

The BIGGEST Export News Story Is About To Break In Europe and Cash Box Will Be On Hand To Serve This 20th Annual A.T.E. Convention In London—Jan. 28th thru 30th.....

2800 ATTEND 19th ANNUAL A.T.E. LONDON COIN SHOW NEW EQUIPMENT DOMINATES EUROPE'S TOP CONVENTION

LONDON—The 19th Annual Amusement Trades Exhibition took place in London last week at the New Royal Horticultural Hall, Westminster. Once again the venue was transformed for the occasion into a business-pleasure garden where coin men from all over the world could meet and view the latest and best in coin operated equipment supplied by the leading manufacturers of three continents. The emphasis on quality rather than quantity, a noticeable feature at last year's show, was this year even more apparent. New equipment and new ideas were the order of the day with used and re-conditioned machines very much in the minority. Despite the rising costs of labour and materials many exhibitors this year "went to town" on their stands. A new level of presentation was established which not only maintained but further justified the growing reputation of the A.T.E. as the No. 1 show window for the European industry. The organizers deserve full marks for the success of this year's three-day convention and a special vote of thanks for the much improved catering facilities. The social aspect of this kind of show is all-important and the additional bars and lounges available this year provided a welcome haven from the noise and bustle of the Exhibition Hall.

Cold Weather Grips Town

Happily the London Transport strikes which preceded and threatened the success of the 1960/61 shows were

not called this year. However, many of our less fortunate American friends were seriously handicapped by the New York dock strike. One would-be exhibitor Urban Distributors, had to withdraw and several items of new equipment destined for the show failed to arrive in time. The major hazard this year was the weather. Although attendance figures have not yet been announced it seems likely that the final count will be slightly down on last year—not surprising with Britain and the continent still in the grip of the coldest winter for years. Nevertheless those manufacturers, distributors, operators, etc. who made the journey to London both from home and abroad were not disappointed. Ironically across the channel in Brussels the doors were finally closed on Britain's application to join the Common Market. Nevertheless coin men from the member countries were well represented together with those of other territories around the world—America, Australia, France, Germany, Belgium, Holland, Italy, Switzerland, Spain, Scandinavia, Denmark and Southern Rhodesia.

Multi-Players Dominate, Reflect Arcade Prosperity

As expected the trend this year was emphatically towards multi-players, multi-slots and electrification. The many new expensive and elaborately designed models in this category brought an air of affluence to the

show reflecting both the healthy prosperity of the arcade business and the technical advance in British design and manufacture. One of the most impressive and, at £1765 one of the most expensive, multi-players was the 3d Derby 20-player exhibited for the first time in London by The Crompton Patent Machine Co. The machine 6ft. in diameter in two-tone grey features 20 horses on a green base track—each game pays out six winners, three at 6d, two at 3d and one at 1/- . Another multi player designed to meet the arcade owners requirements for maximum play and minimum space was the 20 1d play Colour Roulette seen on the Mayfield Automatic stand. With red, green, yellow and white panels pay-outs of either 2-4-8-12 are paid on the winning light. Also on show a 15 player 3d play Roulette Space Race, a four player 1d play with back flash panel depicting rockets in flight from Earth to Venus. Strategically placed at the entrance to the hall were Millers (Multi-Slots) Ltd. who arrested the attention with a large range of attractive multi-slot, multi-player machines notably "The Newmarket ten panel, 50 slot 1d play with 2-4-6-12 pay-outs and "Fixed Odds," fifteen panel, 1d or 3d play with either 2-4-6-12 or 6-9-12 pay-outs. All the company's 3d play machines have bent coin ejectors. Krafts Automatic featured multi-slots of their own manufacture and orders

were taken to ensure maximum production for Whittam delivery. Multi-slots were also the main attraction on the stands of Philip Sheffras where the highlight was the twelve player 3d play Royal Ascot whilst Whittaker Bros. catered for the larger site owner with a double sided 40 slot, eight player 3d play Roulette Console with 6-9-12 pay-outs. For the third year in succession Streets Automatics drew the crowds with their sensational Wheel Em In machine and rifle ranges. However, another block buster with his automatic change giver, No stacking of coins is necessary—just throw a 100c odd coin in the "hopper" and the machine automatically sorts and supplies sixpences, threepences and pennies as required. Bent coins are automatically rejected. The International Coin Counting Company also introduced a new machine giving sixpences in exchange for either 2/- or 2/6d. In terms of change it has a capacity for 200 operations.

Cinebox A Show-Stopper

Another show stopper on exhibit for the first time was the Italian made Cinebox. Already proving popular in a number of coffee bars, hotels and holiday camps, the distributors, Filmbox Equipment Co. Ltd. are seeking to expand their locations to golf clubs, bowling alleys etc. with specially made instructional films to suit individual locations.

One of the most impressive stands was that of Ruffer and Walker. Occupying a complete island site one section was given over entirely to Rock-Ola where, against a Capri background, the latest "Rhapsody 100" and "Capri 100" phonographs were presented. Gordon Walker reported exceptionally high on-the-spot sales for both these machines. He also said there was a strong reaction to multi-slots particularly their own manufactured wall machine "Twinkle Toes". On a nearby stand Automatic Canteen Co. (Great Britain) Ltd. were showing the Rowe AMI 200 Selection stereo phonograph for the first time in London. Strong selling points are the eye catching kaleidoscopic moving panel, large illuminated piano style key board for selection and the personalisation panel. Also on show was the AMI Hideaway and 800 pack 20 selection Automatic Canteen cigarette vendor. Another phonograph to make a big impression was the Swiss made "Jupiter". The complete range was shown by Phonographic Equipment Ltd. The newly arrived 120 De Luxe model at £400 and the Console 96 at £285 proved so popular that supplies are being air lifted to meet the demand with minimum delay. Two juke boxes of German manufacture were also on show at the exhibition. The Symphonic 100 stereo of Th. Bergmann displayed by Symplay Ltd. also showed a full range of Bergmann equipment including the Arizona miniature shooting range and the 1d play

Monaco wall machine. The other German phonograph was the Eitec G100 selection described by the exhibitors, Eitec of West Berlin, as "the Volkswagen of the music box business." Already being exported to 21 countries Eitec are about to set up distribution in the United Kingdom. They also showed the Eitec 100 selection wall box. Not far away Auto-Slot Sales Ltd. highlighted their stand with the factory rebuilt Fanfare 60A juke box and the new Lowen-Automaten electronic reaction tester.

Bus Service Helped Seeburg, Wurlitzer Hotel Displays

A special bus service supplied by Seeburg (Great Britain) Ltd. and The Ditchburn Organisation transported hundreds of visitors from the A.T.E. to the Motyn Hotel where the two companies held a special exhibition of their own. The latest Seeburg models including the J.P. Console and the latest Wurlitzer models including the '2700' were on show.

Mar-Matic Displays From Double Deck Stand

Back at the Horticultural Hall fruit machines were well in evidence. Mar-Matic Sales Ltd. with the show's only two-decker stand was at once a landmark and a magnet for visitors. Jennings fruit machines including the Governor 6d play and the new "Penny Comet" were on show while Keeney

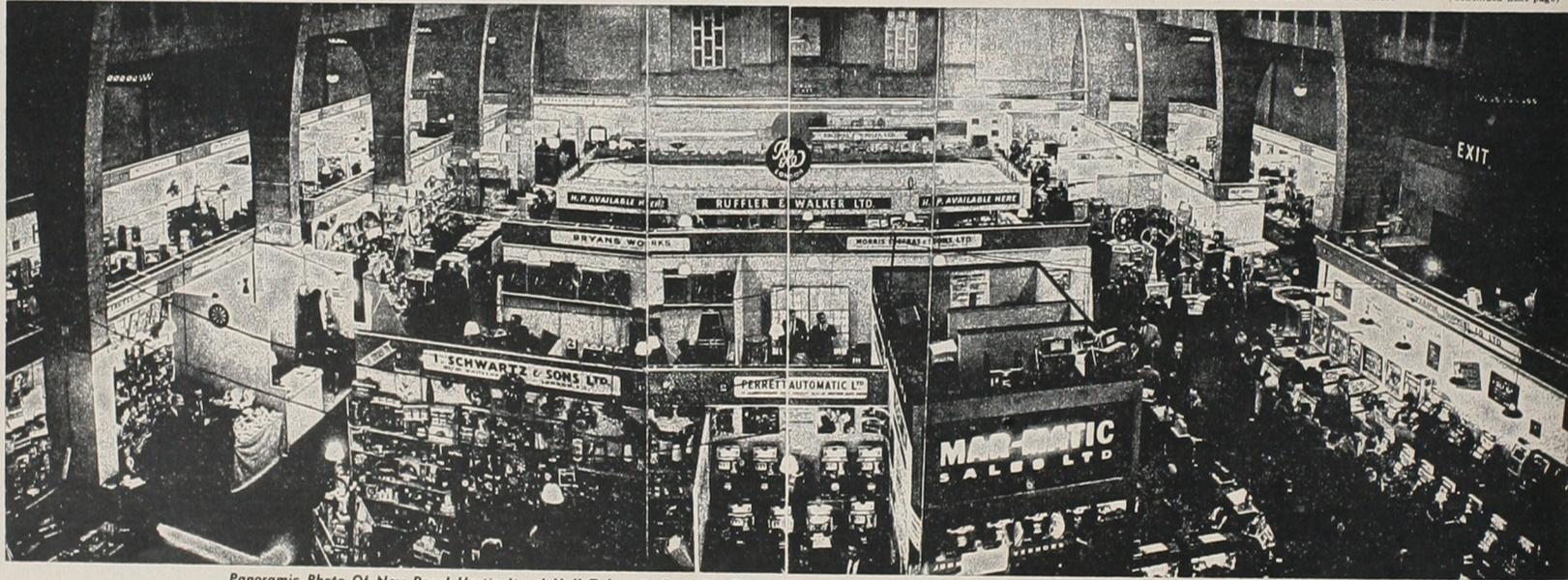
was represented with 'Hold And Draw' and 'Penny Twist'. Much interest was also caused by the new kiddie car Drive In Movie 6d play. Visitors to the Mar-Matic stand included Maurice Sykes, Director of the company, Jim Cherry, newly appointed Executive Sales Director for Continental Europe, Sid Feldman, Mar-Matic representative for U.S. bases in Germany, Bob Fisher, rep for Spain and France, H. T. Baker, Purchasing Agent for Keeney. Nearby on the Phonographic Equipment stand was exhibited a vast range of the latest Sega fruits. The greatest activity was centered around the 6d play, particularly Diamond Three Star, Mad Money, Bonanza Star Progressive Star—the latter being completely sold out before the exhibition closed. As usual in the fruit machine field a notable exhibitor was Ainsworth Consolidated Industries (Great Britain) Ltd. with one of the most attractive stands in the hall. General Manager Hal Eldridge reported brisk business in all machines particularly their latest dual play model which has already proved successful in Scandinavia. The machine takes money and tokens but only pays tokens. Another Australian fruit machine firm Jubilee Products caused considerable interest with their range of 6d, 3d and 1d play machines which feature live jackpot and token drop. Edwin Hall & Co., specialists in kiddie rides, once again occupied their usual position on the dias at the end of the hall. This year considerable interest was aroused with the latest

additions to their range, the Veteran Car, designed for the old fashioned child and for the modern tot Super Car, rocket machine, vintage 1970. Other familiar exhibitors in the kiddie ride field were R. G. Mitchell (Sales) Ltd. with an attractive 6d play Surf Rider speed boat and the Super Car Company (Coventry) Ltd. who once again displayed their tried and tested dodgem cars. In a wide range of 6d rides Robinson Partners (London) Ltd. included rocket ships, speed boats and animal rides. For children of all ages Major Matics repeated the success shown at Blackpool with their life size Mr. Top Gun. As in previous years the exhibition housed a large section of the latest bingo equipment and no fewer than 20 swag merchants.

