



A Salute To The 20th Annual Amusement Trades Exhibition

Once again *Cash Box*, the International voice of the Coin Machine Industry is proud to publish this special issue in honor of the 20th Annual Amusement Trades Exhibition which takes place at the New Royal Horticultural Hall, London, from Tuesday January 28th to Thursday January 30th, 1964.

Five years ago when *Cash Box* made its A.T.E. debut at the 1960 exhibition the event was already an established highlight of the British Coin Machine year. Nevertheless, few people could have envisaged the rapidity with which it would grow into an event of International and indeed world wide importance.

However, with each advancing year the A.T.E. has been visibly outgrowing its environment and now like many other twenty-year-olds, it has burst its seams.

The problem of finding larger and more adequate accommodations is now a matter of extreme urgency. A solution must be found if the A.T.E., having reached maturity, is to remain Europe's No. 1 Exposition for the Coin Machine Industry.

As we said last year, London is singularly ill-equipped with suitable sites and because the A.T.E. is a social occasion as well as an exhibition it is desirable that the chosen hall should not only be the right size but situated in the right place.

However, the organisers, fully aware of the growing need for expansion, are accelerating their efforts to find a larger venue. They will again be reviewing all the possibilities in the very near future and to assist the board in their deliberations, they will be seeking the views, not only of the exhibitors, but of the visitors to this year's show.

Constructive suggestions will be welcome and visitors are earnestly requested to complete the questionnaires which will be distributed as they enter the hall.

Once inside the exhibition area it is certain that this year's visitor will find a standard of display far exceeding anything seen in previous years.

It is known that despite the limited space available the sixty-eight exhibitors have 'gone to town' and invested more money than ever in making the most of the 145 booths at their disposal.

The importance of showmanship as an adjunct to salesmanship increases with the ever growing status of our business and its final acceptance and recognition as a major and reputable Industry.

The 'get rich quick' merchants who flooded the market with inferior products a few years ago are rapidly on the way out. Established manufacturers and distributors have weathered the storm and the trend towards high class equipment and service has been accelerated over the past twelve months. Today's customer is more selective. He no longer looks simply for equipment, but for equipment of quality. Exhibitors at the A.T.E. able and anxious to meet these demands, expect this year's results to reach an all time high.

Recognising the importance of the A.T.E. as an International shop window several American manufacturers will be introducing brand new equipment: phonographs, amusement games and fruit machines to Europe, the major U.S. export market of the world.

Figures published in the *Cash Box* third Quarterly Export Edition for the first nine months of 1963 show a considerable increase in the number of phonographs and games imported by the U.K. compared with the previous year. The volume of games units being practically doubled. In the third quarter more than twelve thousand machines both new and used came into the country. Profits made by the relaxation of gaming restrictions in respect of payout machines may be partly responsible for the extra expenditure.

Last year's swing toward the multi-player continues and new machines in this category and of even greater proportions are likely to be seen at this year's show.

This time last year Britain stood on the thresholds of the Common Market and Decimal Coinage. Whilst the first door has been firmly closed the second remains ajar.

The Government's Committee of Enquiry has published its report and recommendations and the final decision which rests with the Government is awaited.

The Government's plan to abolish Retail Price Maintenance without delay is likely to have little effect on the Coin Machine Industry on whom restrictions of this kind have not previously been imposed.

Despite the prospect of a General Election it is hoped that the forward strides made in recent years will be maintained in 1964. When the new Betting and Gaming Act was introduced four years ago it was in the nature of a rather daring experiment, likely to require certain amendments after a suitable period of trial and error. A point to be remembered whatever Government is in power.

In conclusion, *Cash Box*, on behalf of the trade extends a vote of thanks to the A.T.E. Committee and members of the Amusement Caterers Association and Music Trades Association for their work behind the scenes. We wish the 20th Amusement Trades Exhibition every success.

20th Annual A.T.E. Convention Expects Largest Crowd, Exhibit Space Sold Out, London Is Center Of Industry Jan. 28-30

LONDON—When the doors of the New Royal Horticultural Hall open at 10 o'clock on Tuesday morning January 28th the 20th Amusement Trades Exhibition will be under way . . . the culmination of months of active preparation.

Right up to the last minute the organizers were being besieged with phone calls and inquiries from would be exhibitors who realized too late the importance of the event and the necessity to be seen there.

Every year despite the certain knowledge that the demand for space exceeds the supply, failure to heed the book early call results in an ever increasing number of disappointed manufacturers and distributors.

Once again all available space was allocated well before Christmas and as in previous years the individual requirements of many applicants had to be drastically restricted.

Several new names are to be found in this year's list of exhibitors. Ditchburn Equipment Ltd are returning after an absence of a couple of years and Peter Simper, a well known personality within the industry, has his own stand for the first time.

A welcome newcomer from overseas is Automatenbau-Forster of Germany. Other companies showing for the first time include Andamuse Ltd, County Auto M/cs Ltd, Golding Automatics Ltd, Nixon (Mfr) Ltd and the Gainsmead Group of Companies, newly appointed importers and distributors for the Eltec products of West Germany.

A considerable amount of new equipment will be on show for the first time and the exhibition is expected to attract a record number of visitors both from at home and overseas.

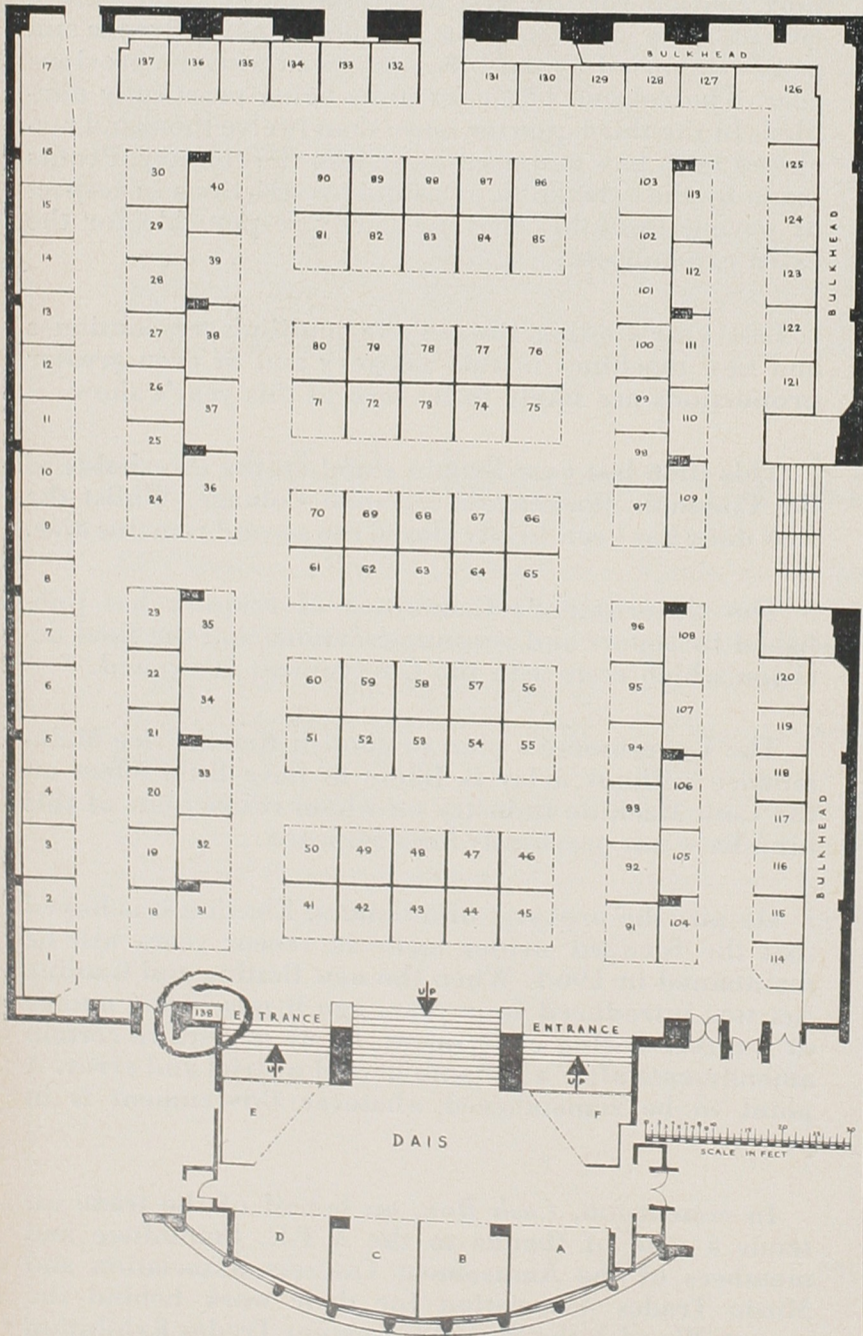
For one reason or another, the American side doesn't play its card until the final minute as evidenced by last minute notifications that many factory representatives will make the trip from Chicago to take part in the exhibit. At first, most manufacturers had resigned this chore to local distributors.

Last year close to 3000 visitors attended the show. The same number of booths—68—will house all types equipment. A complete report on the 20th A.T.E. will appear in two weeks, in this section of Cash Box.

1964 AMUSEMENT TRADES EXHIBITION DIRECTORY

	STAND(S)
Ainsworth Consolidated Industries (G.B.) Ltd.	126-127
Amusement Equipment Co. Ltd.	25-26
Andamuse Ltd.	11
Astro, Cyril, Photomaton (London) Ltd.	105-106
Automatenbau Förster	A (Dais)
Automatic Canteen Co. (G.B.) Ltd.	20-21
Auto-Slot (Sales) Ltd.	5-6
Beacon Signs Ltd.	89-90
Bell-Fruit Ltd.	61-62
Billboard	Foyer
Bryans Works	61-62
Cash Box	13
Chicago Automatic Supply Co.	101-102
Crompton, Alfred, Amusement Machines Ltd.	84-85
Crompton & Bates Ltd.	8
Coughtrey's Auto Supplies Ltd.	52-53
County Auto Machines Ltd.	E (Dais)
Davies Products (Liverpool) Ltd.	1-2
Ditchburn Equipment Ltd.	69-70
Filmbox Equipment Ltd.	11
Gainsmead Group of Companies	12
G. B. Cutlery Co. Ltd.	123
Glenvil Press & Coin Autos	F (Dais)
Goldhill & Mendoza Ltd.	33-34
Golding Automatics Ltd.	Foyer
Goldman, H. Ltd.	66-67
Halel Enterprises Ltd.	131
Hall, Edwin, & Co.	B-C (Dais)
Harris Bros.	44-45
Holborn Cereals Ltd.	21
International Coin Counting Machine Co. Ltd.	51
Jubilee Products	32
Krafts Automatics Ltd.	7-12
Lancaster, W & Co., Ltd.	37-38
Leeday Photomatics Ltd.	29-30
Lewis Bros.	107-108
Mandry Assembly Ltd.	104
Mar-Matic Sales Ltd.	54-55
Mayfield Automatics Ltd.	18-19 & 31
Melroy Automatics Ltd.	121-122
Melroy Manufacturing Co., Ltd.	123-124
Miller, M. & Sons, Ltd.	114-116
Millers (Multi-Slots) Ltd.	24 & 36
Mills Novelty Co. Ltd.	118-120
Mitchell, R. G. (Sales) Ltd.	130-131
Nixon (Mfg.) Ltd.	16
Perrett Automatics Ltd.	51
Phillips, B. M. Ltd.	23
Phonographic Equipment Co. Ltd.	91-96
Robinson Partners (London) Ltd.	47-50
Ruffler & Walker Ltd.	71-80
Samson Novelty Co. Ltd.	41-43
Schwartz, I. & Son, Ltd.	81-82
Scottish Automatic Printing Co. Ltd.	46
Shefras, M & Sons Ltd.	63-65
Shefras, P. (Sales) Ltd.	97-100
Simper, Peter & Co. Ltd.	D (Dais)
Standard Coin Counting Co.	88
Streets Automatic Machine Co. Ltd.	133-137
Sturgeon Electronic Mfg. Co. (Autos) Ltd.	109-110
Supercar Co. (Coventry) Ltd.	59-60
Symplay Limited	13-14
Vale Amusement Supplies	3-4
Whittaker Bros. (Shaw) Ltd.	111-113
Wondermatics Ltd.	128-129
World's Fair Ltd.	40

The A.T.E. Convention Floor Plan



New Royal Horticultural Hall Floor Plan

A.T.E. Board of Directors



J. SINGLETON
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- M. SHEFRAS
- W. G. GREEN
- H. OLIVER
- W. LENNARD
- W. MYERS
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3-Day MOA Exec Chi Session Brings About Appointment Of New Manager, Formation Of PR Committee; Convention At Sherman Oct. 14-16

Board Members Swing Into Action As Goals Are Set; Sweet Smell Of Success Permeates Atmosphere Of Meet

CHICAGO—You could almost smell the success here last week as Music Operators of America execs filed out of a three-day meeting that may have accomplished more to keep this association moving than all the talk that has gone by the boards for the past ten years. The MOA execs know a good thing when they have one, and lost no time in signing up a Manager to keep the wagon rolling onto still another successful convention comes next October.

The Executive Committee and Board of Directors of the Music Operators of America held a three day session, from Thursday through Saturday, January 16-18, in the Sherman House Hotel, in this city, to formulate plans for association activities during 1964, including the annual MOA Convention, which will be held from October 14 thru 16, in the Sherman House. One significant accomplishment was the appointment of a new managing director (see story of Fred Granger's appointment on this page). The meetings were chaired by Lou Casola, president of MOA.

In another significant move a general Public Relations Committee was formed, headed by Henry Leyser, of California. Other members of the committee are Millie McCarthy, J. Harry Snodgrass, Jack Bess and Willie Blatt.

Regarding the MOA's 1964 convention, although the convention will be in the Sherman House Hotel, the gala banquet and floor show will again be in the Terrace Casino of the Morrison Hotel, because of the unique physical layout of the gigantic terraced room.

When the heavily attended Saturday session convened in the early morning hours President Lou Casola asked for a few moments of silence and meditation to honor the memory of Larry Marvin, who died in December, 1963. Marvin, a longtime coin machine operator in California, had served MOA diligently ever since it was founded many years ago. The memorial service was also to include all music operators and other coin machine people who passed away during the past year.

Prior to the development of plans and programs for 1964 MOA business several committee chairmen delivered their annual reports. Casola made the president's report for 1963, enumerating the various accomplishments

and successes enjoyed by the association. He also expressed great optimism for 1964's prospects.

Other reports were made by: Jim Tolisano (Treasury), John Fling (Interim Dues Committee), George A. Miller (Legislative Committee), and Henry Leyser (1963 Convention).

Leyser explained that his report was the result of a questionnaire that was distributed to all exhibitors of last year's convention, and based on their replies.

"The general impression we got was that they definitely want us to con-

tinue along our 1963 pattern," Leyser said.

Al Denver reported on the meeting last year in New York City between officers of MOA and executives of the major phonograph record companies. He stated that there was a definite feeling of congeniality, and that the prospects for 1964's convention look good in this respect.

Clint S. Pierce was named as General Chairman of the 1964 MOA Convention Committee. James F. Tolisano is his Co-Chairman. All other committees include: (See col's 1 and 2)

New MOA Manager A Trade Assoc. Man

CHICAGO—Frederick M. Granger, Jr. was appointed by the Executive Committee of the Music Operators of America (MOA) to the post of managing director, during a three day meeting of the Executive Committee and Board of Directors, Thursday thru Saturday, January 16-18, in the Sherman House Hotel in this city. The meetings were chaired by Lou Casola, president. He was assisted in screening applicants, prior to the eventual selection of Granger, by MOA Past-President J. Harry Snodgrass, of Albuquerque, New Mexico.

