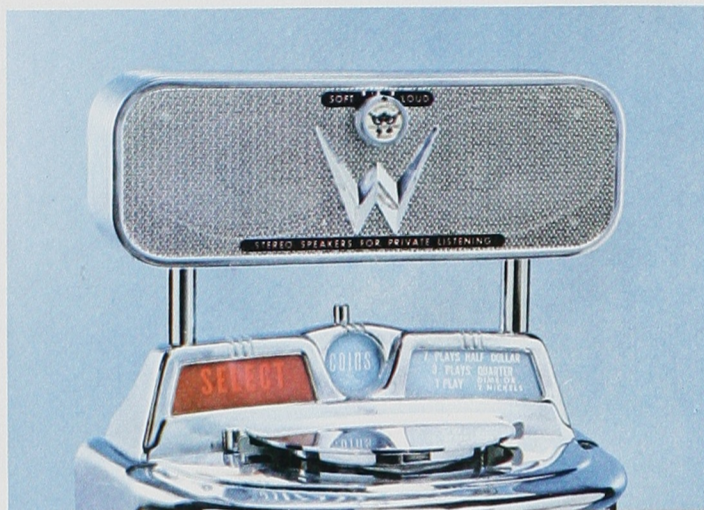


NEW IMPROVED PLAYRAK — The Wurlitzer 2800 incorporates an advanced version of the famed Playrak that accepts nickels, dimes, quarters and halves. It can be pre-set to offer from one to fifteen plays per coin.



RELAYS MOUNTED ON CONTROL CENTER — The Wurlitzer 2800 introduces a convenient relay control center on the junction box which contains the selector circuitry and is controlled by five plug-in relays. These relays can now be checked as you would check vacuum tubes — a feature that saves time, speeds service and eliminates a goodly percentage of costly call-backs.

Every Unit of Wurlitzer Remote Equipment is a Proven Contributor to Higher Operator Earnings



PRIVATE STEREO SPEAKER MODEL 5121

Pipes personalized music direct to patrons seated in booths, at counters or bars. Features volume control, twin 5" stereo speakers and slot loaded cavity to enhance low frequency response.



STEREO EXTENDER MODEL 5125

New wrap around grille in antique bronze finish features brass-plated zinc "W" and script "Stereo," brass moldings. Neutral finish top and bottom. A 6" x 9" oval speaker is set in a 20° fixed baffle. Treble and middle sound ranges extend stereo sound through location. Sold in pairs.

DIMENSIONS: 12" High, 14" Wide, 8" Deep.

STEREO DIRECTIONAL SPEAKER MODEL 5126

Uniquely designed to fill a variety of requirements. May be mounted on wall or in corner vertically or horizontally. Can be rotated 180°. Bronze metal grille, sturdy metal case. Neutral finish. Houses 6" x 9" speaker. Has fader control and matching transformer. Mounting brackets furnished. Packaged in pairs.

DIMENSIONS: 22½" High, 9¼" Wide, 8" Deep.



HALF-DOLLAR SINGLE COIN WALL BOX MODEL 5010

The already fantastic play-stimulating power of the Wurlitzer Ten Top Tunes feature gets an added boost from these wonderful little wall boxes. Only 6" wide, 9" high and 2¾" deep, they fit on bars, counters or in booths. Patron doesn't have to move from his seat to enjoy the programmed top tunes at the drop of a half-dollar coin. Deluxe chromed bracket permits eye-appealing installation, features Wurlitzer Crest with see-deep effect. Bracket also available in aluminum finish.



WALL BOX MODEL 5200-5250

Accepts all coins including half-dollars. Has credit indicator and coded key. Top-operated program pages and title strips illuminated top and bottom. Chromed die-cast case. Available as Model 5250 (200 selections) and Model 5200 (100 selections). **DIMENSIONS:** 15½" High, 11" Wide, 8" Deep.