Gensburg, Adickes, Schuyler Among Visitors

The many American visitors included Avron Gensburg of Chicago Coin Machine Company who rearranged his European schedule in order to attend and the familiar figures of Maurice Sykes of Mar-Matic and Clarence Schuyler, President of Games Incorporated, who was last here two years ago. Another familiar face this time from Germany was that of Mr. Adickes, Rock-Ola's European Distributor who, this year celebrates his 30th year with the firm and the 10th year of Rock-Ola's European operation. The occasion will be marked with jubilee celebrations to be held in Hannover.

(Continued next page)



Panoramic Photo Of New Royal Horticultural Hall Taken By Cash Box During 19th Annual A.T.E. Show. 2800 Visitors Were Recorded During 3-Day Exhibition.

Reprinted from Cash Box, February 16, 1963. Story reports on record-breaking attendance at 19th Annual A.T.E. Convention in London.

- More than 3000 International coin machine buyers are expected to attend from more than twenty different countries. The largest number of buyers for your equipment marked for export sales! Reach them all at once during the A.T.E. Convention when the ONLY International trade paper in the business to attend, Cash Box, is on hand at New Royal Horticultural Hall in London.

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ASHBY BRADFORD



ford was elected President of S.C.-C.O.A. during the Association's first meeting of its second year in existence (see page 75).

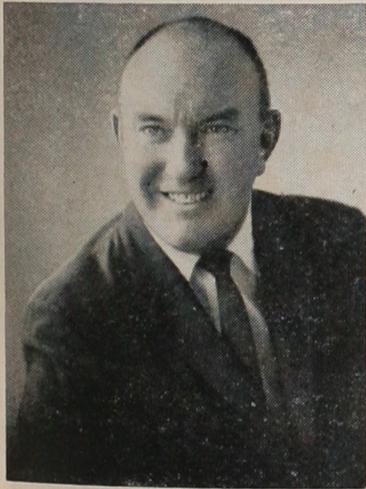
He is married, has four children—three boys, one girl.

The newly elected post is far from the first civic position Bradford has held. He is Past Commander of the Sumter, S. C. Veterans Of Foreign Wars. He is an active member of the American Legion, the Disabled American Veterans, the Lions Club; he is a Mason and an Elk.

Bradford heads the Bradford Music Company in Sumter and sees the objective of the South Carolina operators as a real challenge. Association leadership in the coin machine industry today, calls for top-level thinking and a broad background that is not limited in the political sphere of communication. The South Carolina State Legislature has already complimented S.C.-C.O.A. on its approach to various problems. The Association believes that Bradford can carry on in this tradition.

The newly elected President of the South Carolina Coin Machine Operators Association, one of the youngest but most aggressive trade associations in the country, has been in the coin machine business for nineteen years and is therefore an obvious choice for leadership in any coin machine organization. Ashby W. Brad-

School's In At Rowe-AMI's "Little Red School House"



STAN LEVIN

CHICAGO—Stanley Levin, sales manager of the Phonograph Division at Atlas Music Company, issued a call last week to music operators in this area to contact him to enroll their service personnel for the new, 1964 school term in the "Little Red School House," which is located directly across the street from the huge Rowe-AMI factory in Grand Rapids, Michigan.

The school term for the first quarter of 1964 includes the following dates: January 20 through January 24, February 17 through February 21,

and March 16 thru March 20. Subject for the new class period at the "Little Red School House" is Rowe-AMI's "Tropicana" coin-operated automatic phonograph.

Classes will again be conducted by "Professors" Cliff Biting and Gerard "Vady" Vadeboncour. Jerry Routzahn is school program coordinator.

As in past years, Rowe-AMI picks up the tab in Grand Rapids. All "students" have to concern themselves with is transportation to and from Grand Rapids, Michigan.

Fred Pollak, vice president in charge of sales and marketing for Rowe AC Services, has placed responsibility for the class scheduling with the Rowe AMI distributors in their respective territories.

So. Carolina Ops Meet

(Continued from page 75)

and includes membership in MOA, the national association. The next meeting will be held in Columbia's Jefferson Hotel on April 19. A representative of the South Carolina National Bank will be guest speaker.

New members of S.C.-C.O.A.'s Board are as follows: R. A. Green, Chairman; A. H. Connell, (2 yrs); B. T. Barwick (1 yr); G. M. Harrison (1 yr); James E. Trout (2 yrs); Hal J. Shinn (1 yr); John Flowe (1 yr); Horace Canady (2 yrs); J. C. Vandadore (1 yr); Roy S. Melvin (2 yrs); W. L. Blackwell (2 yrs); Clinton Bozard (1 yr); and L. F. Le-Sturgeon (2 yrs).

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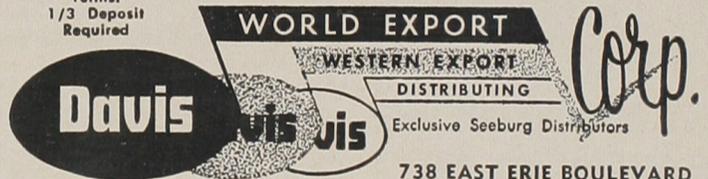
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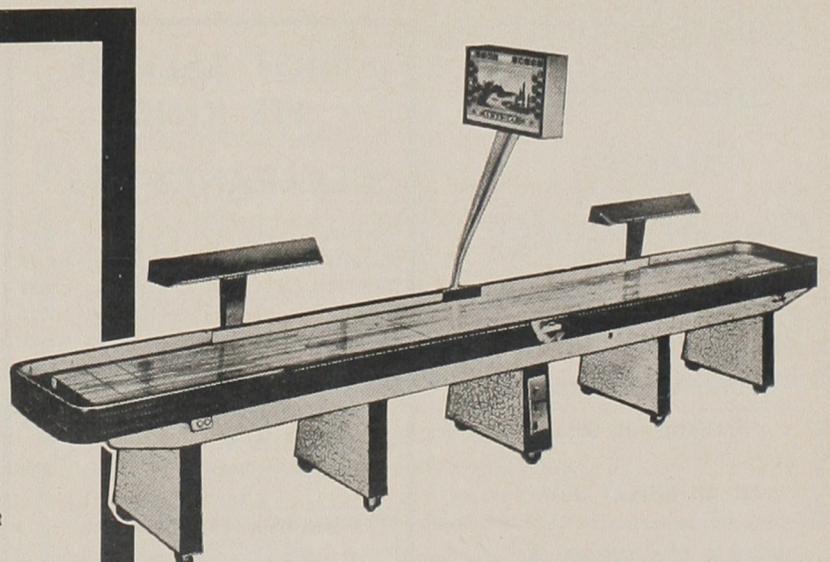
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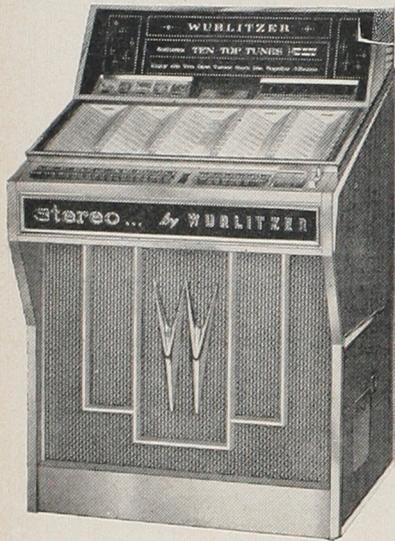
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Estey Electronics 'Cinebox' Firm, in Bankruptcy

■ File Under Chapter 11 In NYC Eastern District

NEW YORK—Officials of the Estey Electronics Corporation, parent company of Cinevision Corporation of America, licensee for the manufacture in this country of the Italian-made "Cinebox" movie-music machine, filed a voluntary petition for arrangement under Chapter 11 of the Federal Bankruptcy Act. The petition was filed on December 31, 1963, in the Bankruptcy Court, Eastern District, New York.

Sherman D. Warner has been named court referee in the case indexed as 63B1210.

According to the Brooklyn Court the petition carried as a reason for Chapter 11 action by the company officials "unprofitable acquisitions and costs of operating." Stanley Green, President of Estey was named in the petition. Mickey Greenman, Executive Vice-President of Cinevision, resigned his post in late December but the firm did not make the announcement. No further details were available at press time.

"Cinebox" was premiered in New York City, at a huge press party held in the Toots Shor Restaurant. The premiere was called "successful" and coin machine distributors around the nation were signed to handle the line. Greenman announced the appointment of Ed Ratajack, veteran coin machine sales exec, who in turn helped obtain franchises for the machine, but he had resigned after several months. Probably the most comprehensive job done with the radical new entertainment medium was performed by David Rosen in the Philadelphia area. Rosen was responsible for most of the success the machine enjoyed. There was no official word from the Estey firm advising the trade on availability of parts, continuance of "Cinebox" production, status of the film library which was in production, or whether or not further negotiations effecting the manufacture of the machine were underway.

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Eastern Flashes

The newest phonograph in the nation was premiered before thousands of operators last week and in spite of a blinding snowstorm which resulted in some difficult driving, the east coast distributors fared very well when their doors opened to present the Wurlitzer 'Model 2800' phonograph to the trade. Newest feature is the combination Ten Top Tunes or LP Selections. Wurlitzer execs Bob Bear and A. D. Palmer advised that programming was uppermost in the minds of the Wurlitzer engineers when they designed the 1964 machine.