Granger's background includes many years of solid experience and successful management in the trade association field. He is a member of the American Society of Association Executives, and the National Association of Exhibit Managers. He was executive director of the Specialty Advertising Guild International, from April, 1957 to October, 1963.

Prior to that post he was district sales manager for the American Corporation in Washington, D.C., Maryland and Virginia. He also served the advertising field as an account executive for several years.

Granger served on active sea duty with the United States Navy during World War II as a commissioned officer. From 1947 to 1948 he was assigned to the Executive Office of the Secretary of the Navy, after a stint as administrative assistant to the officer-in-charge of the Navy's Advanced Technical Service Schools, in Washington, D.C.

Among his other military assignments he lists such duties as: Assistant public relations officer on the staff of the Commander of U. S. Naval Forces in the European and Mediterranean Areas. During this period he handled news and photo coverage of the crucial Berlin Airlift.

Prior to Granger's retirement from naval duty he was a U. S. Foreign Service Officer in the Grand Duchy of Luxembourg, and in France. He retired from the service in 1952.

When Granger was finally proposed as the logical choice to replace Bob Blundred to the executive committee and the board of directors of MOA, by Casola and Snodgrass, there was a spontaneous, unanimous assent.

Snodgrass asserted that Granger is "just the man needed" to continue the upward drive and impetus first generated over one year ago by Blundred. "Blundred assured us he will volunteer from time to time to aid Granger in acquainting himself with his diverse duties in managing MOA's affairs," Snodgrass stated.

When asked by the Cash Box reporter how he felt about his new as-



FRED GRANGER

signment, Granger replied: "First, it will be a great pleasure and feeling of satisfaction to work with such fine people, as I've met here (the Sherman House) during the past few days.

"Also, I greatly appreciate the opportunity to meet the challenge of helping to the best of my ability to further the progress of this association.

"The potential looks very good to me—as I know it does to the music operators of this country. Naturally, I'll do my very best to attain our ultimate goal of maximum membership, very successful conventions and trade show exhibits, and a positive legislative platform."

Granger assumed his new position at MOA headquarters in Chicago immediately. He was at his desk promptly Monday morning, following the three day meeting.

Trudy Coven Dies

CHICAGO—Mrs. Gertrude (Trudy) Coven, wife of coinvet Ben Coven, died suddenly last Tuesday, January 21. Funeral services were held at Piser Memorial Chapel in this city, on Tuesday, January 23.

Mrs. Coven is also survived by two sons, Jeffrey and Lawrence Coven.

Ben Coven was formerly the owner of Coven Music Company, and handled distribution here of the Wurlitzer coin-operated phonographs, Smoke-shop cigarette vendors, and several lines of amusement games. The firm was dissolved in 1958. He is presently affiliated with Airguide Instrument Company, on the same site where his distributorship was located.

COMMITTEE ON COMMITTEES

- John Wallace, Chairman
- Frank Fabiano
- Howard Ellis
- Lou Casola
- Clint Pierce
- Thomas Greco
- Maynard Hopkins

BANQUET COMMITTEE

- Howard Ellis, Chairman
- James Hutzler
- William Anderson
- Peter Geritz
- Lindy Nardone
- Ed Holyfield

REGISTRATION COMMITTEE

- Harlan Wingrave, Chairman
- Les Montooth
- C. G. 'Joe' Silla
- C. C. Bishop
- Ralph Ridgeway
- Royce Green
- Herbert Tonnell
- A. L. Ptacek

MEMBERSHIP COMMITTEE

- Ted Nichols, Chairman
- Thos. Greco
- John Fling
- Bert Betti
- William Poss
- C. Tashima
- Leon Taksen
- Jack Bess
- Rubin A. Franco
- Brud Oseroff
- J. Seidman
- H. A. Franz
- Bob Jones
- Chas. Marvin

EXHIBIT COMMITTEE

- C. G. 'Joe' Silla, Chairman
- K. A. Cormney
- Carl Pavesi
- Edgar Hudson

FINANCE COMMITTEE

- William Cannon, Chairman
- Al Denver
- Carl Pavesi

PRESS COMMITTEE

- Frank Fabiano, Chairman
- Henry Leyser
- Clint Pierce
- Maynard Hopkins
- Paul Brown
- Sam Hastings
- A. L. Ptasek

FORUM COMMITTEE

- Norman Gefke, Chairman
- Ted Nichols
- Henry Leyser
- J. Harry Snodgrass
- Mrs. Millie McCarthy
- L. F. LeSturgeon
- John Trucano

ATTENDANCE COMMITTEE

- Maynard Hopkins, Chairman
- Al Harper
- James Tolisano
- Hal Shinn
- Jack Jeffreys
- Walter Hemple
- Brud Oseroff
- Chas. Bengimina
- Nick Carter
- Bob Jones
- Sam Weisman
- John Wallace

RECEPTION COMMITTEE

- J. Harry Snodgrass, Chairman
- Al Denver
- John Wallace

DOOR PRIZE COMMITTEE

- Paul Brown, Chairman
- Frank Fabiano
- Wm. Blatt
- Max Hurvich
- Moses Proffitt

EVALUATION COMMITTEE

- Henry Leyser, Chairman
- William Poss
- John Trucano

EMPIRE For EXPORT!

PHONOGRAPHS

- | | |
|--|--|
| <ul style="list-style-type: none"> ■ SEEBURG 5-KD200 10-M100B 10-M100C 5-V200 5-VL200 | <ul style="list-style-type: none"> ■ ROCK-OLA 1-1454 3-1455 1-1458 |
| <ul style="list-style-type: none"> ■ WURLITZER 5-2000 1-2150 1-2300 1-2400 1-2304 | <ul style="list-style-type: none"> ■ AMI 2-Continental II 5-6200 1-H120 1-I120 1-J200 |

SPECIALS

- **BOWLING ALLEYS**
JUMBO, DUPLEX, BONUS, & UP
- **SHUFFLE ALLEYS**
VIKING, CRYSTAL, & UP
- **GUNS**
GUNSMOKE, CRUSADER, PLAYLAND, ETC.
- **ARCADE EQUIPMENT**
KIDDIE RIDES, ETC.

GOTTLIEB FIVE BALLS

- | | |
|---|---|
| <ul style="list-style-type: none"> BIG CASINO CORRAL COVER GIRL EGGHEAD FASHION SHOW FLYING CIRCUS FOTO FINISH GAUCHO | <ul style="list-style-type: none"> LANCER LIBERTY BELLE MADAMOISELLE PREVIEW RACK-A-BALL SLICK CHICK SUNSET TROPIC ISLE |
|---|---|

WILLIAMS FIVE BALLS

- | | |
|---|--|
| <ul style="list-style-type: none"> BIG DEAL BLACKJACK COQUETTE DARTS FOUR ROSES HIGHWAY HOLLYWOOD JUMPIN' JACK'S JUNGLE KING PIN KISMET METRO | <ul style="list-style-type: none"> MUSIC MAN RESERVE SATELLITE SKILL POOL SPACE SHIP TEN SPOT THREE COINS TOM TOM TRADEWINDS VALIANT VIKING |
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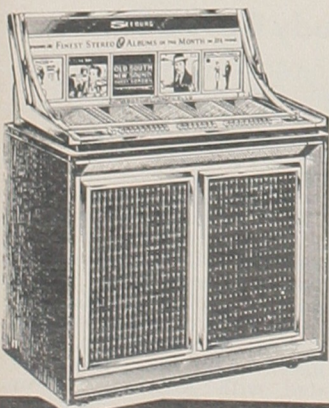
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The A.T.E. Exhibits: What to look for

RUFFLER & WALKER (STAND NOS: 71-80)

Once again Ruffler & Walker are to be found on the island site in the centre of the hall. As sole importers for Rock-Ola throughout the British Isles, R & W will be showing the complete range including the six 1964 models. These will be displayed in a special Rock-Ola section of the stand which has been designed to represent a typical bar location. It is expected that by the close of the exhibition Rock-Ola will achieve their target of 1,000 units sold within a twelve month period. On show for the first time will be the new Rock-Ola phonograph 160-selection specifically designed for high class location. Tastefully designed to fit in with any type of decor it has a highly individual appearance. Special features enable it to play Little L.P. Album records at dual speeds of 33 1-3rd and 45 r.p.m. It is also priced at no higher than the current 418 Rhapsody II model. The ever popular wall phonograph model 1494 will continue unchanged during 1964. Ruffler & Walker will also be showing the complete range of Jennings fruit machines comprising the Governor and Bingo Belle and also the Jennings Eldorado Star Chief which is handled exclusively by R & W in the British Isles and which has proved popular over recent months. In conjunction with Jennings R & W will be showing the latest Keeney models including the new 1d Derby specially designed for the British market. This is a console type machine with a horizontally mounted back glass depicting a series of race horses. On insertion of one penny the player can select a horse and then actuate a switch causing the horse symbols to flash eventually stopping at one particular name. If the player has backed the winning horse he receives a payout between 2-12 pennies. The Keeney 1d Twirl, exclusively distributed by Ruffler & Walker will also be on show. Another part of their stand will feature a special display of G.A.M.E.S. equipment comprising the latest Gun Smoke upright giving five plays for 2/6d four for 2/- and two for 1/-. For winning sequences the machine pays the player one shilling plus a number of prize tokens exchangeable for gifts on display. The G.A.M.E.S. low-priced Wild Bar will also be featured. Gottlieb products for which R & W are sole distributors will include the Flying Chariots two-player model as well as the current three-play single player models Sweethearts and Gigi. Chicago Dynamic Industries will be represented by a full length bowling alley. Presented in 16ft form it is extendable up to 32ft and can accommodate 6 players offering six different games at one shilling per player. This will be of particular interest this year in view of the tremendous upsurge in bowling centres in the British Isles over the last twelve months. Ruffler & Walker will also put emphasis on the recently acquired Sega range of fruit machines including the latest 1d play de-luxe model with front opening case, facilitating ease of servicing for machines installed on fixed positions in arcades. R & W will also highlight the Italian manufactured Jaguar Crane currently the rage of the continent. Three prototype models will be displayed on free play for the use of visitors.

MAR-MATIC SALES LTD. (STAND NOS: 54-57)

Mar-Matic Sales will be showing a wide selection of completely new machines from Jennings and Keeney covering every aspect of mechanical electric machines and flippers. Jennings will be showing two new models in the "8 Ball" and "Pearly Kings And Queens" as well as their firmly established and highly successful Governor, Bingo Belle, Lucky Hunter and Eldorado Star Chief. In the Keeney range several new, exciting and highly profitable machines for operators will also receive their first showing, the foremost of which will be Twin Dragons. This is an advanced

Hold and Draw and has two carry over features as well as the already popular double up, triple up and Hold and Draw features. Other new items of equipment by Keeney will be Fast Draw, Football, Snooker, Pony Derby and 1d Derby. The flipper lines include the two-player Colorama with the magic colour spot and changing flashing light targets. The machine has already been thoroughly and successfully site tested in the U.K. as have the two other popular Keeney flippers Go Kart and Poker Face. Visitors to the Mar-Matic Sales stand will be rewarded by an extensive range of equipment and a warm welcome from Mr. Maurice Sykes, Mr. Art Weinand (President of J.H. Keeney Co. Inc.); Mr. Geoffrey H. Granoe (Sales Manager); Mr. Sam Casper (Company Secretary); Mr. Art Rosset (Representative for the Benelux countries and Scandinavia); Mr. Tony Cole (Representative for Italy, Germany Switzerland and Austria) and Mr. John Goddard (Publicity and P.R.O.)

AINSWORTH CONSOLIDATED (GREAT BRITAIN) LTD. (STAND NOS: 126-127)

Ainsworth Consolidated (G.B.) Ltd. back again on Stand Nos: 126 and 127 will be showing the full range of Aristocrat fruit machines manufactured by the parent company, Ainsworth Consolidated Industries Pty Ltd. of Australia. Dominating the Ainsworth stand will be the brand new Aristocrat Nevada Gold Star, the latest addition to the company's range of fruit machines which has already broken into the American market with tremendous success. The major feature of the Nevada Gold Star is the automatic, self-loading jackpot—6d play fitted with coin selector and ejector. The all-chrome front features illuminated eye level score cards, illuminated jackpot display area, name plate, reels and coin turret. Also on show will be the well tried and popular range of Aristocrat Starlites (Gold Award, Criss Cross, Wild Ace and dropping jackpots) with a special range of the 1d play Arcadian ready for the 1964 summer season. In attendance will be Director and Sales Manager Mr. F. J. Coley and members of the sales force. Mr. G. Muir, Co-Director will be coming over from Australia for the Exhibition.

MORRIS SHEFRAS & SONS LTD. (STAND NOS: 63, 64 & 65)

Morris Shefras will feature new and rebuilt 1d, 3d and 6d play fruit machines housed in light-up cabinets including a new styled machine which has just reached this country. Many new styled wall machines with payouts up to 12 pennies will also be on show. The M.S. bent coin rejectors for 1d and 6d play Mills or Sega fruit machines first introduced by Shefras at last year's exhibition, have met with considerable success and will be on show again this year. Another section of the Shefras stand will be devoted to spare parts for all makes of fruit machines. As usual there will be a complete range of bingo equipment including tried and proven blowers, indicators and an entirely new free standing console blower.

SAMSON NOVELTY CO. LTD. (STAND NOS: 414-3)

The spotlight here will be on a new upright console on show for the first time. The Pirate, a multi-slot five-player 1d play pay-out machine with a Smuggler and Hidden Treasure motive. Two new wall machines will also be on show, The Challenger a 3d play money spinner with eighteen columns, each column holds a shilling with instant pay-outs and the Bingolette another 3d play light-up wall machine. They will also be showing coin pay-out units manufactured by their associate company, including candy floss making machines both table and console models. Mr. Harry Holloway will be on hand to welcome visitors.

(Continued on next page)

A.T.E. Exhibits

What to look for

GLENVIL PRESS AND COIN AUTOS (STAND F)

The Glenvil Company, Great Britain's only comprehensive fruit bands publishers, who have made a great hit with golf bands also specialize in amusement printing including bingo tickets. The firm is also well known as manufacturers, distributors and importers of fruit and golf machines, juke boxes, pin tables and all coin operated amusement machines.

GAINSMEAD GROUP OF COMPANIES (STAND NO: 15)

Sole importers and distributors for the German manufactured Eltec phonographs, Gainsmead's Eltec Sales Division will be exhibiting the F100 wall model, the G100 console together with the latest addition to the Eltec range, the M100. Compact and competitively priced the machines are sure to attract considerable attention.