BASIC PHONOGRAPH SPECIFICATIONS - MODELS 2800-2810

SIZE: Height 52½" Width 33¾" Depth 27⅝"

| RECORD CHANGERS | | SPEAKERS | SOUND SYSTEM AMPLIFIER | WEIGHTS | |
|---|--|---|---|-------------------|-------------------|
| Model 2800 | Model 2810 | Two 12-inch, one heavy duty and one mid-range. One 6-inch tweeter. Both models equipped with multipurpose sonotone pick-up with dual 7/10 mil. sapphire stylus. | Slide switch converts from monophonic to stereophonic sound system. Each amplifier contains automatic, two-channel, level control. Four-step, bass and treble controls for each channel. Balance control and manual loudness control. | Model 2800 | Model 2810 |
| 200 Selections from 100 33 and 45 seven-in. records | 100 Selections from 50 33 and 45 seven-in. records | | | Uncrated 355 lbs. | Uncrated 340 lbs. |
| | | WATTAGE: Complete 325 Standby 125 Maximum with auxiliary equipment 460 | | Crated 403 lbs. | Crated 386 lbs. |



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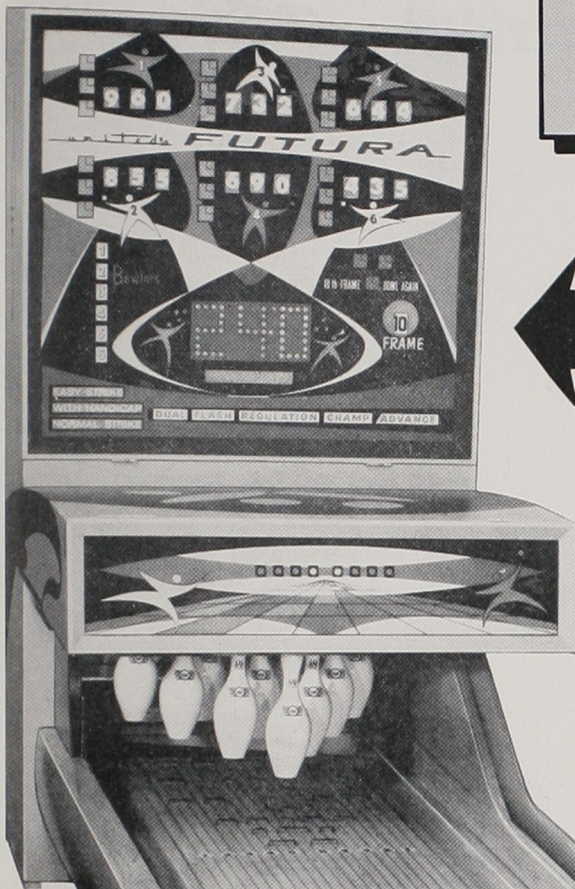
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"fumble-proof"

snap-in needle cartridge

...no screws!

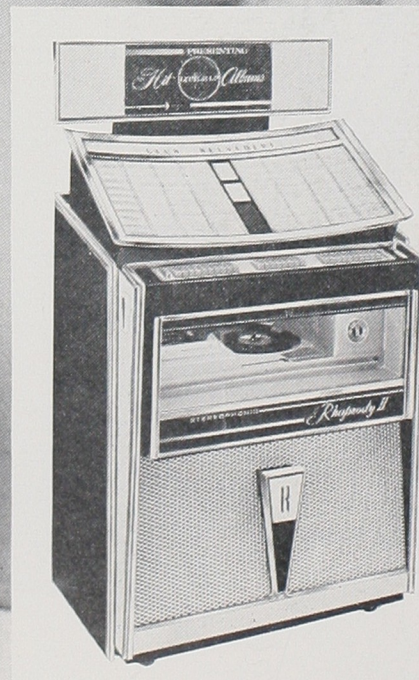


You can count on Rock-Ola for design simplicity!

A firm grip on profits depends on fast, easy servicing, long-term dependability. Which is our big reason for telling you about our "snap-in" needle cartridge. It isn't a new Rock-Ola feature. It isn't even the kind of feature most people would shout about . . . with so many other *big* features we could talk about. But it illustrates a very important point: that no matter how "insignificant" a single operative feature may seem, we've given it the same consideration we'd give, for example, to rebuilding the entire phonograph. If we can eliminate "nuts and bolts," we do it. If we can eliminate "spaghetti wiring" and improve a component by making it entirely mechanical, we do that, too.

Take our Mech-O-Matic changer. It lets you mix 33 $\frac{1}{3}$, 45 rpm, stereo, monaural, and *now* even 7" LP records in any sequence, any bank of records . . . with no use of wires or complicated mechanisms. It's so simple, so entirely mechanical, you'd probably have to see it to believe it!

We could tell you more . . . *much more* about the simplicity of design . . . the dependability . . . the fast, easy servicing of our new phonographs. But why not *see* them all . . . the Rock-Ola Rhapsody II and Capri II, now at your Rock-Ola distributor's!



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