Harold Kaufman, Musical Distributors, NYC, said that many ops turned out at both showrooms—NYC and Brooklyn—to see the machine. Good hard liquor and sandwiches were available in both places. Jim Ginsberg reported a fine turnout in spite of the weather down in Philadelphia. The Open House lasted all week long and Ginsberg looks for a fine year with Wurlitzer.

Chris Christensen, Diamond Coin Machine's dynamic distrib, joined Jim Donnelley on a romp through Roanoke and will break the machine in the Richmond area via a M.O.V. meeting at the John Marshall Hotel on Jan. 26. Chris is an aggressive distrib and to prove it he's always doing something new. Latest is one heck of a colorful Mobile Parts Truck designed to take the much needed parts to ops in the hinterlands, lest they be without a tube too long, or something. Diamond has a few other ideas in the works and don't be surprised if they turn up one day 3000 miles away doing business in Europe. Nothing's too far fetched for this gang.

Ron Rood liked the new machine and the Wurlitzer '2800' probably received its "warmest" reception down Jacksonville way, in more ways than one. . . Ken Brake wowed 'em in Nashville, the land of country music. Brake likes the new programming feature. . . John Bilotta took the machine into Poughkeepsie in time for the NYS Ops Guild meet and not only premiered the machine with Albany chief Bob Catlin at his side, but Bilotta got the location—Nick Beni's Anchor Inn—for operator Eddie Solomon when Ed challenged Bilotta to get the location which has never had a juke box. Bilotta won and Solomon bought the machine.

Bill Ray and Dyke Hawes reported great business in Atlanta and Macon and Peach State's man in Columbia, Jim Faulk, confirmed this action for his territory. . . Mickey Anderson and Mike are holding showings in the western Pennsylvania section all week long. . . It was a good week for Wurlitzer all week long.

The trade was shocked with news of the Cinebox bankruptcy, see separate story this page. No one expected it, but sure enough the firm filed under Chapter 11 on December 31st and the arrangements will be discussed this month.

Sol Lipkin called to tell us that American Shuffleboard has appointed another top-flight distrib for its "Electra 6, 7 and 8" pool table line as well as the "Classic 6, 7 and 8" models. The distrib is Miller-Newmark and you can see that Bill Miller is back on the job with Jack Gallagher and Art Hebert, in more ways than one.

Al Simon planning a few announcements concerning his US Billiards line. The Amityville plant has increased production. ChiCoin shipped a load of new "Cadillac" bowlers in last week and Rock-Ola can't keep those "Rhapsody II" and "Capri II" phonos coming fast enough, according to Al D'Inzillo, who ought to know. The gang at Runyon is working feverishly filling Irving Kaye pool table orders and Rowe AC juke box orders. Barney Sugerman expects the new "Bally Bowler" to pop up bowler sales now that the firm has perfected this new swivel-action pin that seems so realistic.

Oldtimers sad at hearing of the death of Ralph J. Mills, former Mills Novelty exec. He was in the finance business at the time of his death.

Ted "The Champ" Seidel had lunch with United East Coast exec Irving Holzman at the Friar's Club and after lunch the champ "entertained the entertainers" with stories, jokes, prize fight antics, and recollections of the old fight days when Ted was bouncing around Europe and South America. Holzman called to tell us that the "kid" was great and that later in the day more than one phone call to Holzman's office wanted to know "who is the comedian" and the result is something no one expected—a return engagement! Watch your tv screens, (who knows!).

Bob Bear, Wurlitzer's Sales chief, took off for Joe Kline's place in Chicago for the '2800' action while A. D. Palmer tried to reach Al Rodstein and Jim Ginsberg in Philly but was shuttled to the nation's Capitol for a layover due to the storm. Palmer made the NYC scene Tuesday however, and then flew to Boston and Buffalo.

Atlantic New York Corp. has place mats for "neat locations" and they're really something. The paper mats advertise the music available (Little LP's of course) on the LP Console and help promote play. Available at cost. Murray Kaye told us that a service school on the LP Console will be held Monday, Jan. 20. Last school attracted no less than 40 ops all of whom were treated to snacks, coffee and some valuable information. Seeburg's Harry Stuckey will conduct, and he's in rare form these days, says Kaye. Atlantic scheduled 4 sessions for January. A vending school session will be announced.

Howard Kaye, at the Irving Kaye Company plant, will keep moving the "Mark V" model at top speed until distrib orders slack off. "We want to keep the sales fever high and you can't do that with slow delivery," says the pool table exec.

Russ Parenti, Brooklyn op, in town to check on parts. . . George Holtzman another veteran coin machine op, off to a location in Brooklyn, to sign a new deal. . . Ben Chicofsky, MONY manager, on the avenue, keeping his finger on the pulse of the business. . . Seeburg realigned its sales personnel line up and Bill Adair says now he's got what he wants—a specialist in each territory.



Chicago Chatter

NOW that we're well into 1964 everything seems to be settling down to the usual hectic coinbiz pattern. Wurlitzer kicked things off well in Chicago last week, with the considerable assistance of Joe Kline's First Music Co., where the new model "2800" phono was unveiled here. In three days—Monday thru Wednesday, Jan. 13-15, practically every music operator in this area dropped into First Music to see and demonstrate the new Wurlitzer phono. RCA-Victor's Johnny Nash popped in with RCA's Bob Krueger, Ralph Ergas and Irv Brusso to say "hi" to the operators, who've helped Johnny make it over the past few years. Hosting the shindig with Joe Kline were Sam Kolber, Fred Kline, Cliff Mueller, Lionel Renard, Dennis Jimmy, Kathryn Ireland (shore, and begorra!) and Analee Perlik. Wurlitzer reps on hand were Bert Davidson and C. B. Ross.

There's big news at ChiCoin this week! First, the new Chicago Coin "Cadillac" big ball bowler is being shipped to all markets. Secondly, Mort Secore had to dig himself out of "mountains of snow" in the eastern part of the country to wend his way back to "God's country." During Mort's absence Sam Wolberg and Sam Gensburg handled the sales desk. Jerry Koci had everything he could do to keep his composure, and feel certain that shipments of "Cadillac" bowlers would keep pouring out to ChiCoin's distribbers. Everything worked out alright, and Jerry is still his same easy-going self.

Last Monday, Jan. 13, was a solemn, happy occasion for Pat O'Malley, prexy of Automatic Canteen. Pat, bless-his-heart, was honored with the Knight of Malta appointment by Pope Paul VI. Honors were bestowed by Cardinal Spellman in St. Patrick's Cathedral. Now Pat's walking on air—and who can blame him!

Yessirree! business is a-poppin' at Rock-Ola Mfg. these days! And, judging by the sales figures on Rock-Ola's "Rhapsody II" and "Capri II" phonos, as well as vending machines, we can readily understand why Ed Doris, Dave Howle, Frank Doyle and George Hincker are delighted. Sales are that great!

This is usually Miami Beach time (vacation time) at D. Gottlieb & Co. But, judging by the fantastic sales being racked up by Gottlieb's "Gigi" pinball amusement game, we can easily understand why Alvin Gottlieb and Judd Weinberg are back in the factory to help Nate Gottlieb ship "Gigi's" to Gottlieb distribbers. (Did anybody catch a sailfish this time, Alvin?).

Sam Stern, prexy of Williams Electronic Mfg. Corp., is practically packed for his jet trip to London, England for the highly touted A.T.E. Convention. Sam is expected to leave any hour now, according to Williams' sales chief Jack Mittel. . . . Another traveler to London is Art Weinand, prexy of J. H. Keeney & Co. Art leaves with his lovely Kay, and the clincher in this romance yarn is that they're celebrating their 25th wedding anniversary. (We should live so long!).

On hand at World Wide's Tax Information luncheon-meeting for the local distribber were Nate and Eva Feinstein, Harold Schwartz, Irv Ovitz, Fred Skor, Art Woods and Dorothy Cairns. Representing Seeburg were (not-so-big) Bob Dunlap, John Stewart, Stan Jarocki, Ed Claffey, and John Kiefer. And a zillion operators and their auditors!

Sad news this week: Eddie Holstein, a coinvet in this area, is convalescing in Lutheran Deaconess Hospital after a heart attack. Send genial Eddie a card to cheer him up. . . . Harold Freeman is back on his feet again after a stay in the hospital as a result of a (you guessed it) heart attack. . . . That reminds us: Have you seen your doctor lately?

Bill O'Donnell and Herb Jones, of Bally Mfg. Co., are singin' the considerable praises of Bally's "Star Jet" amusement game these fine days. . . . Take it from Empire Coin owner Gil Kitt and Joe Robbins, business in this area is great. Anyway, they aren't suffering from any letup in local sales or export business.

Oh, yes, the big news this week is the series of meetings with MOA execs at the Sherman House during the latter part of this week. More info will be available during this next week (we hope!). Meanwhile all the MOA brass is in town, including Lou Casola, Harry Snodgrass, "Red" Wallace, Clint Pierce, George Miller, et al. . . . January 25 & 26 are the target dates for the Illinois Coin Machine Assn. meets in the Leland Hotel in Springfield, Ill. Les Montooth, Bill Poss, Mary Gillette, Earl Kies, Bob Lindelof, Harry Shaffner, Bud Hashman, Ronnie Meline and Orma Johnson urge all the Illinois operators to attend this very important session (we'll be there with bells on!) By the way, old buddy Eddie Ginsburg and his Atlas Music staff will host a buffet luncheon right after the Sunday session in the Leland Hotel. . . . Speaking of Eddie Ginsburg: He and his lovely Adele just returned from a delightful vacation in Mexico (Ole!).

While splitting a couple of pickled herrings with Johnny Frantz and Don Congdon, of J. F. Frantz Mfg. Co., at the steam baths last Tuesday eve, we learned that the Frantz counter games are selling like 'hotcakes.' Johnny is doing everything he can to push production. . . . We know that Herb Oettinger and Bill DeSelm are tickled over the current sales figures on United Mfg's "Bankpool," "Futura" big ball bowler, and "Skippy" shuffle alley bowler. All three, according to Bill, are selling terrifically these days.

When we visited Rowe AC Services last week we ran into a busy schedule there. Only execs we could chat with even briefly, due to the heavy activity, were Pat O'Malley and Jack Harper. We just popped in on Fred Pollak, Dean McMurdie, Paul Huebsch, Jim Newlander, Don Lunday and Jerry Marcus. . . . As a closing thought: We urge all our Illinois operator friends to be on hand in Springfield for the Illinois Coin Machine meets.

Midway's
3-DIMENSIONAL · ANIMATED
WINNER

2 PLAYER
PITCH & BAT
SKILL GAME

RACING CARS
ADVANCE
WHEN PLAYER HITS
FLY AWAY
SKILL TARGETS

27" WIDE
62" HIGH
52" DEEP

EXTRA BALL
SUSPENSE

AVAILABLE IN SINGLE OR TWIN REJECTORS
—ALSO IN REPLAY OR REGULAR MODELS

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10136 PACIFIC AVENUE, FRANKLIN PARK, ILLINOIS

SERVICE . . . more than a word
—at WORLD WIDE!