CHICAGO AUTOMATIC SUPPLY CO. (STAND NOS: 101-103)

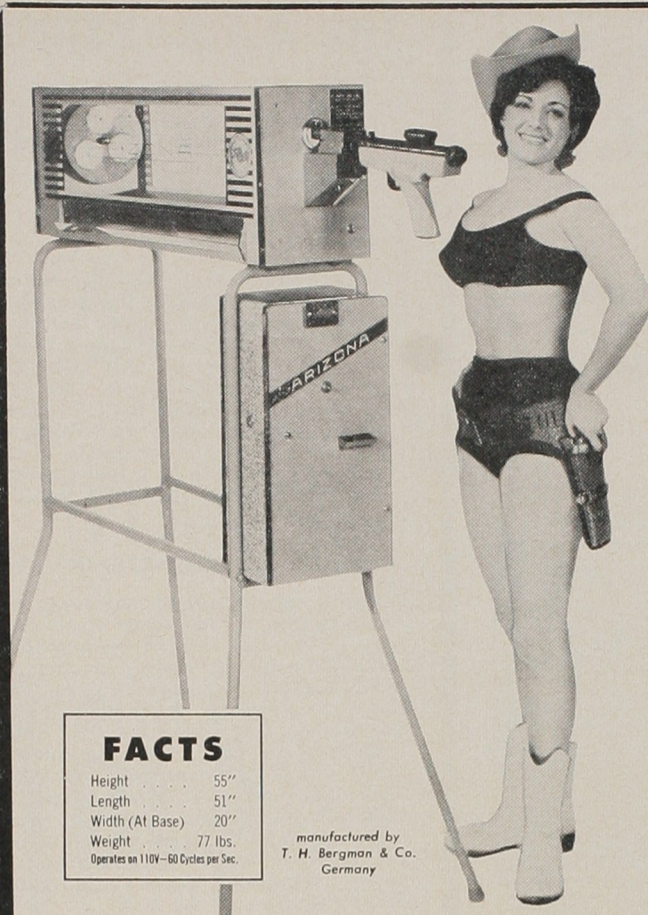
Once again Chicago Automatics will be showing a wide range of new and reconditioned fruit machines (Mills, Jennings, Aristocrat and Sega), Williams and Gottlieb pin tables, the Keeney Blue Spot and Bally Treble Chance and a large selection of assorted wall machines for arcades and permit sites. As usual a major part of their stand will be given over to spare parts and accessories.

SYMPLAY LTD. (STAND NOS: 13 & 14)

Symplay Ltd., sole United Kingdom distributors for Th. Bergmann & Co. of Hamburg, exhibiting for the third successive year, will be showing the Symphonie S100 series of juke boxes. Available in both wall and console models, the series represents a revolutionary break-through in juke box design. The features include the popularity counter for both sides of the records; fully electrical selection using only three relays and twelve contacts and front opening giving easy access to all components. The record is driven from the center but played vertically by a tonarm. Those parts of the box which are not chromium plated are processed by a material which is heat and stain resistant. Among the other equipment on show will be the Monaco 12 to 1 penny wall pay-outs. Players can insert up to twelve coins at a time. The playing time is less than five seconds and machines have been built to comply with the latest licensing and gaming laws. The Safari Gun. The smallest electrical mirror gun made. All parts are completely accessible and the target animals bob up and down at great speed. The Arizona Gun. An extremely compact shooting gallery using a real air pistol made by the Diana Pistol Co. firing bullets at three constantly rotating targets—five bullets dispensed automatically on insertion of 6d. Also on show will be the Australian manufactured Jubilee and Aristocrat fruit machines for which Symplay are distributors. Mr. Ray Seabrook, General Manager, will be in attendance.

KRAFT'S AUTOMATICS LTD. (STAND NOS: 7-12)

With a larger stand than ever Kraft's Automatics, this year, will feature their console Circus 1d play introduced to the trade at Blackpool and now to be seen in London for the first time. Housed in a new style cabinet of mablica laminated plastic with an attractively designed multi-colored display glass, the machine has an elegant overall appearance. A five slot 1d play with 2-12 pay-out, the machine has all the technical features of the Kraft's six-way console. Due



FACTS

Height 55"

Length 51"

Width (At Base) 20"

Weight 77 lbs.

Operates on 110V—60 Cycles per Sec.

manufactured by
T. H. Bergman & Co.
Germany

NEW

MONEY MAKER

ARIZONA

Makes more money for the operator and location owner by reason of live-action.

ARIZONA—the "HIT" of all Europe . . . Versatile . . . Limitless location opportunities . . . Fascinating, absolutely safe live-action gun. Unique construction design reduces servicing to a minimum . . . appeals to all age groups!

ATTENTION: Operators, write or phone for name of Distributors in your area.

DUNCAN SALES CO. National Sales Agents for U.S.A. announced that territories are now open throughout the United States for Distributors of ARIZONA.

Phone, wire, or write Mr. Joseph Nemes. Phone 241-3801.

DUNCAN SALES CO.

737 Carnegie Ave. • Cleveland 15, Ohio

to the volume of production the new console Circus is being offered at an all-time low cost. Kraft's are also introducing another console the 3d play five slot Lucky Throw. The background has a gaming room motive with dice symbols. Also on show will be three new 1d play five slot wall machines with 2-12 pay-outs. The Gold Cup, Big Top and Top Ten. Derek Kraft also promises to have a surprise upright console with brand new features on show for the first time. Kraft's will also feature their usual wall of new and rebuilt fruit machines including Jennings, Sega and Mills. Williams and Gottlieb flippers, arcade and novelty machines will also be displayed. During the next twelve months Kraft's will re-equip their new factory, stepping up production facilities by more than 35 per cent. In attendance at the A.T.E. will be Mark Kraft and his son, Derek, together with complete sales and technical staff.

EDWIN HALL & CO. (STANDS D & C)

Back in their usual position on the dais Edwin Hall & Co., specialists in high class kiddie rides, will once again be featuring their Super Car space-ships and usual range including the Motor Cycle, Helicopter, Panda, Horse and Muffin The Mule. On show for the first time will be a new 6d in-the-slot double kiddie ride comprising two small animals side by side, operating on a rocking principle. As usual Mr. Edwin Hall will be in attendance.

HALEL ENTERPRISES LTD. (STAND NO: 132)

No stranger to the A.T.E. Australian coin man Mr. Hal Eldridge is this year exhibiting on his own account for the first time. Since he severed his association with Ainsworth he has set up his own importing company, Halel Enterprises Ltd. He has been granted distribution rights for the Mills Bell-O-Matic and is in the process of appointing six to ten dealers throughout the country to handle his products. Halel Enterprises is an accredited representative for Allan Herschell Co. Inc., manufacturers of amusement rides both large and small. Unfortunately, due to lack of space, the exhibits will be confined to fruits with Mills machines especially designed for the British market taking pride of place. Halel will also be showing two new two-player French manufactured Rally flippers for the first time in England. The Twist and Toro.

STAND 32

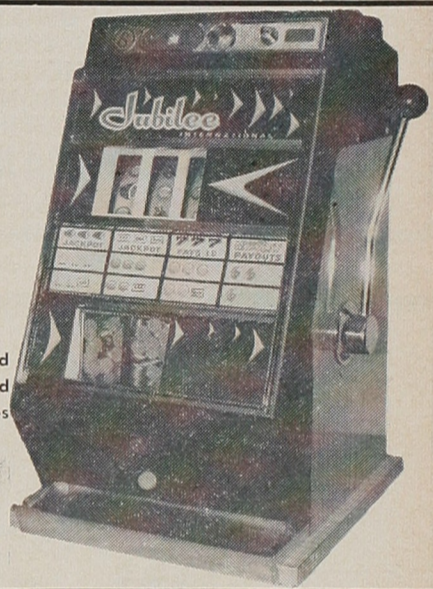
JUBILEE PRODUCTS, sole manufacturers and suppliers of the world famous JUBILEE and SILVER JUBILEE fruit machines to the clubs in Great Britain and Australia and also to the armed forces clubs throughout Europe and the Far East, are proud to announce the introduction of the NEW JUBILEE INTERNATIONAL.

★
6d—3d—1d
live Jackpots and
token machines

JUBILEE PRODUCTS

932a, NORTH CIRCULAR ROAD,
LONDON N.W.2. ENGLAND

Telephone: Gladstone 1028-9



HERE IT IS—The Counter Game
That Is Legal Everywhere!

Marvel's NEW SLUGGER

Accurate, Competitive Skill Scoring
• A Real Money-Maker! \$54.50
1c, 5c, or 10c play (specify)

Slugger is sturdily built—natural wood cabinet with polished chrome fittings. Precision-built scoring unit and fool-proof mechanism.

MARVEL Manufacturing Company

2849 West Fullerton Ave. Chicago 47, Ill.
Phone: Dickens 2-2424



H—18"; W—12" D—8"

Distributors Wanted

BRYANS WORKS (STAND NOS: 61 & 62)

Manufacturers and Exporters of Display Robots, Novelty Machinery and Devices, Bryans Works will be showing a wide range of equipment designed primarily for the amusement and entertainment of the player comprising Single-Ball pay-out wall machines (Elevenes, Fivewin, Pilwin, Gapwin, Ten-Cup, U-Win) in 1d and 3d play; three-ball pay-out wall machines with metered Jackpot

GIVE

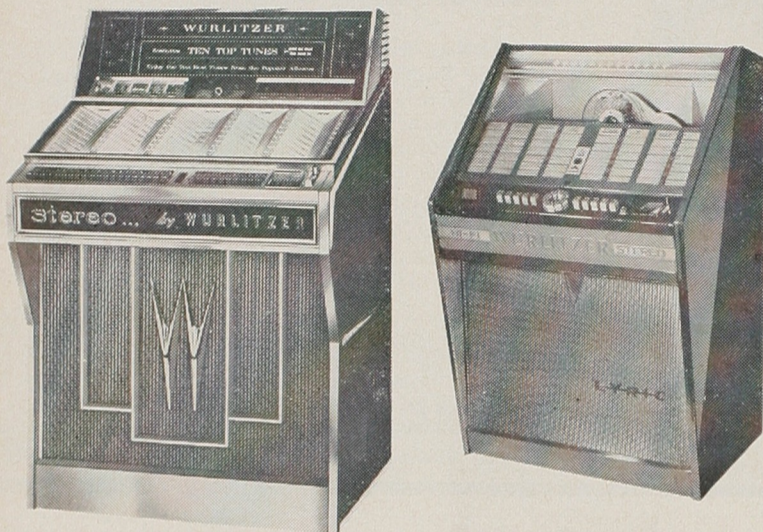
TO THE MARCH OF DIMES

(Forks, Sevenwin, Ninecup) clocks and pyramids; two-player machines (World and All-Sport) and exhibited for the first time in London the Five-Slot Bullion.

(Continued on next page)

YOUR WURLITZERS FOR '64

BY
THE DITCHBURN ORGANISATION LIMITED
IN THE UNITED KINGDOM



SEE THEM ON STANDS 69 & 70
AMUSEMENT TRADES EXHIBITION
NEW ROYAL HORTICULTURAL HALL
LONDON S.W.1.

JANUARY 28th - 30th 1964

DITCHBURN ORGANISATION LIMITED
LYTHAM • LANCASHIRE • ENGLAND

STANDS
54-55
56-57

MAR-MATIC SALES Ltd.

31-35 KIRBY STREET,
HATTON GARDEN, LONDON, E.C.1.
Telephone HOLborn 0516-7.

THE LATEST MACHINES BY JENNINGS & KEENEY

SEVERAL OF WHICH ARE HAVING THEIR
WORLD PREMIERE SHOWING.

BE SURE AND VISIT STANDS

54 - 55 - 56 and 57

BEFORE ANY OTHER!

The A.T.E. Exhibits:

What to look for

(Continued from page 55)

PETER SIMPER & CO. LTD.
(STAND D)

Peter Simper, well known personality in the coin machine industry, and main distributor for Keeney and Jennings, is a welcome newcomer to the list of Exhibitors. He will show the new Rowe-Ami Tropicana, the Jennings Governors, Bingo Belles, Keeney Blue Spots and Venus and Williams pin tables etc. Major attraction of the stand is expected to be a new medium sized juke box by a world famous manufacturer.

SEEBURG (GREAT BRITAIN) LTD.

Again unable to get adequate accommodation at the show itself Seeburg (G.B.) Ltd. will be holding their own exhibition at their new and extensive offices and showrooms at 430, Edgware Road, W. 2. In addition to the famous new styled Seeburg Blond L.P. Console and the Consolettes there will be the company's range of electronic organs. It is also expected that the new Marquee range of vending machines will be on view. Visitors will receive a warm welcome from the newly appointed General Manager, Mr. P. S. Groom.

PHILIP SHEFRAS (SALES) LTD.
(STAND NOS: 97-100)

Veteran coinman and member of the A.T.E. Board of Directors, Philip Shefras will once again be showing an extensive range of up-to-the-minute arcade equipment. On show for the first time will be a brand new multi-slot 3d play console Lucky Clown, patterned on an old established fairground game with pay-outs 6 and 12. The machine measures 5 ft. wide; 6 ft. 6 inches high and 30 inches deep. Also on show will be a range of 1d and 6d Buckley of Chicago fruit machines for which Philip Shefras Ltd. are sole importers and distributors. There will also be a tremendous range of American spares particularly for Bally machines.

AUTOMATEN-BAU FORSTER
(STAND A)

Automaten-Bau Forster of Germany are exhibiting at the A.T.E. for the first time. Well known for their high class equipment the company will be showing soccer games and ice hockey games.

ROBINSON PARTNERS (STAND NOS: 47-50)

Robinson Partners will be exhibiting their normal range of kiddie rides which will include the Veteran Car introduced last year and a completely new model of a lifeboat. Both are 6d rides and robustly built, making them highly suitable for hiring and export. Messrs. Ernest and Cecil Holloway will be in attendance.

PHONOGRAPHIC EQUIPMENT LTD. (STAND NOS: 91-96)

On show for the first time in England will be the latest 1964 Jupiter phonograph 120 selection stereo model. Vastly improved on the 1963 box the new machine features a ka-laedoscopic moving star, Top 6 tunes and presentation panel. The four speakers have been re-arranged, two at the top facing front and one at each side for stereo. 6d gives one play; 1/- three plays and 2/- for the Top Six or personally selected tunes. The re-styled Jupiter incorporates the selling features of American made equipment. The Jubilee 96 selection console and wall boxes will also be on show for the first time. Dominating the full range of Sega fruit machines will be the new Lord Sega being flown from Tokyo to make its world debut at the A.T.E. On the Phonographic Equipment stand Bally will be represented with the Super Treble Chance upright—the machine with the Hold

and Draw features, token drops for every 100 coins won and the popular fast re-play meter. Bally Manufacturing Company will premiere its new Slot Machine Series, three models which are currently in production in the firm's Chicago plant. The machines have not been shown before. Williams equipment will include the 6d play Beat The Clock pin table with the exclusive two ball in play feature. Directors Cyril Shack and Gordon Marks expect considerable interest from arcade owners for the new Southlands two-player Time Trials car racing game and the Midway two-player Raceway shipped from the U.S. especially for the show. Arcade equipment will also include kiddie rides, athletic scales, punch balls, voice recorders etc. Much equipment not on show at the Royal Horticultural Hall may be seen at the company's showrooms.

FILMBOX EQUIPMENT CO. LTD.
(STAND NO: 17)

For the second year running Filmbox will be showing Italian manufactured Cinebox, the new entertainment medium already enjoying considerable success on the continent and proving equally popular both in Britain and the United States. Two of the latest models will be on show and they are among the first to be fitted with attachments playing color slides while the instrument is not in use or is reloading, thus providing a powerful advertising medium. The machine, which plays at 1/- a time, offers a choice of 40 colored musical films. Artists include Freddie And The Dreamers, The Hollies, Frankie Vaughan, The Raindrops, Al Saxon, Acker Bilk, Bobby Rydell and Eden Kane.

AUTOMATIC CANTEN COMPANY (G.B.) LTD. (STAND NOS: 20 and 21)

The British off-shoot of the parent Company of America will be featuring the new Tropicana 200 selection stereo round juke box as well as AMI Hideaway equipment. At the time of writing the company was undecided about other equipment likely to be on display.

JUBILEE PRODUCTS (STAND NO: 32)

At the 1964 Amusement Trades Exhibition, Jubilee Products proudly announces the introduction to the English market of their new and latest model fruit machine, The Jubilee International, available in 6d play, live, visual jack pot and 6d and 3d play, guaranteed jack pot models. The Jubilee International is a completely new look fruit machine incorporating the following outstanding innovations. Fluorescent lighting, large attractive award card, large pay out tray, king-size cash box, new safety locking, deep vision reel viewing. In addition to the above coin denomination the Jubilee International is available for world distribution in any size foreign currency desired. A cordial invitation is extended to all members of the trade to visit Stand 32 to inspect the machine and see it demonstrated. Mr. Harold Smith, U.K. Manager announces that Mr. John Muddle, former U.K. Manager, and now a Director, will be visiting the London Exhibition from Australia, and is looking forward to meeting his many friends in the trade.

**A.T.E. Exhibit
Listings Begin
On Page 53**

(Continued on next page)

A.T.E. Exhibits

What to look for . . .

THE DITCHBURN ORGANISATION
(STAND NOS: 69-70)

The Ditchburn Organization are back again in the Amusement Trades Exhibition with an extremely attractive stand featuring the 1964 range of Wurlitzer phonographs. The Ditchburn Organisation, founded in 1947, and now a Public Company, are the largest distributors of automatic phonographs in Great Britain, with the sole rights for Wurlitzer machines. On the Ditchburn stand will be the new Wurlitzer 2800 from America. It has many new features and its dignified appearance adds grace and beauty to any type of establishment. The interior has been designed for new simplified servicing and it has an improved playrak. On the junction box is a new convenient relay control centre which contains the selector circuitry and is controlled by five plugs in relays. These relays can now be checked as you would check vacuum tubes—a feature which saves time and speeds servicing. Also on show will be the Lyric and here the Wurlitzer Company can be complimented on their new cabinet design and finish. The distinguished styling of the Lyric makes it suitable for the highest class location and the price (still under £400 in the U.K.) keeps it well within the reach of the smaller establishment. Here are two new international top class phonographs which, when backed by the Ditchburn service, make them one of the best propositions for 1964.

MONDIAL EXEC AT A.T.E. Show



RICHARD SARKISIAN

NEW YORK — Richard Sarkisian, Mondial Commercial Corporation, exclusive dealers in Europe of American-made amusement machines, is scheduled to attend the A.T.E. Convention in London and then begin a European tour of cities which include Hamburg, Bremen, Copenhagen, Oslo, Stockholm and Helsinki. He will remain in Europe for about one month.

The exec began his career with Mondial two years ago, after several years of experience with the shipping industry. He is an Air Force veteran of the Korean War having spent the years 1951-1953 in the service of the military.

Sarkisian was born in Boston and attended Boston U. He will visit with Mondial's official distributors in the countries outlined above.

TOP MONEY-MAKER IN 2-PLAYERS CLASS! Earnings hit new high altitudes with

Bally STARJET 2 PLAYERS

WITH SENSATIONAL NEW BLAST-OFF EXTRA BALLS FEATURE

"Extra Balls with Extra Action" tells the story of the Blast-off Feature. Player shoots balls into 2 Blast-Off Holes to "load up" for future scoring power. When Trigger Targets are hit by skill, captive balls are released with mightiest megatons of action in pinball history, with up to 3 balls on playfield at a time, slam-banging scores to the astro-orbit highs players love to see.

Strong Carry-Over Coaxer

Ball-lifter delivers each player full count of balls (5 or 3), but balls in Blast-off Holes remain captive, player and game to game, until released by skill, promoting "can't-waste-captive-balls" repeat play.

Speedy, positive SCORE-COUNTERS

. . . time-tested in thousands of busy Bally bowlers and shuffle alleys . . . insure true count, fastest totalizing, fastest reset, speed up play, increase average hourly income. Buy Bally flipper games for highest earnings and lowest operating costs. Try new Bally STAR-JET today.

See your distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 60618, U. S. A.



NEW UNIVERSAL
TRANSFORMER
AND MOTOR

OPERATE ON EITHER
60 OR 50 CYCLES
115 V. OR 220-240 V.

NEW E-Z LATCH
FRONT ACCESS
LAMP REPLACEMENT

World Wide 'Trouble Shoots' LP Console

CHICAGO — Harold Schwartz, of World Wide Distributing Company, advised last week that a two day service school session was held, January 15 and 16, in the Seeburg distributor's showrooms, at 2730 West Fullerton Avenue, in this city. The entire series of class periods were devoted to Seeburg's coin-operated phonographs.

The basic theme was "trouble shooting on location," and a unique method of teaching was employed during the sessions. Actual service calls were simulated, whereby each of the student-servicemen was actually involved in trouble shooting and in helping to correct the problems.

"This unique method of instruction and actual participation on the part

of the students represents a complete departure from the normal 'theory' approach," Schwartz said. "By bringing location problems to the classroom, we not only are able to firmly implant the proper corrective procedures; but, we also instill a confidence in the serviceman that enables him to go to the location knowing full well he will be able to repair the machine."

Among the music operators and servicemen in attendance were: Joe Palidino, E & E Amusement Co.; Paul Hutton, McGowan Music Co.; Ron Swick, Acme Amusement Co.; Frank J. Kirk, A. C. Amusements; Alex Kappas, Romar Amusements; Enrique Trujillo, Automatic Music Co.; Frank Ortiz, Automatic Amusement; Bill DuJour and Ed Renke, Apex Amusement

Co.; Floy Altman and Lindy Fancher, Lincoln Amusement Co.; Charles Jones, Safeway Music Co.; Sam Ward, Bluebird Music Co.; Don Morgan, Dependable Music; Joe Serio and Larry Froid, Forest Music Co.; Rene Pirard, Walter Lipinski and John Stasi, Melody Music Corp.; Norman Goldstein, City Music Co.; E. R. Lee, Apex Amusement; and, Ton Jankowski, Don Dehnicke and Steve Walsh, of Suburban Music Co.

The instructor was Robert Klausch, of the Seeburg Corp. He was assisted by Manuel (that 'Sound Man') Herman, of the World Wide Staff.

Buffet service was hosted by World Wide's own (hostess) Dorothy Cairns.

STAND 126-127

ARISTOCRAT

"NEVADA"

FRUIT MACHINE

GOLD STAR

**AUTOMATIC VISIBLE
DROPPING JACKPOT**

**FITTED WITH COIN
SELECTOR & EJECTOR**

Complete With

Show Stopping - - -

Eye Catching - - -

Chrome Illuminated Cabinet!

Not Just a Re-Style BUT

A COMPLETELY NEW
MACHINE



**AINSWORTH
CONSOLIDATED
INDUSTRIES (GB) LTD.**

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GOOD NEWS!! FOR OUR EXPORT CUSTOMERS THROUGHOUT THE WORLD

We are now in a new building which is especially designed for speedy, efficient reconditioning and crating for export.

SPECIAL - IMMEDIATE DELIVERY

Southland Speedway — new	\$495
Southland Speedway — like new	395
Bally Spinners — like new	95
Williams Official Baseball — used	175
Bally Fun Phone with stand — like new	95

In stock — large assortment Pin Balls — Shuffle Alleys — Big Ball Bowlers — Baseball — Arcade — Music Machines. Send for complete list.

Wanted to buy — will pay cash \$\$\$\$ or accept in trade — Used Pool Tables — Wurlitzer 1400 - 1600 - 1700 - 1800 - 1900 as is — NOT shopped.

EXPORTERS! Complete selection of all types equipment available for Immediate Shipment, Port Of Boston. CABLE: REDDINC

REDD DISTRIBUTING CO., INC.

NEW ADDRESS! 80 Coolidge Hill Rd., Watertown, Mass. ALgonquin 4-4040

GIVE

TO THE MARCH OF DIMES

Tax Problems Discussed At Chi Meeting



TAX POINTERS: Left to right, Nate Feinstein, Sam Millman, Neil Kaplan, Harold Minkus and David Bramson. Meeting drew large crowd of ops.

CHICAGO — A much heralded, and heavily attended, luncheon-meeting hosted by Chicago's World Wide Distributing Company in the Water Tower Inn, Wednesday, January 8, was the scene of a very informative session on clarification of tax problems and depreciation planning, in accordance with those depreciation tables made available to operators by the United States Internal Revenue Service.

Nate Feinstein, of World Wide, opened the meeting by greeting the huge throng of coin machine and vending operators and their accountants. He then introduced Samuel H. Millman, head of a large public accounting company, and moderator of this meeting. He, in turn, introduced several specialists from his own organization.

The crux of Millman's discourse was a detailed explanation of the development of federal tax legislation (amendments) since the turn of the century to the present date. And, the dilemma of figuring tax depreciation schedules.

In discussing the various available tax depreciation tables Millman strongly recommended to the operators that they should prefer the avail-

able six-year rate to the four-year and five-year rate schedules.

Among the other tax accountancy specialists on the panel moderated by Millman were: Neil Kaplan, who discussed "Investment Credit"; Harold Minkus, on "Depreciation Methods and Guide Lines"; and David Bramson on "Purchase and Sale of Routes."

This was followed by a lively question and answer period.

Feinstein, and the other executives of World Wide Dist. Co., were delighted over the fine attendance at the luncheon meeting from every segment of the overall industry, including music, vending and amusement operators.

He said: "We were delighted to hold this very informative 'Tax Information' meeting for the benefit of our operator friends, who came in to Chicago from a wide area."

Seeburg factory personnel on hand included Bob Dunlap, vice pres., regional director of the midwest; John Stewart, treasurer; Ed Claffey, vice pres., sales manager of the phono division; Stanley Jarocki, asst. sales manager; and John Kiefer, controller. Representing World Wide, along with Nate Feinstein were: Eva Feinstein, Irv Ovitz, Harold Schwartz, Fred Skor and Art Woods.



ATTENTIVE AUDIENCE: Water Tower guests heard points on Credit, Depreciation, Purchase and Sales of Routes.

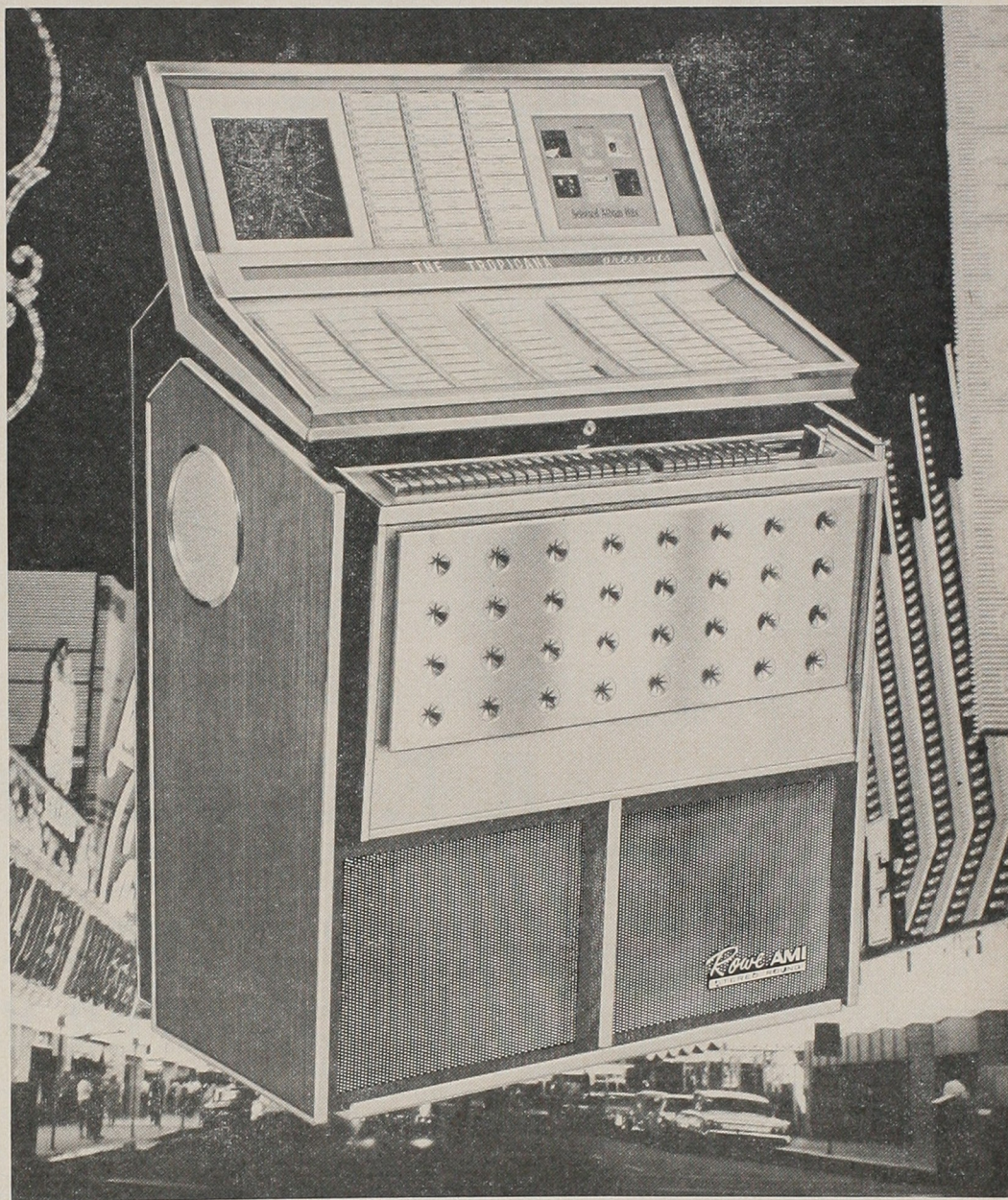


VISUAL AIDS: Talks covered many areas of taxation. Speaker points to sliding depreciation scale.

THE NEW ROWE AMI TROPICANA

brings you
PLUS VALUE
TO BEAT
THE BAND!

Rowe has built everything into *The Tropicana*. Big-time entertainment. Big-time styling. Play-inviting features galore. But it has also built reliability into this new 1964 phonograph—and a new simplified mechanism—and new ease of servicing—features that you as well as your customers will like. See for yourself at your Rowe AMI distributor's—now.



PHOTOGRAPHED AT THE TROPICANA, LAS VEGAS



**MORE FEATURES!
MORE QUALITY!
MORE PROFIT!**

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

*Pat. pending



ROWE AC
MANUFACTURING

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

WE SUPPLY YOUR NEEDS FROM OUR 6 U.S.A. OFFICES WE SHIP THROUGHOUT THE WORLD

PHONOGRAPHS

VENDING EQUIPMENT

AMUSEMENT GAMES



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Cable: JONCO

R. F. JONES CO.

240 SHOTWELL STREET
SAN FRANCISCO 10, CALIFORNIA

SAN FRANCISCO, LOS ANGELES, SEATTLE, DENVER, SALT LAKE CITY, HONOLULU

150 BABY GRANDS 150
WITH PLASTIC DOME TOPS
10¢ CAPSULE VENDORS
SPECIAL AT \$8.50 EACH

FIVE BALL FLIPPER PIN GAMES

Around the World	\$175	Kewpie Doll	\$195
Atlas	185	Lancer	350
Aloha	350	Lite A Card	250
Brite Stars	150	Melody Lane	275
Bobo	175	Merry Go Round	295
Big Casino	275	Magic Clock	250
Corral	265	Mademoiselle	235
Circus Wagon	150	Majestic	150
Dancing Doll	175	Oklahoma	350
Double Action	195	Preview	395
Duette	125	Plenic	150
Falstaff	175	Queen of Diamonds	185
Four Roses	275	Race Time	195
Flag Ship	135	Royal Flush	125
Fiesta	195	Rocket Ship	150
Foto Finish	250	Sweet Sioux	275
Fashion Show	375	Seven Seas	250
Flipper Parade	225	Scoreboard	125
Flying Circus	325	Sittin' Pretty	165
Flying Chariot	write	Super Circus	165
Flower Clown	250	Sunshine	250
Golden Gloves	135	Tradewinds	250
Hi Diver	175	Tic Tac Toe	125
Hayburner	75	Twenty One	175
Hot Rod	75	Texan	295
Jolopy	75	Whirlwind	175
Jolly Joker	225	World Beauty	195

SUPER-CRANES



used singles, \$275
ten or more each \$225

FOR EXPORT ONLY
WRITE TODAY!