ALL EQUIPMENT COMPLETELY RECONDITIONED AND REFINISHED

PHONOGRAPHS	VENDING
SEEBURG 220 \$595	ROWE COFFEE RV-750 . . . \$275
SEEBURG AY-160H 845	SEEBURG 800-E2 195
SEEBURG Q-100H 645	CORSAIR "30" CIG. 165
AMI H-200 Hideaway 195	ROWE 11-COL. COMMANDER . . . 85
AMI J-120 395	ROWE SANDWICH (Refr.) . . . 275
AMI CONT. 2-200 Hideaway . . . 495	ROWE HOT FOOD 275
AMI CONT. 2-200 645	ROWE 4-COL. PASTRY 150
AMI CONTINENTAL-200 545	STONER CANDY 160 175
ROCK-OLA 1495 695	VENDO ICE CREAM #210 Pre. . . 325
ROCK-OLA 1468 345	ROWE L-1000 545
ROCK-OLA 1496 (Empress) . . . 725	
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POOL TABLE SPECIALS

IRVING KAYE MARK I \$295	FISCHER IMPERIAL VII—90" . . . \$285
IRVING KAYE MARK III 365	VALLEY 900-A 365

Terms 1/3 Dep., Bal. Sight Draft or C.O.D.
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Cash Box

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

NYC Cig Ops Testing Advertising Program

NEW YORK—Cigarette machine operators in the New York City area are in a position to increase annual income via an advertising program wherein posters are placed on machines. Morris Weintraub, Manager of Cigarette Merchandisers Assoc., is handling negotiations between the ops and advertisers.

Victor Fischel & Company, Inc., national distributor of Carstairs Whiskey and Wolfschmidt Vodka, is testing a new concept of full-color "miniature poster" advertisement for Carstairs on cigarette vending machines in 5,000 metropolitan New York taverns and bars.

The program marks the first test of the 6x14-inch cigarette machine posters, which were developed by Venda-Vision, Inc.

LeRoy Glucksberg, vice president of Victor Fischel & Company, said use may be extended to other areas if results of the test, which began Novem-

ber 15, are satisfactory.

John Malone, Jr., advertising director for Victor Fischel & Company, said:

"We believe this will be an effective way to tell an important adult audience about our new 80.6-proof Carstairs formula. Cigarette machines

in taverns and bars get constant use and usually are located in a prominent place. Our posters, mounted on the front of the machine, will readily be noticed by the people we want to reach. Naturally, we plan to employ this medium only in places that cater exclusively to adults."

Late News

WASH. D.C.—Bobby Baker, star attraction at a Senate Rules Committee public hearing, was revealed as part owner of the Serv-U Vending Company when the vending operating firm received a contract to do business with North American Aviation. At the time, Serv-U was a paper corporation and did not have employees or equipment. Ralph Hill, former president of Capitol Vending, whose law suit against Baker flipped the former Senate Majority's Secretary's name into the headlines, has testified that he paid Baker \$5600 to seal a deal with Melpar Corp. Baker's story differs from Hill's. The hearings continue this week.

NEW YORK—Dynamic Vending Corporation, New York, reported earnings of \$83,595, or 30 cents per share, on gross revenues of \$1,568,892 for the six months ended September 30, 1963.

Despite the fact that earnings were lower than in the comparable period last year the company expects to report record earnings of about \$167,000, or 60 cents per share, on record sales of about \$3 million for fiscal 1963-1964.

WHITE PLAINS, N. Y.—The S. K. Culver Co. of 926 North Clark Street, Chicago, has been appointed a vending products distributor for the Chicago area by the Institutional Food Service Division of General Foods Corporation.

TOLEDO, O.—ABC Gladioux, food service division of ABC Vending Corp., announced the appointment of Richard H. Sharpe and Herbert H. Gill as vice presidents of the division. Sharpe continues as director of sales and engineering and Gill as director of industrial operations.

NEW YORK—The first top opening paper book matches ever produced in this country have just been introduced by Click Bookmatch Incorporated, Owings Mills, Maryland, an affiliate of Maryland Cup Corporation. The new book matches snap shut automatically and provide two inside covers giving 25% more visible space for advertising messages than is to be found in conventional book matches.

Smoking Report And The Effects

NEW YORK—The U.S. Surgeon General's report on smoking brought about reams of news coverage last week but at press time no definite program was agreed upon by any of the interested parties concerning either legislation or self-policing.

Tobacco companies were quoted in the press as saying perhaps an ac-

celerated ad campaign on tv was necessary. FTC spokesmen admitted that rulings effecting all tobacco advertising would probably come about. It was agreed that a plan for an identification label on each pack of cigs, stating the contents, would come about. A pioneer in smoking research said the tobacco firms had already made "good progress" toward development of a functional filter. A code of ethics was announced for the future by FTC officials. Politicians were banding together in the tobacco states asking for money for 5 more years of research. Very few people were succeeding in quitting smoking. Senator Maurine Neuberger (D.-Oregon) filed two bills calling for curbs. And a Harvard professor said that it's the radioactive particles that cause the cancer, not the tobacco itself.

Bally Announces 1964 Bowler, 8 European Countries Order

CHICAGO — Bally Manufacturing Company, Chicago, started the new year with a large production run of the "1964 Deluxe Bally Bowler," according to announcement by Bill O'Donnell, Bally president.

"The 1964 model," O'Donnell stated, "is basically the famous 'Bally Bowler' with swivel-action pins insuring true bowling action. Full-round pins fly in any desired direction, depending on angle at which ball hits pins or pins hit pins, exactly as in real bowling. Action is one hundred per cent mechanical, without electrical roll-overs, and hit pins are cleared off the alley with the snappy speed of real pins on a real alley.

"The new 1964 model, however, includes numerous mechanical refinements which insure the smoothest, most trouble-free operation in the ball bowler field.

"In addition to a substantial backlog of orders from 8 different European countries, we expect a heavy demand from U.S. operators, who have found 'Deluxe Bally Bowler' to be a standard, permanent piece of equipment, not only in typical tavern spots, but also in such locations as bowling alley lounges, discount house playlands, family recreation centers, etc."

New Matchbook Cover



NEW YORK—After nearly 65 years, one of the most widely read phrases in English literature—"Close Cover Before Striking"—may disappear from the American scene.

Click Bookmatch Incorporated, an affiliate of Maryland Cup Corporation, Owings Mills, Maryland, announced the manufacture of the first top-opening paper book matches produced in this country.

According to Click President, Martin P. Gerberg, the Click book match will practically snap shut automatically before a match can be struck. Because of this feature the user no longer consciously has to close the cover before striking the match.

The new cover design uses one piece of cardboard which curves at each end and overlaps to form an opening at the rounded top of the book.

This type opening and closing feature of the Click book match gives the match book a safety feature unknown to the common match. Unused Click matches are always shielded from the match being struck.

This will prevent many unnecessary accidents caused by the carelessness of the user.

In addition, the distinctive cover design provides two inside covers which give 25% more visible space for the advertising message.

Produced by Click at Owings Mills, Maryland, the paper matches are similar in design to costlier wooden matches produced in Italy and distributed in this country by the company, but according to Mr. Gerberg they are the first ever produced in paper.

LOOK TO ROSEN FOR MORE IN 1964

World's Largest Inventory

- ★ ARCADE
- ★ GAMES
- ★ VENDING
- ★ MUSIC
- ★ RIDES

Send for Complete Lists

WRITE — PHONE — WIRE TODAY

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE — CENTER 2-2903

ATLAS . . . BEST IN NEW AND RECONDITIONED VENDING, MUSIC, GAMES

PHONOGRAPHS

50

SEEBURG 222's

REAL SHARP!

Write for Special Price!

CIGARET MACHINE SPECIALS!

SEEBURG E-1 Cig.
Clean, working. Not shipped . . . \$ 90

SEEBURG E-2 Cig.
Clean, working. Not shipped . . . \$165

CORSAIR "30's"
Clean, working. Not shipped . . . \$135

Terms: 1/3 Dep., Bal. C.O.D.
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Cable: "ATMUSIC"—Chicago



Established 1934

ATLAS MUSIC COMPANY

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Cocktail hour?

time for ROWE AMI music

RAY MOLONEY KILLED

HORICON, WISCONSIN—Raymond T. Moloney, age 41, formerly President of Bally Mfg. Co., was killed Wednesday, January 15 when his airplane struck an electric power line while approaching the runway for a landing here, where he owned and operated a toy factory.

Moloney, and other members of the Moloney Family sold their interest in Bally & Lion Mfg. Co. early in 1963. The firm, a major factor in the amusement games industry, was founded by his late Father, Raymond Moloney, Sr., who died in February 1957.

Funeral services will be held Monday, January 20 with a Solemn Requiem Mass in Queen of All Saints Basilica, Chicago. Interment will be in All Saints Cemetery.

Moloney is survived by the widow Catherine Rutherford Moloney, five children, Raymond, James, Catherine, Deborah and Sharon, and a brother Donald J. Moloney.