CLEVELAND COIN
Machine Exchange, Inc.
2029 Prospect, Cable-Clecoin, Cleveland, Ohio

First Coin '2800' Show Successful

CHICAGO—Joe Kline, president of First Music Company, and the parent First Coin Machine Exchange, announced last week that his firm enjoyed an unprecedented high in attendance, and record sales at his gala three day showing of the new Wurlitzer model "2800" coin-operated phonograph, from January 13-15, in the showrooms on the northwest side of this city. A buffet table was set up in the large music showroom for the three day fete.

The showing was hosted by Joe Kline, Sam Kolber, Fred Kline, Cliff Mueller, Dennis Zimmy, Lionel Renard, Kathryn Ireland and Analee Perlik. On hand for the Wurlitzer Company were Bert Davidson and C. B. Ross.

RCA-Victor (Groove) recording star Johnny Nash dropped in to greet First Coin personnel and the visiting operators. He was accompanied by Bob Krueger and Irv Brusso, of RCA-Victor. Other visitors were Morrie Wiczer, of Wico Corp.; Bert Berger, Investors Commercial Corp.; Bud Ash Standard Finance Co.; Leo Niederberger, Crest Finance Co.; Edmund McCarthy, Sales Acceptance Corp.; and Dorothy Freeman, from Main State Bank.

Among the music operators in attendance were: Andrew Wodziak, Ray Levin, John Prati, Harold Freeman, William Nyland, Tom Gunia, Lou Shudnow, George Hughes, Irving Kieckhefer, Frank Kenney, Ed Okulanis, Jack Nomden, Dick Nomden, Fred Minter, Sol Morrano, John Vojtas, George McCaffrey, Tom Dorociak, Joel Stern, Paul Folk, Ray Chmielewski, Leon Mohill, Bernard Rosenfeld, Frank Padula, John Savastone, Har-

ROCK-OLA NAMES NEW-WAY FOR VENDING IN CANADA

CHICAGO—David C. Rockola, President of Rock-Ola Manufacturing Corporation, Chicago, has announced the appointment of New-Way Sales Company of Toronto, Ontario, as the Rock-Ola Distributor for its vending machine line in thirty-eight counties in the Province of Ontario. The appointment is effective immediately.

New-Way Sales Company has been a Rock-Ola phonograph distributor since 1962; and under the leadership of Jerry Janda, owner of New-Way

Sales Company, many new customers have been added as satisfied users of Rock-Ola phonographs. Frank Doyle, Rock-Ola's Vending Division Sales Manager, commenting on the appointment of New-Way Sales as the distributor for the vending as well as music, stated that it was only fitting that a distributor who has done such a fine job of developing and servicing so many new customers for Rock-Ola be awarded the vending line as well.

Rockola pointed out that as Rock-Ola is constantly striving to improve its sales organization to better serve its customers, this appointment was just one more step in the factory's overall plan for expansion and increased customer service.

Janda said that with the quality and dependability of Rock-Ola's phonographs being so well known in his territory, it will be a great pleasure for his organization to begin servicing the many new operator friends with the vending line. He said that he was anxiously looking forward to meeting all the operators as quickly as he can.

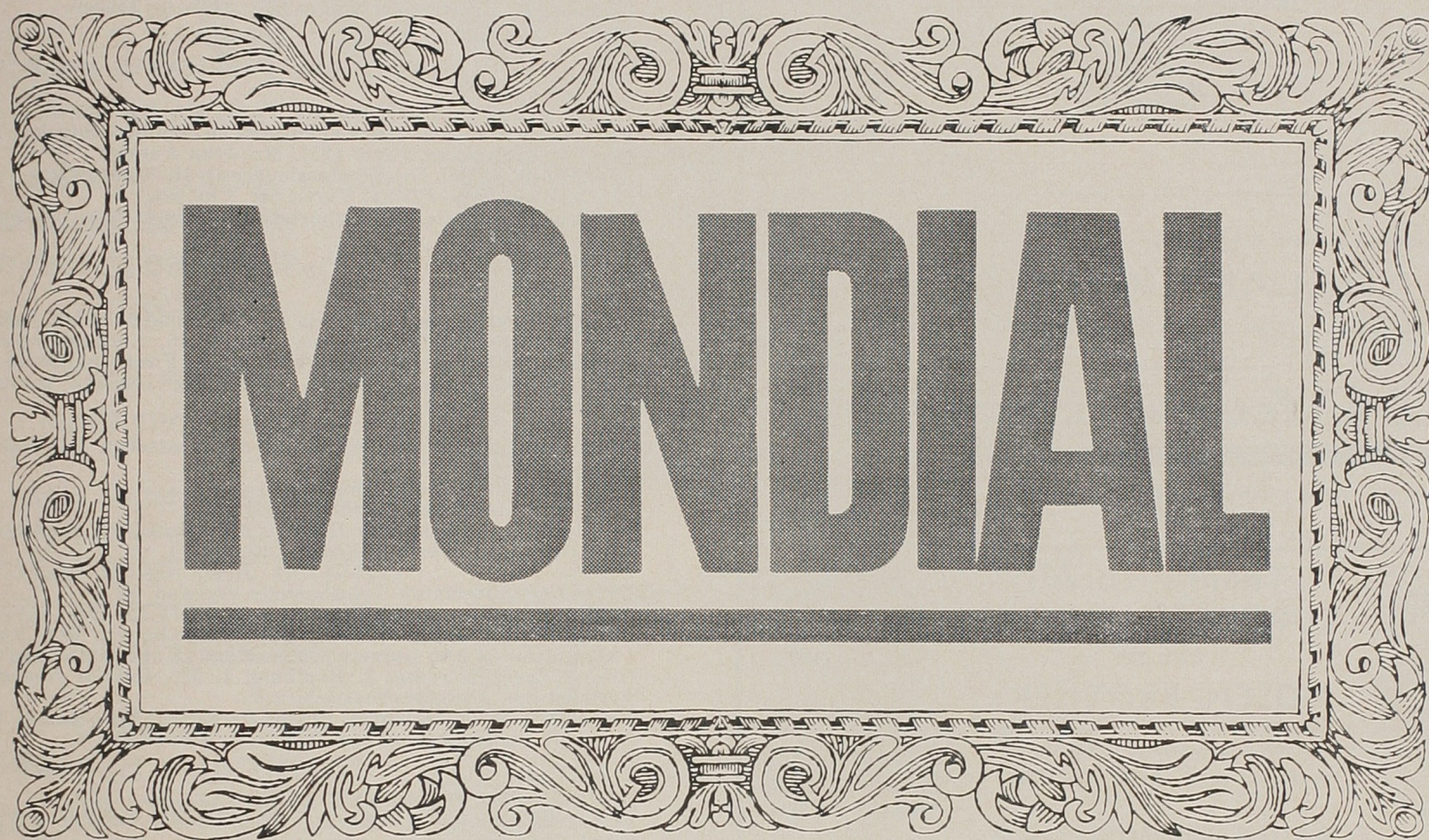
The counties in the Province of Ontario covered by New-Way Sales Company are: Huron, Kent, Perth, Middlesex, Essex, Elgin, Norfolk, Oxford, Brant, Haldimand, Lincoln, Lambton, Wellington, Welland, Wentworth, Waterloo, Halton, Peel, Stormont, York, Ontario, Victoria, Durham, Peterborough, Northumberland, Hastings, Prince Edward, Lennox, Addington, Frontenac, Lanard, Leeds, Carleton, Grenville, Russell, Dundas, Prescott, Glengarry.

ley Fife, William Morris, Herb Perkins, Bill Stark, Henry Lonie, and Lou Arpaia.

Also, Charles Bellison, Jim Rudzicka, Fred Johannsen, Bob Street, Charles Pieri, Si Kase, Leonard Miska, Hy Polo, Max Berenson, Jack Goodman, William Bickler, Art Velasquez, Fred Filichoni, Robert Lindelof, Bob Bale, Pete Federov, George Sotos, Bud Emrich, Paul Brown, Mary Gillette, Julius Mohill, Norton Stein, Rene Pirard, Anthony Hodina, Allen Lieb, Elmer Larson, Richard Weis, Bill Reid, Jim Thornton and Sid Bleiman.

Other operators were: Sol Goodman, Harry Paige, Sam Greenberg, Larry Sobec, Frank Chonowski, Harry Fredericks, Dick Holt, Barry Menconi, John Rawski, Avie Roitman, Nels Nelson, Bob Ash, Sam Kosbie, Tom Bennett, Andrew Hesch, Jerry Miller, Les Montooth, Roy Kass, Larry Cooper, Charlotte Hughes, Ed Mohill, Stan Chase, Carl Usry, Walter Lapinski, Labe Simpson, Charles Sacco, Vince Angeleri, John McCarthy, Paul Bauman, Warren Brown, Dave Henderson and Phil Alevios.

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Flipper Parade
Flipper Fair
Flipper Clown
Flipper Cowboy
Wagon Train
Queen of Diamonds
Straight Shooter
Dancing Doll

PHONOGRAPHS

Seeburg DS 160S
AY 160S
AQ 160S
220
HF 100R
HF 100L
HF 100G
M 100W
M 100C
M 100B
Wurlitzer 2710-2700
2610-2600
2510-2500
2410-2400
2304-2300
2204-2250-2200
2104-2150-2100
2000-1900-1800

PHONOGRAPHS

AMI JAL 200
K200-K100-K120
J200-J100-J120
I200-I100-I120
H200-H100-H120
Rock-Ola 1442
1446
1454
1465
1475
1485
1478
1488

Also BOWLERS, BINGOS, etc., etc.

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**European Trade
Organizations**

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Verband des Osterreichischen Automaten-Gewerbes, Brucknerstrasse 4/
Wien IV, Dr. Rudolph Rampf.

BELGIUM

U.B.A. UNIE VAN DE BELGISCHE AUTOMATENBRANCHE
UNION BELGE DE L'AUTOMATIQUE,
228, Rue Theodore Verhaegenstraat,
Brussels 6, Belgium

DENMARK

Foreningen AF Fabrikanter Og Opstillere AF Musikautomater
I Danmark.
Lyskaer, 8, Herlev-Copenhagen. Mr. Edwin Jensen.

FRANCE

SYNDICAT NATIONAL DES FABRICANTS D'ELECTROPHONES
AUTOMATIQUES
72, Boulevard De Montparnasse, Paris, Mr. Bouzanquet.
Federation Francaise Des Exploitants et Commerçants de L'Automatique
38bis, Rue Vivienne, Paris (2e). Mr. Jean Faraut.
Syndicat National Des Professionnels De L'Automatique
104, Boulevard de Clichy, Paris. Mr. Charlot.
Syndicat National Des Importateurs-Exportateurs D'Appareils Auto-
matiques.
1, Quai de Grenelle, Paris 15e. Mr. Gaillard.

GERMANY

V.D.A.I. Verband der Deutschen Automatenindustrie eV, Koln-Lindenthal,
Aachner Strasse 199, Cologne, and W 15, Lietzenburger Strasse 36,
Berlin. Contact Dr. Jutzi, Bad Kreuznach, First Chairman; Herr Gunter
Wulff, Vice-Chairman, Berlin. (Assoc. of German manufacturers of
automatic machines)

ZOA

Zentralverband der Organisationen des Deutschen Automaten
Aufstellgewerbes
Koeln, Kaiser-Wilhelm-Ring 6—8
President: Mr. Hasso Loeffler, Cologne
(Central Organization for German operators with association in the 11
countries of the German Federal Republic).

DAGV

Deutscher Automaten-Grosshandels-Verband eV
Hamburg 1, Grosse Baeckerstrasse 3
President: Mr. Heinz Kaestner, Rothelmshausen Bez. Kassel
(Association of the German wholesalers of automatic machines)
Grosse Baeckerstrasse, 3, Hamburg 1. Mr. Helmut Neuberger.
Verband der Automatenbetriebe e.V.
Eichenstrasse 53, Hamburg 19. 1st President: Mr. Lars K. Skriver (The
German Amusement Arcade Owners' Association).

GREAT BRITAIN

AMUSEMENT CATERER'S ASSOCIATION
Gloucester House 19, Charing Cross Road, London W.C.2. Mr. John
Singleton.
Amusement Trades Association
72a, Walton Road, East Molesey, Surrey.
P.O.A. The Phonograph Operators Association
76B, Rochester Row. S.W.1. Mrs. L. Shaw.

IRELAND

Amusement Caterers Association of Northern Ireland.
6, Carlisle Circus, Belfast. 14. Mr. J. H. A. Swinson.

ITALY

S.A.P.A.R. Associazione Nazionale Noleggiatori Apparecchi Automatici
Via di Villa Patrizi 10, Roma. Mr. A. Ricardi.
ASSOCIAZIONE NAZIONALE NOLEGGIATORI APPARECCHI
AUTOMATICI
Pza Buonarroti 24, Milano. Mr. F. de Fendi.

NETHERLANDS

A.U.T.E.X. Bond Van Muziek En Amusementsapparaten.
2e Westwagenhot k, St. Laurensuis, Rotterdam. Mr. P.H.M. Hoogen-
bergh.
Music Co-Operation
Rechthuisstraat 8, Rotterdam. Mr. H. J. de Groot.

SWITZERLAND

V.S.A. Berband Der Schweizerischen Automatenbranche
Kasinostrasse 12, Zurich 32, Mr. J. Troxier.

SWEDEN

Sveriges Automatagares Riksforbund
Vanadisplan 5, Stockholm 21, Mr. Van Gyllenpalm.

Tavern Owners Theme: "How To Make Money"

CHICAGO—"How To Make More Money"—This is the happy theme which
will pervade the entire program of meetings at the forthcoming Tavern
Owners Exposition, April 7-9, in Chicago's McCormick Place. So says Gen-
eral Chairman James R. Kauz of Evergreen Park, Ill.

Sponsors of the event—forty Illinois Schlitz wholesalers—gathered recently
in Chicago for a briefing on plans for the "Make More Money" program and
to map out an intensive campaign among the state's 20,000 licensed beverage
retailers designed to double the attendance figure set by last year's show.

Beverage and food service retailers at the 1964 T*O*E will hear variations
on the how-to-make-more money theme ranging from improved record systems
and controls to promoting more "couples" business, remodeling and redecorat-
ing, and re-casting the tavern image through a positive approach to community
relations. Details of program subjects and speakers will be revealed shortly,
said Program Chairman Robert Geocaris of Caris Associated, Chicago south-
side Schlitz wholesaler.

"Our retailer customers can not go away from this Exposition without being
better retailers and better customers," Kauz assured his fellow T*O*E spon-
sors. "They are going to see first-hand the best business-educational exhibits
of the best products and equipment available in this industry, and they are
going to get many new ideas on how to improve their own sales and prof-
pictures."

NOW COMING THE **NEW**
SCOPITONE

FIRST QUALITY COLOUR PICTURE
ON ENLARGED SCREEN
BY PROFESSIONAL 16mm
PROJECTOR

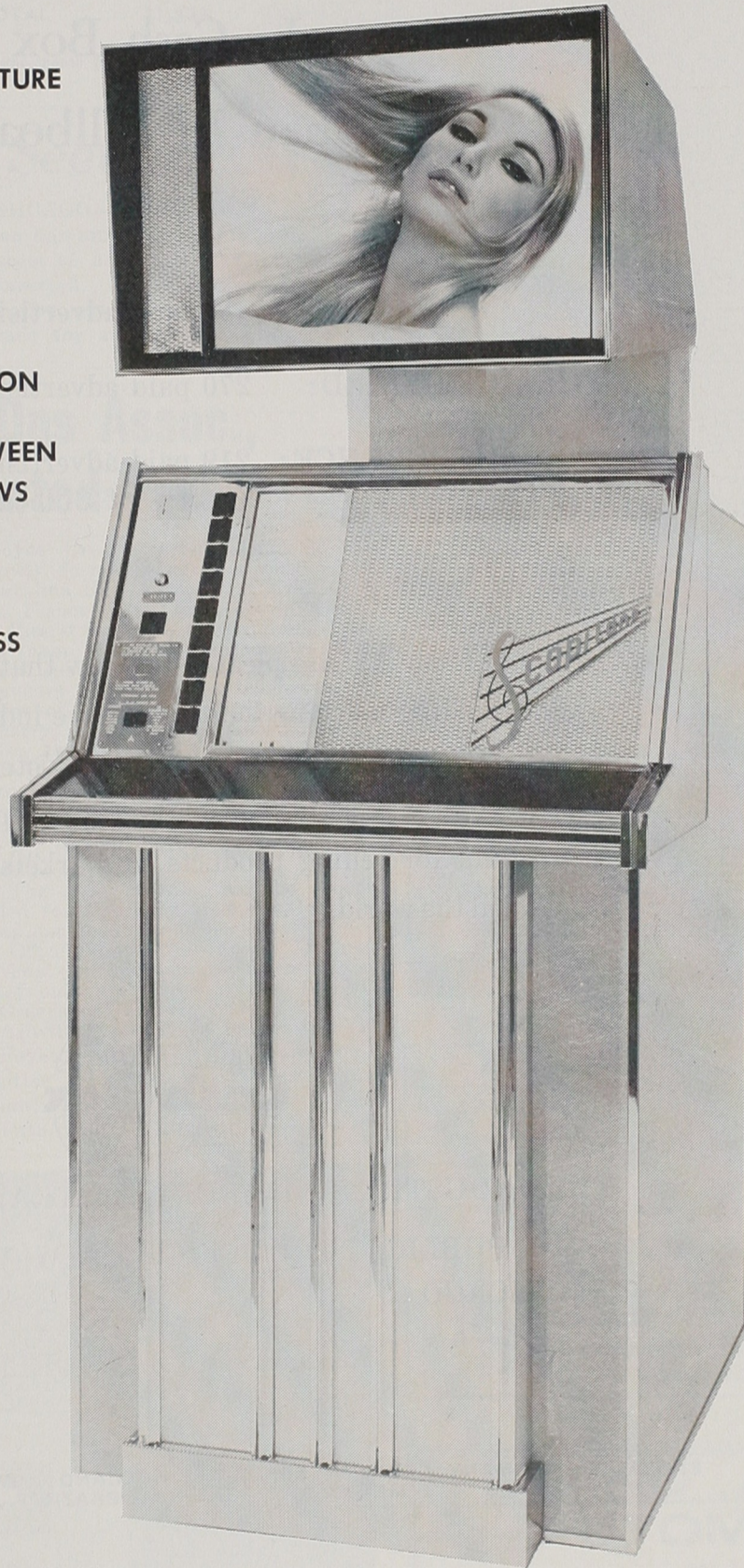
HIGH FIDELITY
MAGNETIC SOUND

36 FILMS WITH PRESELECTION

MINIMUM DEAD TIME BETWEEN
TWO PROJECTIONS ALLOWS
FOR HIGH RENTABILITY

A TECHNICALLY SAFE
OPERATION WITH ENDLESS
LIFE FOR FILMS

HEIGHT: 80 INCHES
WIDTH: 34 inches (31)
DEPTH: 43 inches



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DISTRIBUTION

REGULAR
RENEWAL
OF
FILMS
WITH
TOP
INTERNATIONAL
STARS

A PRODUCT OF **CAMECA**

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FRANCE

Nemish Increases Distribution On 'Arizona' Gun



JOE NEMISH

CLEVELAND, OHIO—Joe Nemish, Duncan Sales Company, national sales agents for the "Arizona" gun, a coin-operated amusement machine which features live-pellet action, told **Cash Box** last week that to date seven of the industry's top distributors have signed to handle the line in franchised territories. The gun is manufactured by the T. H. Bergmann Company, a Hamburg firm which enjoys broad acceptance of the gun on locations throughout Europe.

Nemish, a coin machine veteran of thirty-three years, handled the Seeburg line in Ohio and No. Michigan during 1937-1959. "Beginning in 1960 we began developing special products for the amusement and music industry," stated Nemish in a conversation with **Cash Box** last week.

Following are the distributors currently selling the "Arizona" gun, which was premiered here at the MOA Convention in September: H. A. Franz, Houston; W. B. Music, Kansas City; Sutherland Distributing Co., Oklahoma City; Minthorne Music Co., Phoenix; Rock City Distributing Co., Nashville; Atlas Music Co., Pittsburgh; and Music Systems Inc., Detroit.

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.

EST. 1930
 1200 North Avenue, Elizabeth, N.J.
 Blgelow 8-3524-5

Exclusive Rockola Distributors, North Jersey

During the twelve months of 1963 Coin Machine and Vending Firms Placed 81% More Advertising In Cash Box Than In Billboard

CASH BOX: 489 paid advertising pages

BILLBOARD: 270 paid advertising pages

DIFFERENCE: 219 paid advertising pages
 (81.1% of Billboard's total)

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



THE INDUSTRY'S NUMBER ONE TRADE PUBLICATION

PUBLICATION OFFICE: NEW YORK CITY

CHICAGO

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AROUND THE WORLD

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

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

Continental Apco Names Mel Rapp Mgr, Chief Exec

WESTBURY, N. Y.—Melville B. Rapp has been appointed General Manager and Chief Executive Officer of Continental Vending Machine Corp. and its subsidiary, Continental Apco, John P. Campbell and Irving L. Wharton, Trustees of the company announced.

Rapp, upon his appointment said, "We have started shipments of our new line of vending equipment introduced at the recent trade shows. We have over a \$1 million backlog of orders from practically every major vending operating company in the country. It is most heartening that our new Continental Apco equipment has received such an enthusiastic operator reception. In addition, our new spare parts program is now in full operation."

Form No. Carolina Ops Assoc., Garland Garrett Elected Pres.

RALEIGH, N. C.—The North Carolina Coin Machine Operators Association was formed last Sunday, January 19, during a meeting at the Carolina Hotel here, after operators in the area turned out for the first meeting of its kind held in many years.

Garland Garrett, Cape Fear Music Co., (Wilmington) was elected President, following a unanimous vote from the thirty-odd operators present at the meeting. Garrett was assisted by F. E. Reynolds, (Clinton) Sec.-Treas., of N.C.C.M.O.A., in setting up the meeting which was the first and as it worked out, last meeting of its kind. Since the Association was formed on the first meeting, all future meetings will be held for the purpose of conducting association business. Some in the area doubted that the Association could be organized during a single get-together but the membership lists about thirty names and that many names will now be added to the MOA membership rolls since dues are set for both organizations.

Visitors at the meeting included



CIGARET MACHINE ADVERTISING: John Malone, Jr., director of advertising, (left) and LeRoy Glucksberg, vice president of Victor Fischel & Company, inspect one of 5,000 cigaret machine advertisements for Carstairs Whiskey now being tested for the first time in Metro New York taverns and bars. (See Cash Box, Jan. 25)

The United Kingdom

A Prime Importer Of Coin Operated Machines

1963 VOLUME*

UNITED KINGDOM			WORLD MARKET		U.K. PERCENTAGE OF WORLD MARKET	
	Units	Dollars	Units	Dollars	Units	Dollars
PHONOS	1,138	\$ 521,873	28,869	\$16,194,745	3.9%	3.2%
GAMES	8,814	\$3,083,306	47,717	\$18,225,994	18.4%	16.6%
VENDING	1,632	\$ 371,859	15,350	\$ 3,823,578	10.6%	9.7%
TOTAL	11,584	\$3,977,038	91,936	\$38,244,267	12.6%	10.3%

*Nine month figures are available. Oct.-Dec. figures have been projected using lowest quarterly figures for the year.

Seeburg Acquires Arthur H. DuGrenier Inc.

CHICAGO—The Seeburg Corporation has announced it has bought the assets of Arthur H. DuGrenier, Inc., Haverhill, Mass., manufacturer of vending equipment. The purchase was made for an undisclosed amount of

cash.

DuGrenier makes mechanical candy, snacks, pastry, cigarette and soluble coffee vending machines. Established in 1928, the company is one of the oldest in the vending industry, and developed the first machine to provide multiple selections with the use of a single coin slot. It holds many basic patents prevalent

in the industry.

Seeburg, which has been pursuing an active acquisition program, announced last month that the Cavalier Corporation, Chattanooga, manufacturer of vending equipment for Coca-Cola bottlers, had become a division of Seeburg. The consideration for Cavalier amounted to \$11.8 million.

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PHONOGRAPHS and PARTS

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CHICAGO 22, ILLINOIS

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64 PAGES—Fully Illustrated

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Joe Kline • Cable: "FIRSTCOIN"—Chicago

EXTRA-CLEAN GAMES FOR EXPORT!

JENNINGS Standard Chief Club Chief Export Chief	Mills HIGH TOPS All Assorted	KEENEY Red Arrow Flashback Sweet Shawnee Black Dragon	Keeney VENUS NEW! IN ORIGINAL CRATES! Less Than Cost!
Cable: RONOCO		Complete Selection All 6-Cards Uprights 1-Balls	Jack-In-The-Box SAFE STANDS Universal Revoly-A-Round Stands

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AUTOMATEN-BAU
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LANGE STRASSE 87. Telephone 74012
GERMANY

SOCCER GAMES ---- ICE HOCKEY GAME



Presents

YOUR GREATEST PROFIT OPPORTUNITY for 1964
—DELUXE 6-POCKET and BUMPER POOL®
—The Dependable Tables!

See Your Distributor or Write.
 Complete Selection Parts and Accessories.

VALLEY SALES CO.
 333 Morton St. Bay City, Michigan

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Tape-Athon

EXPORT INQUIRIES INVITED

"America's Fastest Growing Distributor"

DIAMOND COIN MACHINE EXCHANGE, INC.
 609 WOODS AVE. NORFOLK, VIRGINIA
 Exclusive Wurlitzer Distributors
 Representing Leading Factory Games Lines

FOR EXPORT

BALLY TURF KINGS
BALLY SUNSHINE PARK
KEENEY SUPER BONUS BELLS

Write:

BOX 605
 c/o CASH BOX
 1780 Broadway
 New York 19, N.Y.

Fight BIRTH DEFECTS



THROUGH THE **MARCH OF DIMES!**

Robbins Sees Legislation Harmful To Industry



JOE ROBBINS

CHICAGO—Joe Robbins, vice president of Empire Coin Machine Exchange issued an "analysis and prospectus" for the coin machine industry for 1964, last week, in which he pulled all the stoppers in enumerating the thorny problems, along with hopeful signs for the future of coinbiz as he sees it.

He stated that the industry is unquestionably "confronted with several diverse and multifold problems," specifically, in the area of legislation and public relations.

"1963 has seen the near culmination of governmental efforts to restrict the amusement games division, in this country at least, to the operation of strictly skill types of amusement games," he said. "The exciting element of chance has all but been eliminated.

"Naturally, this problem is resulting in a marked decrease in earnings for operators, further compounded because it greatly decreases the wholesaler's sales potential in games as well as in phonographs.

"The only optimistic accomplishment these days is brought about by a flurry of diversification into the thriving field of coin-operated automatic merchandising.

"Taking everything into consideration, we strongly urge all of the nation's operators to resolve this year to be more active in their local, regional, and national trade associations such as MOA," Robbins continued. "Furthermore, the National Coin Machine Distributors Assn. (NCMDA) must have every distributor on its roster for needed strength in 1964.

"If we are to accomplish the attainment of the proper national image, and impress legislators with the fact that we are not ogres but, rather, hard working businessmen and employees of a fine, vital industry, we are obliged to strive mightily to attain this well deserved status.

"The road ahead in '64 is wide open," Robbins concluded, "All we need do is plunge into the campaign (1964) resolved to do all in our power to improve the lot of everyone who earns his livelihood in the coin machine industry."

Signs Location To Contract

Bilotta Shows Wurlitzer '2800,' New Smokeshop Model, As Package

NEWARK, N.Y.—The Bilotta Enterprise's showing of the new Wurlitzer Model "2800" got off to a fine start two weeks ago when coinvet John Bilotta, assisted by Albany branch head Bob Catlin took the new line into Nick Beni's Anchor Inn where the New York State Coin Machine Operators Guild was holding its monthly meeting. In addition to showing the new phonograph to ops who attended the Poughkeepsie Restaurant meet, Bilotta was challenged by operator Eddie Solomon who told Bilotta the location—the Anchor Inn—could not be signed for a juke box location contract. The plush nitery has live music and several rooms, all of which are provided with background music.

Bilotta accepted the challenge and later in the evening turned up a signed contract after talking to Beni and demonstrating the machine's Ten Top Tunes and Little LP Album features. Solomon bought the machine.

Bilotta's Syracuse address changed last month when Rex-Bilotta, headed by Jack Shawcross moved to a new building located at 501 West Fayette Street there. The building boasts large showroom display space.

Bilotta is selling the new Wurlitzer and a new model Smokeshop 'Starlite' as a combination package. The



JOHN BILOTTA

Smokeshop factory turned out an oiled-walnut model last week which matches the finish on the "2800." Last summer Bilotta stated, via a printed circular, that he would give any operator \$50, if he is not satisfied with the "Starlite" cigarette vendor after a 60-day trial. "The deal still stands" said Bilotta, during a visit to Chicago last week, to attend the MOA exec meeting.