California Clippings

Reports from distributors and wholesalers continuing to reflect a healthy picture for the coin machine industry, in the Los Angeles area. . . . The new "Helicopter Trainer" is on display at Simon Distributing Co. and is arresting the attention of the operator, with its unique performance. Frank Mercuri informed they are the exclusive national distributor, and at the present time, are in the process of appointing distributors across the nation. Frank busy the past week obtaining equipment for export shipments. . . . At Amco Music & Vending, Inc., Bill Happel was happy to announce the new shadow bowler, Chi Coin's Cadillac, is on the way. Bill said they are anticipating a very hearty response to the new bowler. Mort Drootin, mgr. of the background music division, at home recuperating following several weeks stay in the hospital. . . . Another carload of phonographs and a shipload of cigarette machines arrived at R. F. Jones & Co.; both types of equipment have been enjoying strong sales action. Chuck Klein returned from another trip to the Bay area, and Bill Gray & Jim Crosby are spending a week in Arizona. James Gardner, Jim Montgomery and Andy Ito are new employees in the service department of the background music division. . . . Mary, Katy & Claire of Leuenhagen's 'record bar' hosted a birthday party at their home in Beverly Hills, for their niece, Barbara Jay. . . . At Paul Laymon, Inc., business continues good, especially in the used equipment field with late model used bowlers and baseball games moving at a hefty pace. Paul Laymon and Charlie Daniels, both absent due to a siege of the flu. . . . The shop at American Coin Machine, Inc. active with repair jobs on all types of equipment, working hard to keep up with the present demand. . . . The new Wurlitzer 2800 proving to be very popular at the local Wurlitzer Factory Branch, with the many shows achieving great success. Clayton Ballard returned from a business trip to the San Diego area. Ken Siler, parts dept., enjoyed a ten day visit from his father, "Red," of Montana. . . . At California Music Co., Buddy Robinson and wife, Nancy, spending the week end in Las Vegas with Jerry & Anna Barish, to celebrate the Barish's first wedding anniversary. . . . Joe Duarte of Duarte International Sales Co. said several of the employees have been attacked by the flu bug, but have remained on the job. Hector Ortiz has been employed to assist in the paint shop. . . . Achievement is most rewarding at C. A. Robinson & Co. Three graduations in a period of two days, January 30-31, offer most gratifying rewards to Al Bettelman and Hank Tronick. Ira Bettelman, handsome and athletic, gets his diploma from Alexander Hamilton High School in L.A. and will be off to college, to pursue a business administration degree & prep for the Olympic swimming tryouts. Sandy Bettelman graduates from Louis Pasteur Junior High School and follows brother Ira into Hamilton High. Sandy is a brilliant science student having won many awards for his projects in city competition. He will continue his science studies into high school and college, for sure. Mike Tronick, president of the student body of Van Nuys Junior High School, graduates from it's hallowed halls and ivy covered walls and enters Van Nuys High. Mike is the only student in the school's history to ever hold elective office for three consecutive terms. He has an eye for law leading to a political career and is also very much interested in medicine, particularly in the field of psychiatry. His dad says, why not both Mike—A political psychiatrist! . . . Visitors seen in town this week were: Pete Shupp, Downey; Oscar Taylor, Woodland Hills; Jerry Druker, Upland; Cecil Ellison, Lancaster; Lloyd Crutts, Sherman Oaks; Joe Tamulonis, Banning; Bill Vessel, Azusa; Jack Spence, Lynwood.

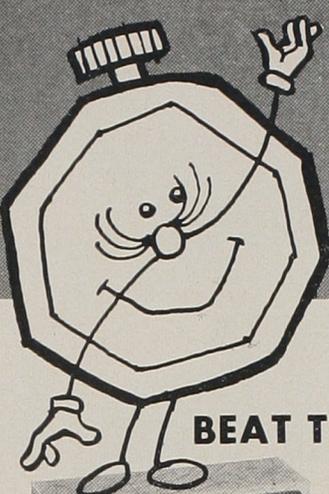


UPPER MID-WEST MUSINGS

Mr. & Mrs. Jim Stolp, Greenbush, in town over the weekend and spending Monday buying records and parts and returning home Monday afternoon. . . . Art Skram, Mason City, in town for a couple of days picking up records and parts. . . . Lloyd Williamson, and also Frank Phillips, Winona, in town for the day picking up their records and parts orders. . . . L. I. Harris, Enderlin, No. Dak. in town for a few days going through the clinic for a check up. . . . Fred Grohs, St. Paul, Minn. in the coin machine business for over 25 years has retired and his son-in-law Marvin Huber has taken over. Fred has a home in Florida and will have plenty of time now to winter there and play golf. . . . Gene Clennon Austin, bought out Bill Hanf, Austin Sales, and took over Jan. 1, 1964. Bill, in the coin machine business for over 25 years is retiring but has other business interests to keep him busy. . . . The Minneapolis Auto Show opens at the Minneapolis Auditorium Jan. 10-19th. Roger Williams will entertain the 10th. through the 11th. The Osmond Brothers 12-16th. and Jerry Van Dyke 17th. through the 19th. . . . Mr. & Mrs. Ernest Woytossek and family spent the weekend in Minneapolis visiting relatives.

**PACE SETTER!
PROFIT MAKER!**

from **Williams**



BEAT THE 

**3 or 5 BALL
SINGLE PLAYER GAME**

with

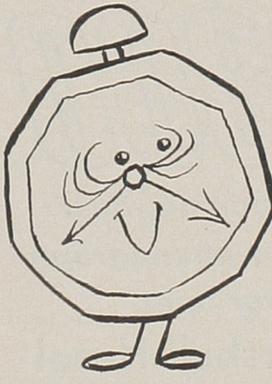
**2 BALLS ON THE PLAYFIELD AT
THE SAME TIME!**



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



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BUY THE BEST — BUY WILLIAMS

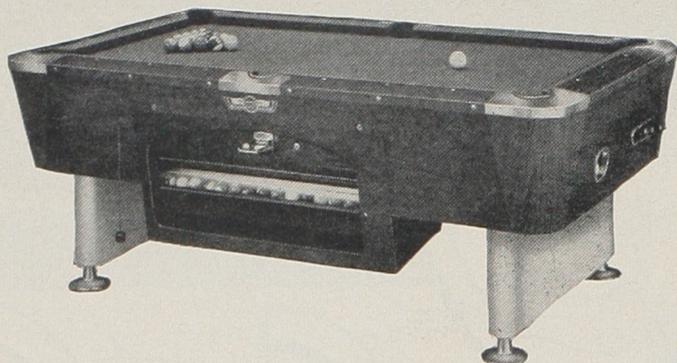
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Distributors for **WURLITZER**
PHONOGRAPHS and PARTS

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Send for **FREE**
LATEST CATALOG
64 PAGES—Fully Illustrated

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**6-POCKET
POOL
TABLES**

DELUXE

**Dependable
Performance for
the players—**

**Dependable,
Greater
Earnings for the
operators!**

New, appealing modern design—Stainless Burnproof Plastic-Covered Rails—Genuine Slate Playfield—Convenient new-type Leg Adjusters . . . no table lifting.
Sizes: 78"x45", 88"x50", 93"x53". Walnut Finish.

Complete Selection of Parts and Accessories.

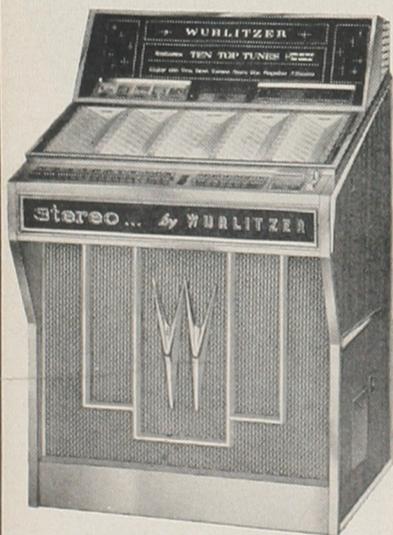
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**Roanoke Ops Flipped Over
Diamond's Showing! We Swing
Into Richmond Sun., Jan. 26**



**with
the
Wurlitzer
2800**

**Best looking, best
sounding phonograph
ever built.**

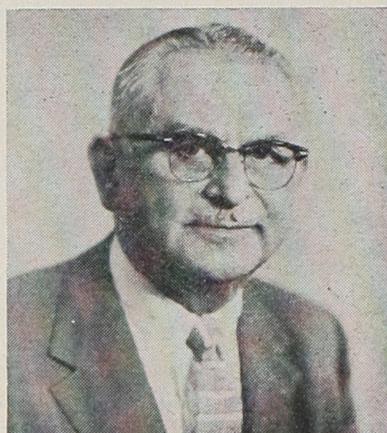
See It At the John Marshall Hotel

SPECIAL OPERATOR SHOW • 2:30 PM 'TIL ?

ATTEND M.O.V. MEETING • SAME TIME, SAME PLACE

**DIAMOND
COIN MACHINE EXCHANGE, INC.
609 WOODIS AVE., NORFOLK, VIRGINIA**

ChiCoin Ships 'Cadillac' Bowler



SAMUEL WOLBERG

CHICAGO—The exciting, new Chicago Coin "Cadillac" coin-operated big ball bowling alley is being introduced in all markets this week with considerable fanfare, because of a multiple of play appealing innovations, according to Samuel Wolberg, president of Chicago Dynamic Industries, Incorporated.

"We named it 'Cadillac,'" Wolberg asserted, "because one glance is all you need to see that it is definitely the ultimate in designing excellence, and in operation."

Illinois Ops Will Meet Jan. 25-26

CHICAGO—Officers and rank and file members of the recently formed Illinois Coin Machine Operators' Association (ICMOA) will converge on the Leland Hotel, in Springfield, Illinois, on Saturday and Sunday, January 25-26, for a "very important meeting," according to Les Montooth, of Peoria, president of the association.

Many current state problems are on the agenda, and it is the belief of the officers and board of directors that a clear cut organizational picture will result from this session. Montooth strongly urges all Illinois operators from every part of the state to make it a point to be on hand in Springfield for the meeting.

He said: "We must, at this time, get all the cooperation we can from everyone. The smaller coin machine operators must realize that if they fail to 'stand up and be counted' they are the ones who will suffer the most in the long run."

Eddie Ginsburg, president of Atlas Music Company, of this city, will host a buffet luncheon right after the Sunday afternoon session; which, incidentally, commences promptly at 1:00 p.m.

There will be a report on a communication which was sent to the association officers by Governor Kerner's office on the state tax bill.

Lou Casola, president of MOA, will address the assemblage on ASCAP legislation, and the pressing need for an association in this state.

North Carolina Meets Jan. 19

WILMINGTON, N.C.—Plans were underway here for the organization of a State Association it was learned last week. Garland Garrett, co-chairman of the organizing committee was working with J. F. Reynolds of Clinton, N.C., lining up members for a meeting scheduled for January 19 in Raleigh. Officials of the South Carolina Coin Machine Operators Association conferred with Garrett over the weekend during an S.C.-C.O.A. meeting in Columbia, S.C. (see separate story). Royce Green, past-president of the S.C. group, and Mrs. Avna O. Fisher, Sec.-Treas., will attend the newly formed association's first meeting.

Mort Secore, director of sales for ChiCoin, described several of the outstanding features in "Cadillac" big ball bowler. He demonstrated the convenience service men will have in working on the new "Swing-Away" backbox, which, he said, requires only ten seconds of servicing in any size location.

"We haven't yet mentioned the step-up in action and scoring thrills," Secore added. "'Cadillac' has 'Add-A-Frame' bowling, 'Dual-Flash,' 'Flash-O-Matic' and 'Regulation' bowling. These are all the proven bowling games in locations everywhere.

"Also, it has the exciting, suspenseful 'Spare-Lite' and 'Shadow-Bowl' added inducements."

In 'Spare-Lite' the directional arrow on the playfield lights up to show the player where to aim to pick up every spare.

"There is an unusual, novel thrill in 'Shadow-Bowl,'" Secore said, "for the game is played without any pins visible on the playfield. The ball is rolled into the strike zone. If a strike is not made the 'Spare-Lite' on the playfield indicates to the player where to aim the second ball. This unique game is often bowled by the game's top professionals."

Both, Wolberg and Secore, showed the Cash Box reporter the new, super-quiet, completely cork insulated, and rubber mounted playfield. Also, the recessed rubber shin guard at the front of the playfield, which is most appreciated by the ladies.

"Cadillac" big ball bowling alley is available in 13 foot, 16 foot, and 21 foot lengths, and with coin chutes to accommodate 10¢, 2 for 25¢, and 50¢ entry (optional).

"NORTH - SOUTH - EAST - WEST LAKE CITY'S PRICES WILL SUIT YOU BEST"

Rock-Ola Model 408	\$845.00
Rock-Ola Model 404	695.00
Rock-Ola Model 1464	195.00
Rock-Ola Model 1465	295.00
AMI Cont. II 100	595.00
AMI G 120	195.00
AMI G 80	125.00
AMI F 80	125.00
Bally Sharpshooter	225.00
Wms. Official Baseball	195.00
Wms. Crusader	225.00
Wms. Titan	225.00
Wms. Heavy Hitter	135.00
Wms. Hercules Gun	195.00

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Exclusive ROCK-OLA Distributors

ACTION CLOSEOUT! MERCHANDISE FIRST CLASS

**150
PHONOGRAPHS
ALL MAKES**

WALL BOXES
200 SEEBURG All Chrome 100 and 200 Sel. | 10 ROCKOLA Late Model #1555

**WRITE FOR YOUR NEEDS
and LOW, LOW PRICES**

**SEACOAST
DISTRIBUTORS, INC.**

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1200 North Avenue, Elizabeth, N.J.
Blgelow 8-3524-5

Exclusive Rockola Distributors, North Jersey



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

VENDING ★ MUSIC ★ AMUSEMENTS

BANNER SPECIALTY COMPANY

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1641 N. BROAD ST.
PITTSBURGH, PA.
1508 FIFTH AVE.
EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR



AWARDS MARK ROSEN VARIETY DINNER: The annual Heart Awards of the Philadelphia Variety Club to the "Doctor of the year" and to the "Entertainer of the year" marked the installation of David Rosen as Chief Barker of the Philadelphia Tent No. 13. Shown at the installation dinner on Monday night, Jan. 13 at the Bellevue-Stratford Hotel, are (left to right) Eydie Gorme, honored for her humanitarian efforts in behalf of handicapped children; David Rosen, president of David Rosen, Inc., Eastern Pennsylvania distributor for Rowe AC Services music and vending machines; Dr. Helen B. Taussig, of Johns Hopkins Hospital, Baltimore, Md., honored for her heart work with children suffering from congenital malformations of the heart; and Sylvan M. Cohen, former Chief Barker, who was dinner chairman.

120% RETURN

The FIRST YEAR

(After that it's all profit — every year)

ON EACH \$300.00 INVESTED!

- QUICK INSTALLATION —**
No two-man crews or trucks needed
 - POSITIVE INCOME —**
Three-year contracts on monthly fee — no route collections
 - LESS CALL BACKS —**
No rat-race service calls
 - IT'S PROVEN —**
Over 7000 systems already installed
- How? Lease Tape-Athon Background Music to Restaurants, Shops, Supermarkets, Motels, Offices, Plants, or any location you now have on your "customer" or "prospect" list and those locations you've been bypassing.
- Contact your local juke box distributor or fill in this coupon and mail today!!!

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ADDRESS _____

CITY _____ STATE _____

Tape-Athon Corp. 523 S. HINDRY INGLEWOOD, CALIFORNIA

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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—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 9-9300).

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—1415 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-rollover 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—Coin operated player pianos type used in Arcades and Saloons regardless of condition. Reward for lead on such items. JOHN GOURLEY-GIVENS-GOURLEY INC.—WEXFORD, PA.

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 45¢ 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-STRAT, 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 BELNTRACO—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, WIS.

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.

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, 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)

CLASSIFIED ADVERTISING SECTION

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; Keeney: Black Dragons electronic uprights \$995; Keeney: Electronic upright Wild Arrows \$795. NEW ORLEANS NOVELTY CO., 1055 DRYADES STREET, NEW ORLEANS 13, LA.

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 \$219.50; 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—Export Jennings, Cigarolla; Buckley Track Odds; Bally Miami Beach; Beach Beauty; Seeburg L-100; Mills Vest Pocket; National 9 Col. Cigarette; Gottlieb Kewpie Doll; others. CROSSE DUNHAM & CO., 350 GREENDALE ROAD, YORK, PA.

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; Chicooin: 6-p; 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 1-5433.

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; WALLACE DIST. CO.—P.O. BOX 75—MINERAL WELLS, TEXAS. (Tel. FA 5-3600 Area Code 817)

FOR SALE—Have your "Squitos 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.—8038 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 286, 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.R.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. Seeburg 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., 120 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; Acapulco's; Circus Queens; Touchdowns; Roller Derbys; Laguna Beaches; Country 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 tops, 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

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

- | | | | | | |
|---|--|---|--|--|--|
| <p>MUSIC MACHINES</p> <p>AMI</p> <p>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.</p> <p>ROCK-OLA</p> <p>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</p> <p>SEEBURG</p> <p>M100A, '51, 100 Sel.
M100B, '51, 100 Sel.
M100BL, '51, 100 Sel.</p> <p>Light Cab</p> <p>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.</p> <p>WURLITZER</p> <p>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.</p> | <p>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 (Bch., 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)</p> <p>CHICAGO COIN</p> <p>Sun Valley (8/63)</p> <p>GOTTLIEB</p> <p>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 IP (3/58)
Dneg. Dolls IP (6/60)
Dbl. Action 2P (1/59)
Fair Lady (12/56)
Falstaff 4P (11/57)
Fashion Show 2P (6/62)
Flagship (1/57)
Flipper IP (11/60)
Flipper Clown (4/62)
Flipper Cowboy 1-P (10/62)
Flipper Fair IP (11/61)
Flpr. Parade (5/61)
Foto Finish IP (1/61)
Flying Chariots 2P (10/63)
Gondolier 2P (8/58)
Hi-Diver IP (4/59)
Kewpie Doll IP (10/60)
Liberty Belle 4P (3/62)
Ltn. Ball IP (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 IP (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 IP (5/58)
Roto Pool IP (7/58)
Royal Flush (5/57)
Seven Seas 2P (1/60)
Showboat IP (4/61)
Silver IP (10/57)
Sittin' Pretty IP (11/58)
Slick Chick IP (4/63)
Spot-A-Card IP (3/60)
Str. Flush IP (12/57)
Straight Shooter (2/59)
Sunset 2-player (11/62)
Sunshine IP (10/58)
Spr. Circus 2P (10/57)
Sweet Hearts IP (9/63)
Sweet Sioux 4P (9/59)
Swing Along 2P (7/63)
Texan 4P (4/60)
Tropic Isle IP (5/62)
Universe IP (10/59)
Wagon Train IP (4/60)
Whirlwind 2P (2/58)
Wld. Beauties IP (2/60)
World Champ IP (8/57)</p> | <p>PINGAMES (contd.)</p> <p>WILLIAMS</p> <p>Big Daddy IP (9/63)
Big Deal IP (2/63)
Black Jack IP (1/60)
Casino 1P (10/58)
Club House IP (10/59)
Coquette (4/62)
Crossword IP (4/59)
Darts IP (6/60)
El Toro 2P (8/63)
Fiesta 2P (12/59)
Four Roses IP (12/62)
Four Star IP (7/58)
Gay Paree (6/57)
Gldn. Bells IP (9/59)
Gldn. Gloves IP (1/60)
Gusher IP (9/58)
Jig Saw IP (12/57)
Jumpin' Jacks 2P (4/63)
Jungle IP (9/60)
Kingpin (9/62)
Kings IP (8/57)
Mardi Gras 4P (11/62)
Merry Widow 4P (10/63)
Music Man 4P (8/60)
Naples 2P (9/57)
Nags IP (3/60)
Reno IP (10/59)
Rocket IP (11/59)
Satellite IP (7/58)
Sea Wolf IP (7/59)
Serenade 2P (5/60)
Skill Pool IP (6/63)
Space Ship 2P (12/61)
Starfire (1/57)
Steeplechase IP (11/57)
Swing Time IP (5/53)
10 Strike 2P (1/58)
3-D IP (11/58)
Tic-Tac-Toe IP (1/59)
Tom-Tom 2P (1/63)
Top Hat (10/58)
Trade Winds (6/62)
Turf Champ (8/58)
Twenty-One IP (2/60)
Valient 2P (8/62)
Vagabond (10/62)
Viking 2P (10/61)</p> <p>SHUFFLES—BOWLERS</p> <p>BALLY</p> <p>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)</p> <p>Ball Bowlers</p> <p>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)</p> <p>CHICAGO COIN</p> <p>Shuffles</p> <p>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)
Bowl Master (8/59)
4-Game Shuffle (11/59)
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)</p> <p>Ball Bowlers</p> <p>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)</p> | <p>Duchess Bowler (8/60)
Princess (4/61)
Gold Crown (3/62)
Royal Crown (8/62)
Grand Prize (3/63)</p> <p>SHUFFLES—BOWLERS</p> <p>UNITED</p> <p>Shuffles</p> <p>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)</p> <p>Ball Bowlers</p> <p>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)</p> <p>WILLIAMS</p> <p>Ball Bowlers</p> <p>Roll-A-Ball (12/56)
6 Player</p> <p>UPRIGHTS</p> <p>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)
Aquat 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 Buckeroo (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)</p> | <p>Sweet Shawnee '60
Black Dragon '60
K Twin Red Arrow (5/60)
K Flashback (6/61)</p> <p>ARCADE</p> <p>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)</p> <p>Novelty</p> <p>B Bank Ball (1/63)
Capitol Midget Movies
CC Bullseye Baseball
CC Basketball Champ
CC 4-Player Derby
C Goalee
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)</p> | <p>(Midway, contd.)</p> <p>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</p> <p>KIDDIE RIDES</p> <p>Bally Champion Horse
Bally Moon Ride
Pony Twins
Bally Space Ship
Bally Speed Boat
Bally Thrive. 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 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</p> |
|---|--|---|--|--|--|