Happy Birthday This Week To:

WEEK OF JANUARY 19

- Jos. J. Naclerio, Waterbury, Conn. . . . B. J. Onofrio, Forestville, Conn. . . .
- Arthur Flake, Dallas, Texas. . . . Francis Gary Harris, Va. Beach, Va. . . .
- Paul McIntyre Ewing, Evansville, Ind. . . . Bernard Reichel, El Paso, Texas. . . .
- Reece A. Love, La Feria, Texas. . . . John E. Orman, Jr. Russellville, Ala. . . .
- Mrs. Mary Nastasi, New Orleans, La. . . . Thomas McCurey, New Haven, Conn. . . .
- Bernard W. Jacobs, Louisville, Ky. . . . W. D. Anderson, Peoria, Ill. . . .
- Phil Swartz, Brookline, Mass. . . . George C. McCain, Temple, Texas. . . .
- John Bilotta, Newark, N.Y. Russel A. Caccamise, Jamestown, N.Y. . . . Harold
- H. Klein, Omaha, Nebr. . . . Samuel Issenberg, Miami, Fla. . . . M. Rosenzweig,
- Spring Valley, Ill. . . . Jos. N. Hebert, Cowell, Mass. . . . Raymond B. Butler,
- Haverhill, Mass. . . . Houston M. Kirby, Bowling Green, Ky. . . . Bernard P.
- Frericks, St. Louis, Mo. . . . Fred Turek, Pontiac, Mich. . . . Karl Schott, Yuma,
- Ariz. . . . C. B. Brooks, Norfolk, Va. . . . Victor Leo Tyler, Kenia, Alaska. . . .
- Chas. C. Fischer Jr., Charlotte, N.C. . . . Albert M. Rodstein, Phila, Pa. . . .
- Albert Koondel, Bklyn, N.Y. . . . Nathan Solow, Phila, Pa.

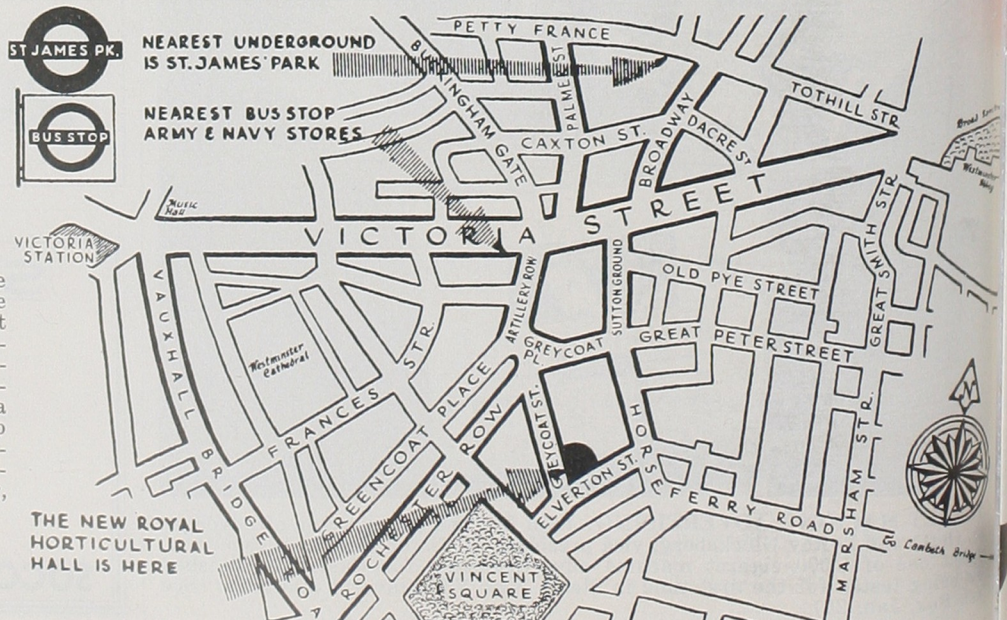
Happy Birthday This Week To:

WEEK OF JANUARY 26

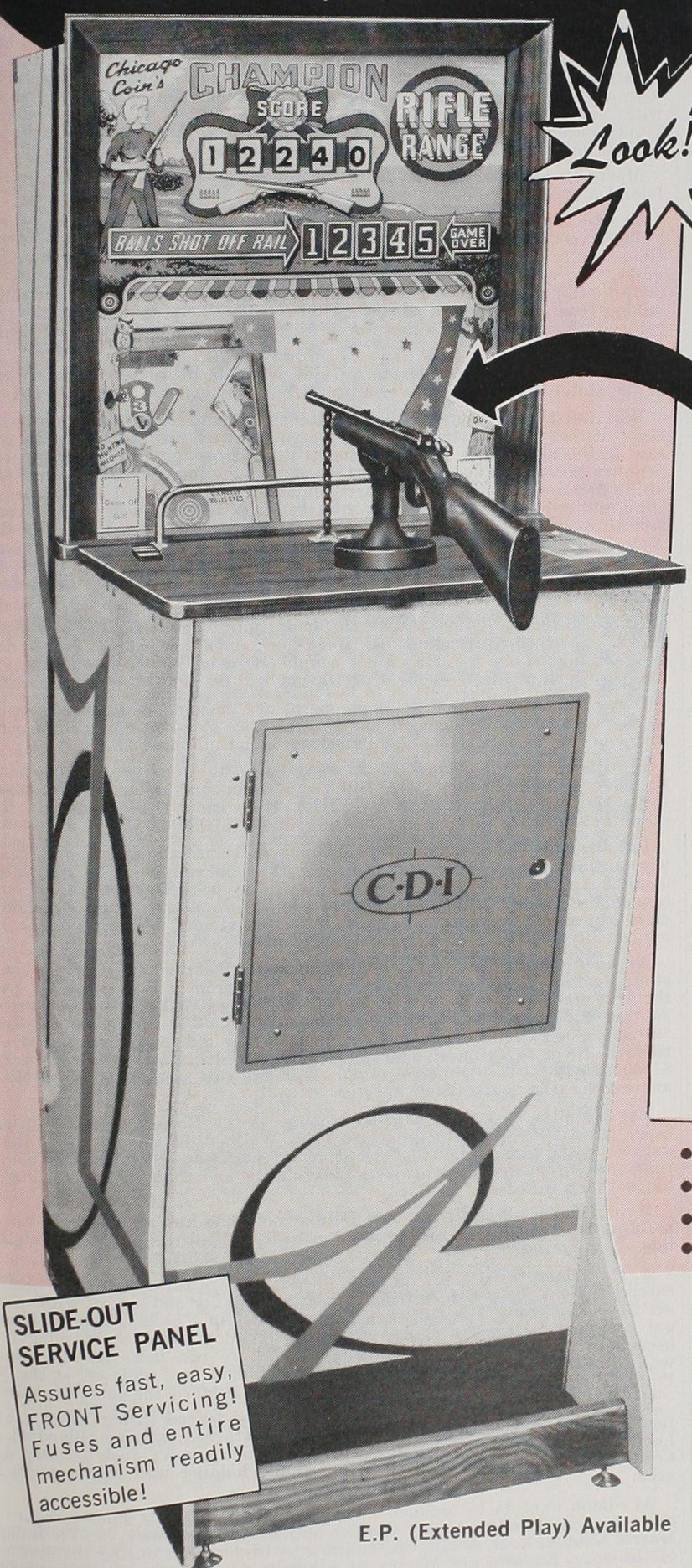
- Leslie R. Chapman, Carroll, Ia. . . . Naif J. Joseph, Vincennes, Ind. . . . Charles
- W. Hall, Meridian, Miss. . . . Wm. N. Anderson, Logan, W. Va. . . . Nate
- Gottlieb, Chgo, Ill. . . . Rolland S. Cummings, Okla City, Okla. . . . Peter O.
- Brandt, St. Louis, Mo. . . . Stephen Tarzanin, Bronx, N.Y. . . . Clio Rosazza
- Hazeldon, N.J. . . . Robert Hourihan, Glendale, Ariz. . . . J. A. Woodward
- Portsmouth, Va. . . . Jerry Shuman, Chgo, Ill. . . . Wm. F. HeWitt, Conway
- Mich. . . . Ruth Michaelson, Brooklyn, N.Y. . . . Arnold Tessmer, St. Paul,
- Minn. . . . Lindy Nardone, Rochester, N.Y. . . . Benton W. Preston, Wilmington,
- N.C. . . . Ray Langley, Dallas, Texas. . . .

All Roads Lead To London's A.T.E. Convention!

For the benefit of those coinmen attending the 20th Annual Amusement Trades Exhibition—January 28th to 30th—in London's New Royal Horticultural Hall, here's a road plan that may help the conventioners to arrive in time for the opening on Tuesday morning, January 28th.



chicago coin's ABSORBING NEW CHAMPION RIFLE RANGE



Look!

FANTASTIC NEW ROLLING TARGETS DEFY GRAVITY!
BALLS ZOOM UP, DOWN, SIDEWAYS!



SUPER-FAST ACTION! Rolling target ball is shot off ramp, dropping into playfield. Player, by shooting at center Bullseye bumper targets, attempts to keep them lit for highest score values! . . . All the while rebounding, ricocheting ball threatens to cancel Bullseye "Bonus-score" value just by hitting side bumpers! Player can re-light Bullseye targets again and again as long as ball is still in play! Balls landing in pockets temporarily stop action until shot out! A-thrill-a-second!

- UNLIMITED SHOTS
- Skillful Bonus Score Opportunities!
- Beautiful Walnut finish Score Frame and Gun Panel!
- Authentic Replica of 22 caliber Rifle!

SLIDE-OUT SERVICE PANEL
 Assures fast, easy, FRONT Servicing!
 Fuses and entire mechanism readily accessible!

E.P. (Extended Play) Available

SEE AMERICA'S HOTTEST LINE OF COIN OPERATED GAMES

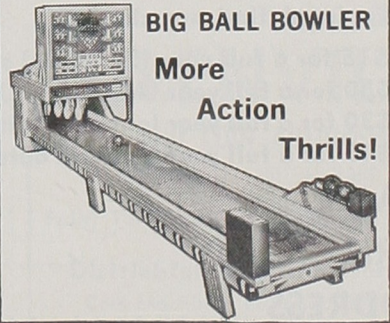
FIRE CRACKER



2-PLAYER PIN GAME

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

NEW CADILLAC



BIG BALL BOWLER
 More Action Thrills!

European users Contact ... **MONDIAL INTERNATIONAL** or their Agents!

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

Seeburg 'Little LP', 'Artist' Releases Sparkle

CHICAGO—Seeburg "Little LP" and Artist of the Week record releases for the month of January are as follows: "Little LP" releases: **Pop Vocal**—Sammy Davis, Jr.; As Long As She Needs Me; Reprise, Brenda Lee; Let Me Sing; Decca. **Pop Instrumental**—Tito Puente; Bossa Nova by Puente; Roulette, Earl Grant; Fly Me To The Moon; Decca. **Jazz Rhythm and Blues**—Murphy Campo and the Jazz Saints; Bourbon St. That's My Beat; Spark. Little Willie John; The Sweet, The Hot, The Teen-age Beat; King. Wes Montgomery, Mark Murphy, Sam Jones, Cannonball Adderley; Composition of Miles Davis; Riverside. **Folk/Country and Western**—Burl Ives; Singin' Easy; Decca. **International**—Caterina Valente; Madison, Tomouré, Bossa Nova (Spanish) Decca. Various Artists—Mal Richtig Tanzen, Nr. 1

(German) Telefunken. Los "Pepito" Machucambos; Spanish Selections; Decca. "Artist of the Week" Release—Ricky Nelson; For Your Sweet Love; Decca.

"Little LP" Releases: **Pop Vocal**—Al Martino; Painted, Tainted Rose; Capitol. **Pop Instrumental**—Lenny Dee; By Popular Dee-mand; Decca. **Jazz/Rhythm and Blues**—Sonny Boy Williamson; Down And Out Blues; Checker. **Country and Western**—Rose Maddox; Alone With You; Capitol. **International**—Werner Müller; Sound Sensationen Mit Werner Müller; Decca.

"Little LP" Releases: **Pop Vocal**—Henry Jerome; Vocal Velvet; Decca. **Pop Instrumental**—Henry Mancini; Charade; RCA Victor. Los Indios Tajaras; Maria Elena; RCA Victor.



Eastern Flashes

Evidently the "Cinebox" machine is safe and sound from the Chapter 11 status we had it in last week, according to VP **Hank Schwartz** whose letter delivered to our attention last week can be found, in its entirety, on page 74 of this issue. We were glad to hear it. Too much money and time at stake to have this new type medium go down the drain. As it stands now, Cinebox has plans for shooting film and producing equipment, clear through 1965, so don't count 'em out. But Estey is bankrupt.

Barney Sugerman, Runyon's top man, in Miami Beach visiting with distributors and discussing plans for a new venture, which will officially be announced (when it becomes official, natch!).

Mike Munves, with as many years as he has in the business, never ceases to be amazed at the new things in this industry. The pool table boom has been on for two or more years but Mike is discovering it first hand this month. He's handling America's 6-pocket tables and the shuffleboard concern is happy with the amazement. Mike's selling up a storm. **Joe Munves** spending time with 'Happy Joe,' his namesake. The coin-operated horse trots along at a jaunty pace as a recorded device plays the 'Happy Joe' song, a simple but contagious melody that should have the kids riding all day long.

Marty Rosen is back from Israel with big plans for his newly acquired City Island arcade.

Charlie Rubenstein beat the police to the punch by about ten years. He's been cleaning up the arcade entrance to the Times Sq. subway lines for a long time. The much publicized "sewer" as it is accurately referred to by the local press, is a melting pot of deranged and degenerate people who prey on the decent people of our town. Charlie's amusement arcade is in the vicinity and suffers from the presence of these animals. He's helping to carry the clean-up right to the top. Out into the street where the fresh air will send them scurrying.

The New York State Operators Guild will hold its regular monthly meeting at the Hotel Washington, Newburgh, N.Y., on February 19 at 7:30 P.M.

Bert Betti back from the MOA exec session where he sat in for the first time, officially as a member of the board. Bert is very pleased with what he saw and heard and is anxious to get started on the projects assigned each member of the various committees. Bert's on the membership committee. Mrs. **Millie McCarthy**, another stalwart coinman (gal) from our area, also was on hand and is happy with the recent association developments around the country, all of which helps strengthen the number one group—MOA. **Bill Cannon**, New Jersey's leader, sat in and offered constructive advice where necessary. **Al Denver** made a report on the recent record meet. All in all, MOA's in good shape, judging from what we hear. With people like this at the helm, they can't miss.

Harold Kaufman, Musical Distributors, had a fine turnout for the new Wurlitzer "2800." Everyone attending the week-long open house received a Shaeffer pen, and a good one too. He's got a couple left over. If you stop by early in the week we're sure Sid Greenfield or Harold will be happy to accommodate you.

Oscar Dane, Inland Credit Corp., one of our more solvent subscribers, writes to say that **Louis J. Nicasastro** has become Vice-Pres. in charge of equipment finance. They're located in the Pan-American Building.

Big dinner at the Astor Hotel, Feb. 1st—The District Attorney's Annual Banquet. Nassau County's DA **Bill Cahn** called **Irv Holzman** and asked him for a big name star to appear (gratis). How about the Champ, **Irv**. Understand he's had the Friar's Club rolling in the aisles (!)

Bill Prutting, Seeburg's east coast man and special projects rep, is a man with an ear and an appreciation for music that makes money. Last week he told us that **Arthur Prysock's** LP "Portrait Of Prysock" on Oldtowne Records, is one of the biggest money-makers on the LP Console. **Aretha Franklin** ain't doin' bad either with her "Laughing On The Outside" LP on Columbia. RCA's biggest little lp is "Hirt-Mancini-Prado," three boffos.

An operator on the lower westside offered a location \$300 for the cigarette stop. He took it, and then took another \$600 from a competing op, pushing the first machine to the back of the store. "I'll put it back if you let me have another \$300," said the location to the first op. "I'll sue," said the first op. "So sue," said the location. Sixty days later the American Arbitration Assoc. ruled in favor of the first operator who received his bonus money back, plus \$1000 damages. The second op, who still has the stop, paid the \$1000. And another location gets richer.

Pat O'Malley entranced a packed house at the Roosevelt Hotel during the Sales Executives Club luncheon last Tues. We spotted **Jim Farley** on the dais as well as the famous pro-football star, **Sid Luckman**. O'Malley told the group that most products today are of equal quality and that "it's the selling technique that's different."