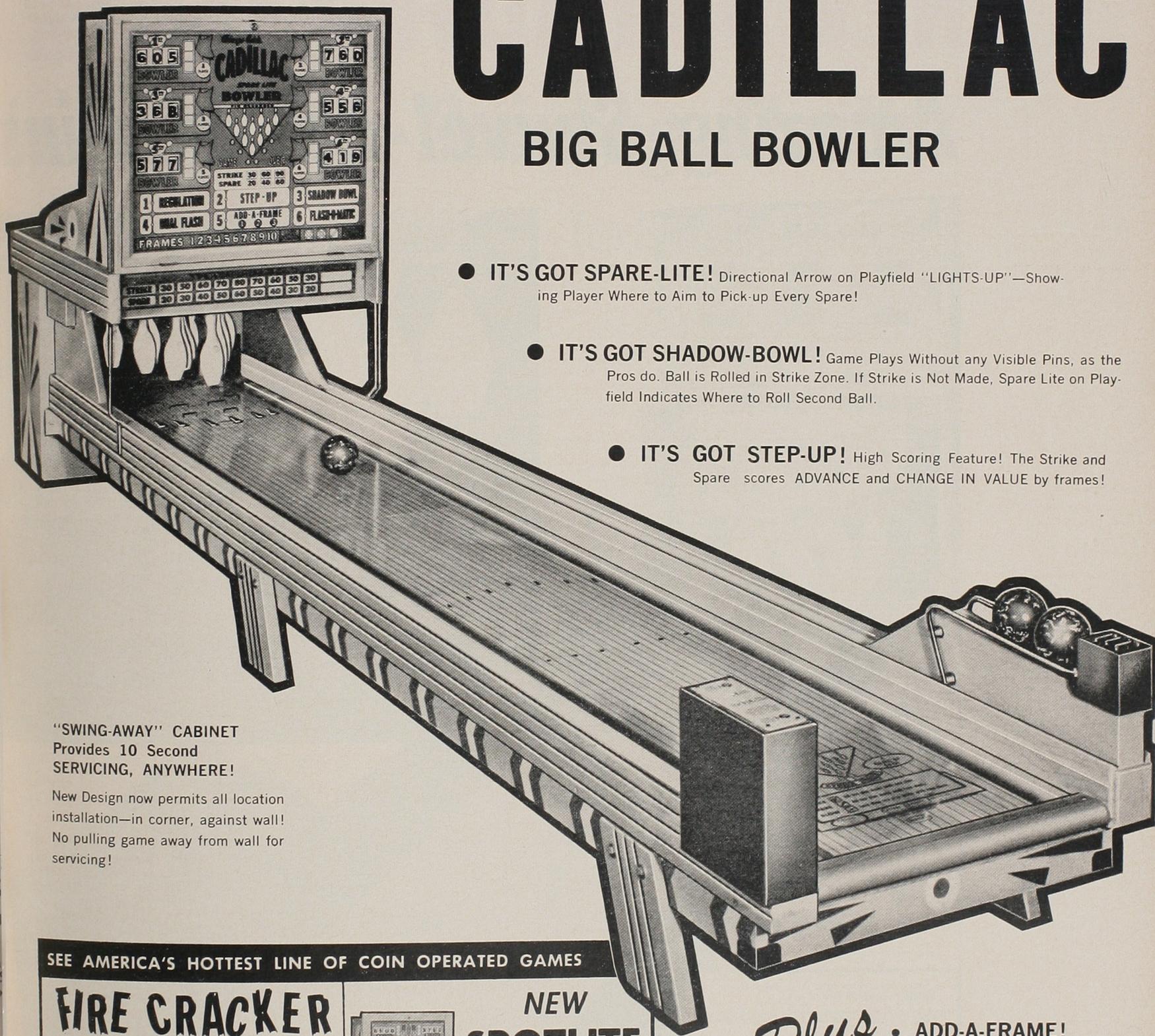
More Action!
More Scoring Thrills!

chicago coin's



CADILLAC

BIG BALL BOWLER



● **IT'S GOT SPARE-LITE!** Directional Arrow on Playfield "LIGHTS-UP"—Showing Player Where to Aim to Pick-up Every Spare!

● **IT'S GOT SHADOW-BOWL!** Game Plays Without any Visible Pins, as the Pros do. Ball is Rolled in Strike Zone. If Strike is Not Made, Spare Lite on Playfield Indicates Where to Roll Second Ball.

● **IT'S GOT STEP-UP!** High Scoring Feature! The Strike and Spare scores ADVANCE and CHANGE IN VALUE by frames!

"SWING-AWAY" CABINET
Provides 10 Second
SERVICING, ANYWHERE!

New Design now permits all location
installation—in corner, against wall!
No pulling game away from wall for
servicing!

SEE AMERICA'S HOTTEST LINE OF COIN OPERATED GAMES

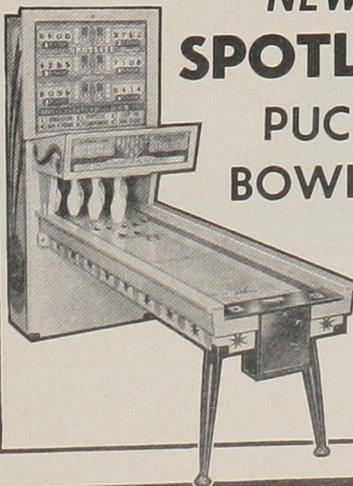
FIRE CRACKER

2-PLAYER
PIN GAME



NEW! EXCLUSIVE
"LIFT-OUT"
SELF-LOCKING
PLAYFIELD!

NEW SPOTLITE PUCK BOWLER



with
Spare-
Lite
Feature

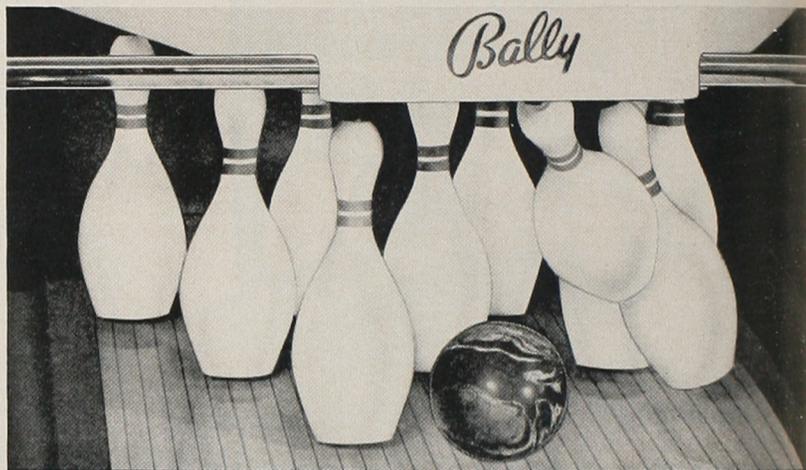
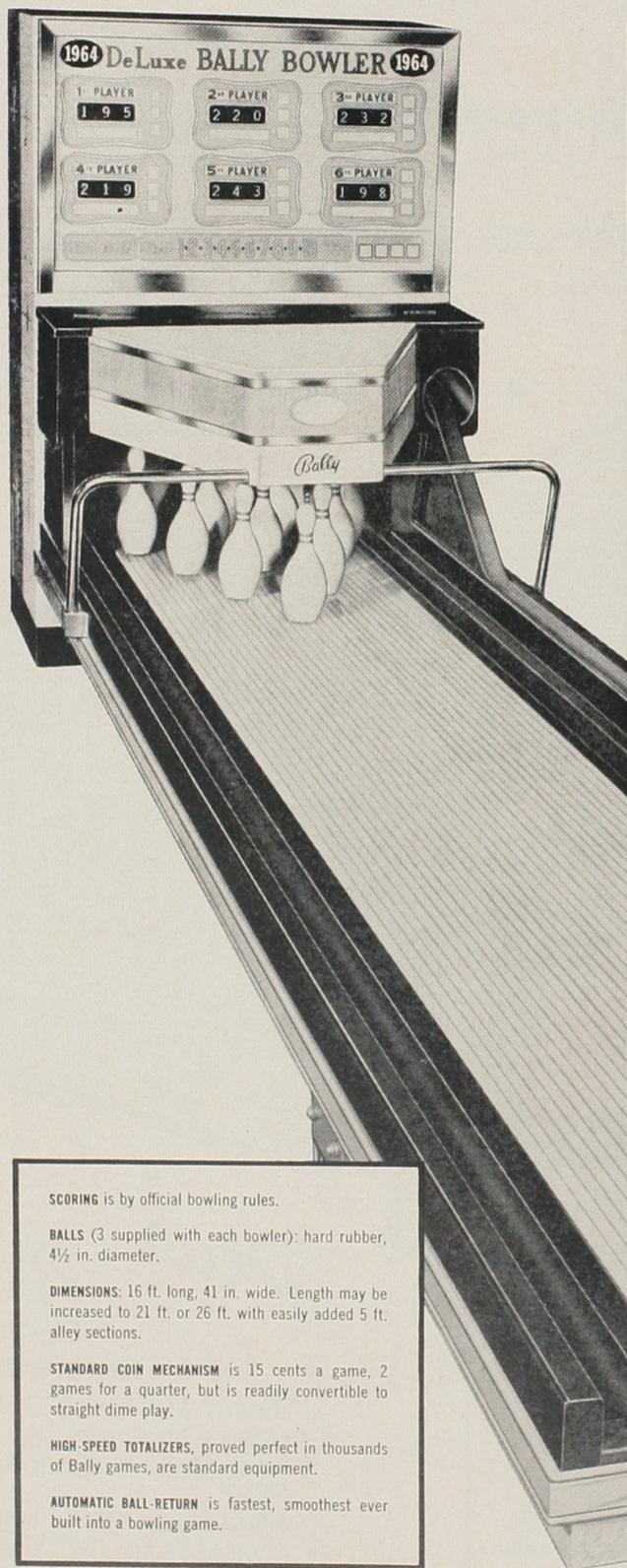
Plus • ADD-A-FRAME!
• DUAL-FLASH!
• FLASH-O-MATIC!
AND REGULATION SCORING!

- BRIGHT NEW COLOR COMBINATION!
- NEW! SUPER-QUIET, COMPLETELY CORK INSULATED, RUBBER-MOUNTED PLAY-FIELD!
- AVAILABLE IN 13', 16' AND 21' LENGTHS!
- AVAILABLE IN 10¢, 2 for 25¢ and 50¢ MODELS!
- NEW! RECESSED RUBBER SHIN GUARD!

Chicago Dynamic Industries, Inc. 1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

NEW IMPROVED 1964

Amazing Swivel-Action Pins



Photograph shows true bowling performance of new Swivel-Action Pins. Ball drives No. 1 Pin sideways to hit No. 3 Pin, which in turn will take out No. 6 and No. 10 Pins. BALLY BOWLER full-round pins fly in any desired direction, depending on angle at which ball hits pins or pins hit pins, exactly as in real bowling. Action is one hundred per cent mechanical response to impact of ball against pin or pin against pin—without electrical roll-overs—without magnets—without dangling chains. Hit pins are cleared off the alley with the snappy speed of real pins on a real alley—resulting in fast play, fast earning-power.

SCORING is by official bowling rules.

BALLS (3 supplied with each bowler): hard rubber, 4½ in. diameter.

DIMENSIONS: 16 ft. long, 41 in. wide. Length may be increased to 21 ft. or 26 ft. with easily added 5 ft. alley sections.

STANDARD COIN MECHANISM is 15 cents a game, 2 games for a quarter, but is readily convertible to straight dime play.

HIGH-SPEED TOTALIZERS, proved perfect in thousands of Bally games, are standard equipment.

AUTOMATIC BALL-RETURN is fastest, smoothest ever built into a bowling game.

DeLuxe BALLY BOWLER

Insure True Bowling Thrills!

No Roll-Overs! No Magnets!

REALISTIC BOWLING ACTION built into BALLY BOWLER is the result of two years of engineering to produce a revolutionary new pin-mechanism with full-round pins that fly in any desired direction, depending on angle at which ball hits pins or pins hit pins, exactly as in real bowling, without electrical roll-overs on alley—without magnets—without dangling chains.

Hit pins are cleared off the alley with the snappy speed of real pins on a real alley—insuring fast play, fast earning power.

Built for Heavy Duty!

The new BALLY BOWLER Swivel-Action Pin, speedy, positive pin-setter and jam-proof ball-return are built to take the punishment of continuous heavy play—and proved by automatic life-testing equal to three years of average location action.

Smart New-Look Styling!

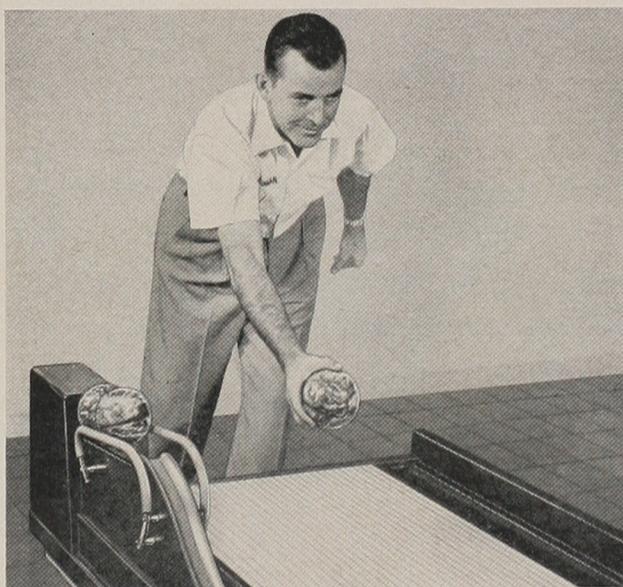
Styled by a prominent industrial designer, BALLY BOWLER combines rich walnut tones, and pleasing pastel colors with highlights of gleaming chrome. Low, eye-level cabinet with strikingly simple glass and streamlined alley win a welcome in every type of location.

Smooth, Quiet Operation!

Special noise-absorbing composition under the BALLY BOWLER alley, rubber-lined ball-return track and smooth, precision action of pin-mechanism assure extra quiet performance.

Top Earning-Power!

No coin-operated bowling-game ever gave players the real bowling performance—the realistic leaves—the true bowling satisfaction built into BALLY BOWLER. Location tests prove that BALLY BOWLER attracts new players, opens new locations, puts new life in present locations, boosts bowling collections to new highs. Get in on the ground floor of the new bowling boom. Get BALLY BOWLER now.



"Next thing to real bowling!"
BUDDY BOMAR

Buddy Bomar, nationally recognized as one of the greatest stars of bowling, says, "BALLY BOWLER is the next thing to real bowling and gives players the most realistic bowling action I've ever seen in a coin-operated bowling game."

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE

CHICAGO 18, ILLINOIS

UNANIMOUS APPROVAL "BEST EVER BUILT"

Thousands of music operators crammed Wurlitzer Distributor showrooms during National Wurlitzer Week to see and hear the fabulous Wurlitzer 2800.

Unanimous verdict — it is the best looking, best sounding phonograph ever built! Only phonograph to offer the Ten Top Tunes feature plus LP Album Selections, the Wurlitzer 2800 is styled, engineered and feature-loaded to make the swing to higher earnings.

Wherever on location it will be in action. It is so beautiful, so tuneful, the public can't leave it alone!

SEE YOUR WURLITZER DISTRIBUTOR NOW

The Brilliant New
WURLITZER
2800

Makes the Swing to Higher Earnings

THE WURLITZER COMPANY • N. TONAWANDA, N. Y.

108 Years of Musical Experience



SUPERBLY
STYLED

The Aristocrat of All Games

STRIKINGLY
BEAUTIFUL

UNITED'S BANK POOL

*It's New!
It's Original!
Terrific Appeal! No Competition!
Terrific Profits!*



Skill Shot on Break Can Score 30-20-10

FIRST LEAVE AFTER BREAK
15 Balls Automatically Drop in Pattern

Player gets up to 4 additional shots
To pick up all 15 balls

Unlimited Variation of Bank Shots

Fewer Shots Register
Higher Scores

1
2
3
or
4
Can Play

Perfect
Score
720

Get
BANK
POOL
from your
UNITED DISTRIBUTOR
Today

Standard 10¢ Play

SIZED RIGHT
3 FT. WIDE; 7 FT. 9 IN. LONG

Shipping Weight (Crated) 365 lbs.

6
Racks
Per Game
Maximum of
5 Shots Per Rack

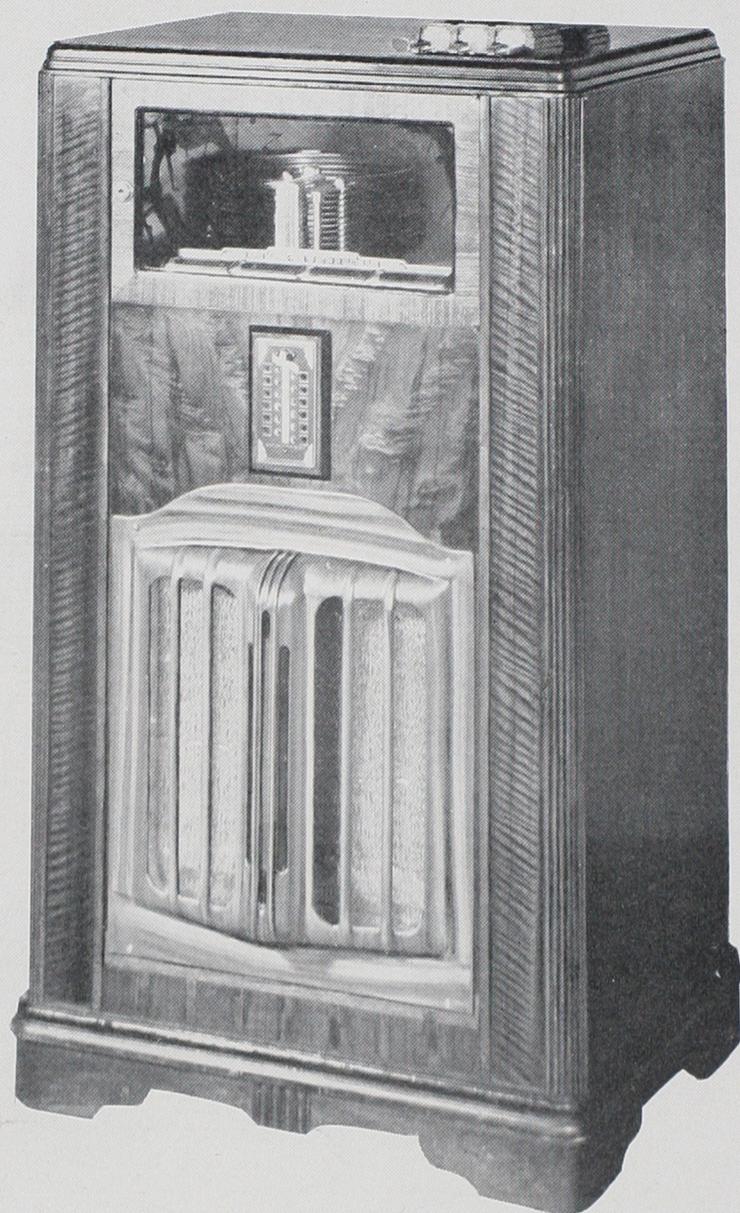
Get
BANK POOL
from your
UNITED DISTRIBUTOR
Today

The Greatest Innovation Since United Created Coin-Operated Bowling Alleys and Shuffle Alleys

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UNITED MANUFACTURING COMPANY • 3401 NORTH CALIFORNIA AVE., CHICAGO 18, ILLINOIS • CABLE ADDRESS: UMCO

"You do the darndest things, baby..."

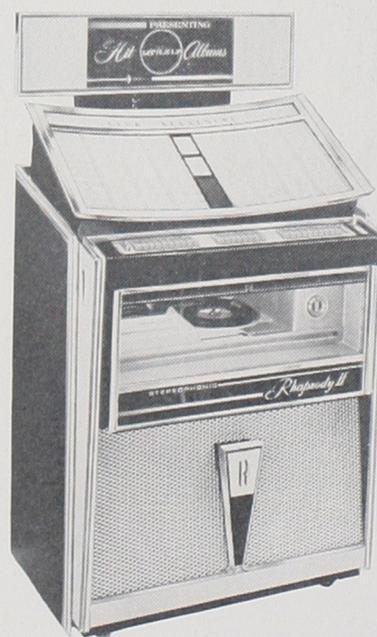


Remember that one? Or how about "Stompin' at the Savoy," or "Pennies from Heaven"... top tunes from back in 1936. The year we introduced one of our "big hits," too... the Rock-Ola Multi-Selector. "America's finest phonograph... at America's lowest price." And here's what we said about it then...

"... just two tools. An ordinary pair of pliers and a tiny, dime store screw driver. That's about all you need to keep your Rock-Ola Multi-Selector in perfect running order 24 hours a day throughout the year. This is because the Rock-Ola Multi-Selector is so well built. So solidly constructed. Its entire assembly is a masterpiece of simplicity. All useless parts—all excess grief and baggage—have been done away with. Only the necessary elements remain. That's why you can always depend on your Rock-Ola Multi-Selector to perform smoothly and satisfactorily."

Years pass. Fads change. So do people, products, and even entire companies. Yet, for us one thing has *never* changed. Outlined in that brief passage is our philosophy of manufacturing which has remained the same for nearly 30 years. Pure and simple concepts of engineering... a tradition of excellence which has made Rock-Ola the most respected name in phonographs... a tradition well-represented by our new 1964 Rhapsody II and Capri II De Luxe Stereo-Monaural phonographs.

See them at your Rock-Ola Distributor's today!



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for
advanced
products
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