Irving Kaye's shipping the new Deluxe Eldorado line as fast as he can from the Brooklyn plant. The Kaye crew is pleased with sales acceptance of the '64 line.

A. D. Palmer, Wurlitzer's ad-promo head, in town for a day to visit and then catch the Boat Show before training south to Philly and a visit with the Banner Specialty group, **Jim Ginsberg** and **Al Rodstein**. The last time A.D. tried to get to Philly he took a plane, which proceeded directly to Washington, DC because of the snowstorm (remember?) "If we run into the same weather while I'm on the train, I'll simply attach my skis and slide off at the North Philly Station and down North Broad Street," quipped the juke box salesman.

Now that MOA has a new managing director—**Fred Granger**—we can look forward to a resumption of activities, as performed by **Bob Blunder**. . . London will look a little like New York and Chicago next week once the A.T.E. Convention opens. . . Collections reportedly holding well in the metro NYC area.

Al Simon expects to broaden his present U.S. Billiards sales territory now that production facilities have enabled an increase in volume. . . **Vic Haim** and **Morris Nahum**, R. H. Belam Co., delighted with business during the first month of the year. Exports are moving at a heady pace via the facilities of Belam, one of the more specialized export houses in the business. . . Bally's Slot Machine line will be premiered at the A.T.E. in London next week. **Bill O'Donnell** will fly to England for the event. . . **Mondial Commercial's Richard Sarkisian** off for a stop at the A.T.E. before beginning a month-long tour of the firm's distributors. . . **Sol Lipkin** and **Nick Melone** planning renewed promotion on the firm's "Imperial" shuffleboard now that 6-pocket business has stimulated sales on the 2-player competitive game. North Carolina's new association was formed with the help of leading South Carolina ops. Now that's neighborliness for you (!) . . . **Si Redd** gettin' ready to break with some hot news (in about one week). . . And that's about all we have room for this week.

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Chicago Chatter

On the eve of the Amusement Trades Exhibition in the new Royal Horticultural Hall in London, England, it is appropriate for us to reflect on the fine growth in exporting and importing of coin machine equipment over the past several years. Chicago based manufacturers and wholesalers are enjoying terrific growth because of the added export sales to foreign markets.

One of the local manufacturers which has been in a constant expansion drive is Midway Mfg. Co. We gather, after chatting with Hank Ross, Marcine Wolverton and Bob Jones, that the current amusement game being featured by Midway—"Winner"—is proving just that everywhere.

Death hit coinbiz hard in Chi recently. Victims were Ray Moloney, former prexy of Bally Mfg., who was killed in a plane crash in Wisconsin; and longtime vet Ralph J. Mills, former head of Mills Bell-O-Matic. We spent many happy hours in Mills' office years ago. Just this past week Ben Coven's wife, Trudy Coven, died suddenly. You may recall that Ben owned Coven Music Co. We extend deepest sympathies to the Moloney, Mills and Coven families for their great, tragic loss.

George Hincker advised last week that David C. Rockola named New-Way Sales Co., in Toronto, Ontario, Canada, to handle distribution of the Rock-Ola vending machine line in 38 counties of the Province of Ontario. Frank Doyle was on hand to close the deal with New-Way's head, Jerry Janda. Edward G. Doris considers this a notable appointment. . . . It was nice hearing from C. A. (Shorty) Culp, head of Culp Distribs in Oklahoma City. Shorty handles distribution for Wurlitzer phonos, Smokeshop cigarette vendors, and the Gottlieb, United and Williams amusement game lines.

There's considerable excitement at Chicago Dynamic Industries this week over the debut at the A.T.E. Convention in London of ChiCoin's new gun game, according to Mort Secore. . . . We welcome genial Fred Granger into the fold as managing director of MOA. Fred has a solid background, and impresses us with his desire and ability. Fred will train down to Springfield Saturday for the Illinois Coin Machine Assn. meet over the weekend (Jan. 25 & 26). . . . Empire Coin's Joe Robbins infos that Bill Milner will represent Empire Coin at the big Illinois meet.

We received a big jolt last weekend when we learned from George A. Miller and Joe Silla that old buddy Larry Marvin passed away last December after a long hassle with cancer. We'll all miss affable Larry at future MOA Conventions. . . . As always we delighted in visiting during the MOA meetings with lovely Millie McCarthy of New York. We can't help noticing everytime Millie comes to Chi how completely enthused about the coin machine industry she is. This is a winning way!

Sam Stern, president of Williams Electronic Mfg. Co., packed his luggage and jettied off to London for the big A.T.E. Convention. During his absence Jack Mittel will mind the store. . . . Bally's Prexy Bill O'Donnell and Herb Jones are expecting excellent results with their exhibit of new Bally amusement equipment at the A.T.E. Conclave. . . . World Wide's Nate Feinstein lined up train connections for the trip down to Springfield this past weekend for the important Illinois Coin Machine Assn. meeting. Nate always manages to be in the forefront of local coin machine activities. . . . We always look forward to chatting with Johnny Bilotta when he's in town. Johnny jettied in last week for the MOA directors meetings. . . . Another visitor was Johnny Trucano, of Black Hills Novelty Co., in Deadwood, S. Dakota.

Other popular MOA bigwigs in Chicago during the meetings were: Harry Snodgrass, Lou Casola, Les Montooth, Frank Fabiano, Bill Anderson, John "Red" Wallace, Bill Cannon, Jimmy Tolisano, Al Denver, Tommy Greco, Paul S. Brown, George A. Miller, Joe Silla, Clint S. Pierce, Leon Taksen, Henry Leyser, Lou Pfacek, Howard Ellis, Norm Gefke and Jim Hutzler.

Joe Kline, prexy of First Coin, is a happy guy these days. The big reason is, of course, that he, Sam Kolber and Fred Kline developed "writer's cramp" writing orders on the new Wurlitzer model "2800" phono, during the firm's showing recently.

D. Gottlieb & Co. is working at full blast producing Gottlieb's "Gigi" pinball amusement games, according to Alvin Gottlieb. . . . All the execs were ambers busy last week when they hosted a tour of the Seeburg plant for members of the Choice-Vend group and other subsidiary factories. Greeters in-cluded Delbert Coleman, Jack C. Gordon, Bill Adair, Tom Herrick, Ed Claffey, Stan Jarocki, Dan Collins and Bob Dunlap.

The big Rowe-AMI sales program, featuring "Tropicana" phono, and the "Little Red Schoolhouse" service program are moving along at full steam ahead, according to Fred Pollak, vice prexy. . . . Eddie Ginsburg, Stan Levin, Bob Fabian, Bill Phillips and Chuck Harper will be on hand in Springfield's Leland Hotel to host a buffet-dinner following the meeting on Sunday afternoon of the Illinois Coin Machine Assn. members.

Barry Mour, of Patterson Distribs, in Cincy, stopped off in Chi briefly last Tuesday (1/21) enroute back to Cincy after a visit on the west coast. He advised that as of April 1 airfreight rates will be reduced by 46% on all freight being shipped by air westbound only.

Ed Ruber, of Wico Corp., was off on a lengthy trip on business. He's expected back in the Wico plant this week. . . . Mort Levinson, of National Coin, tells us sales on Gottlieb's "Gigi" are going well these days. . . . Art Weinand, prexy of J. H. Keeney & Co., is enroute to London this week. Clayton Nemeroff is keeping an eagle-eye on production and sales during Art's absence. Seems as though London will be bursting at the seams with coin biz execs next week. So who'll we talk to?

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OFFERS WELCOME

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

NAMA Reports To US Surgeon General

On Results Of 6-Step Regulation Program

CHICAGO—Results of a nationwide 6-Step Self-Regulation Program to prevent the illegal sale of cigarettes to minors from vending machines were presented to Dr. Luther L. Terry, Surgeon General of the United States, by the National Automatic Merchandising Association.

"Operators of cigarette machines in every state have ordered more than 260,000 'minors are forbidden' labels for their machines in the past year," Louis J. Risman, chairman of the association's Special Committee on Cigarette Vending, informed the Surgeon General by telegram. "This covers more than twice the 15 per cent of vending machines which were in locations freely accessible to minors when the program began," he said.

In addition to the prominent warning labels for machines, the vending industry's Self-Regulation Program provides for "a constant survey of the machines' accessibility to minors, re-positioning of machines to assure surveillance, removal where necessary, and close collaboration with local law enforcement officials to prevent violations."

He pointed out that the majority of cigarette machines have always been located in taverns, cocktail lounges, factories, and offices, where minors do not go.

"Individuals not familiar with the vending industry have at times accused cigarette machines erroneously as the chief purveyor of cigarettes to youngsters," Risman wired Dr. Terry.

He referred to a letter from the association to Dr. Terry last year in which it transmitted the results of a 1963 study by the Gilbert Youth Research organization.

The Gilbert Study, which has been widely quoted by the American Cancer Society, showed that fewer than 5 per cent of all teen-agers purchase cigarettes from vending machines, while 80 per cent of the teen-agers who smoke get their cigarettes from sources other than vending machines. The nationwide youth study also showed that 60 per cent of the teenage smokers have their parents' permission to smoke.

Risman informed the Surgeon General that "the cigarette vending industry has long been on record in favor of observance of laws and regulations which cover the sale of cigarettes to minors."

"A Special Committee on Cigarette Vending was appointed by our Board of Directors two years ago to deal with these matters specifically," Risman said. "We would welcome the opportunity of counseling with your staff if vending machines should come under consideration as part of your program."

Risman told Dr. Terry that his report "is not intended to be the final word."

"We are continuing this Self-Regulation Program vigorously in all parts of the country. Through more than 500 voluntary state and city chairmen, we are extending the control program further and we are maintaining liaison with law enforcement officials to assure compliance," Risman said.

Elected To Head British Assoc.



G. W. NUNN

LONDON—Mr. G. W. Nunn, Director in charge of the Vending Machine Division of Gloster Equipment Ltd. has just been elected to the Chair of the Automatic Vending Machine Association—the Trade Association of the Vending Industry. Members of the A.V.M.A., which was founded in 1929, are drawn from every branch of the industry, manufacturers, distributors, operators and suppliers.



NAMED DIV. MANAGER: Irving Gordon has been appointed to Division Manager of Vending, Feeding and Concessionaires in the Eastern Region for Lily-Tulip Cup Corporation, effective January 1. He was formerly New York-Long Island Division Manager, and will be replaced by Sheldon Klein, who is moving up from his position of Assistant to the Eastern General Products Regional Manager.

Mr. Gordon has also been recently re-elected President of the Salesmen's Association of Paper & Allied Industries, Inc., for 1964.

New Op Alert! Program Underway

CHICAGO—A series of regional briefing meetings for state and city chairmen of OPERATION ALERT and for state legislative chairmen will be held by the National Automatic Merchandising Association in early February in order to plan legislative strategy, Louis J. Risman, chairman of NAMA's Special Committee on Cigarette Vending, announced today.

Risman said the meetings are designed to acquaint all state and local leaders with the possible legislative consequences of the Report on Smoking and Health issued recently by the Advisory Committee to the U. S. Sur-

geon General.

"Our NAMA legislative staff will discuss with cigarette operators just what can be expected, especially from uninformed critics of cigarette machines. Strategy to meet unjustified attacks and restrictions, as well as new materials for use by vending operators, will be the main topics of the meetings," Risman said.

Invitations to attend will be issued in a few days, and all operators who wish to attend (in addition to state and city chairmen) are welcome.

The meetings will be held in 15 cities, Risman said.

SCHEDULE OF NAMA LEGISLATIVE BRIEFING MEETINGS FOR CIGARETTE OPERATORS

Each meeting is scheduled from 1:15 p.m. to 4 p.m. on the date shown.

City	Date	Hotel
OLYMPIA, Wash. Alaska Washington Oregon Idaho	Wednesday, February 5	Tyee Motor Hotel
SAN FRANCISCO Northern California Utah Hawaii	Friday, February 7	Sheraton-Palace Hotel Parlor E
HOUSTON Texas Louisiana	Friday, February 7	Houston Airport Inn
OKLAHOMA CITY Oklahoma	Saturday, February 8	Sheraton-Oklahoma Hotel
BOSTON Massachusetts Vermont Rhode Island Maine New Hampshire	Monday, February 10	Kenmore Hotel
NEW YORK CITY New York Connecticut New Jersey	Tuesday, February 11	Americana Hotel
LOS ANGELES Southern California Nevada	Tuesday, February 11	Board Room, Kirkeby Center 10889 Wilshire Boulevard
KANSAS CITY Missouri Kansas Arkansas Nebraska Colorado	Tuesday, February 11	Muehlebach Hotel
PHILADELPHIA Pennsylvania New Jersey Delaware	Wednesday, February 12	Warwick Hotel
MINNEAPOLIS Minnesota North Dakota South Dakota	Wednesday, February 12	Leamington Hotel
WASHINGTON, D.C. Virginia Maryland D. C.	Thursday, February 13	International Inn
CHICAGO Illinois Wisconsin Michigan Indiana Iowa	Thursday, February 13	La Salle Hotel
PHOENIX Arizona New Mexico	Friday, February 14	Newton's Inn
CINCINNATI Ohio West Virginia Kentucky	Monday, February 17	Terrace-Hilton Hotel
ATLANTA Georgia Florida North Carolina South Carolina Alabama Mississippi Tennessee	Tuesday, February 18	Americana Motel

W. Va. Ops Ask Increase In Sales Tax Floor

CHICAGO—While in this city last weekend to attend the MOA meetings in the Sherman House Hotel, Bill Anderson, a veteran operator, and a member of the State Legislature in West Virginia; and John "Red" Wallace, prominent in the coin machine business and West Virginia association activities for many years, discussed the recent introduction of a bill in the West Virginia Legislature to raise from six to eleven cents the minimum purchase on which the state consumers sales tax would apply.

The bill was introduced by Delegate Jack R. Nuzum (Dem., Randolph, W. Va.).

Wallace explained that the six cent minimum worked an extreme hardship on coin machine operators in the state for several years.

Anderson stated that the West Virginia operators' association is, of course, solidly behind the new amendment, and striving for early passage in the House of Delegates, of which he is a member.

Cash Box

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

2 Servicemen To Graduate This Month

CHICAGO—A class of 12 "students" will be graduated this month from the nation's first one-year training program for vending machine repairmen. The program operates under terms of the Federal Manpower Development and Training Act of 1962 and is being offered at Los Angeles Trade-Technical College, California, since February, 1963. It was designed specifically to retrain skilled, unemployed persons from other industries. Graduates will receive a completion certificate January 31 at a special ceremony sponsored by National Automatic Merchandising Association and its state affiliate, California Automatic Vendors Association, according to Sidney S. Kallick, AMA western manager and counsel. Kallick was chairman of the AMA-CAVA Vending Advisory Committee to the school which developed a curriculum during two years of study and planning with the school faculty. He said government officials, education leaders and all Southern California vending operators and manufacturer and supplier representatives have been invited to attend the graduation dinner, beginning at 6 p.m. at the college's main campus dining room. Franklin R. Johnson, dean of instruction and curriculum, will be master of ceremonies. Other speakers will be Kallick and George M. Winder, supervisor, Man-

power Development and Training Act, Los Angeles City Schools.

CAVA representatives will be Charles Mananian, president, MAB Industrial Vendors, Inc., Los Angeles, and Dwight Dickinson, president-elect, Bay Cities Automat Company, Division of Servomation Corp., San Francisco.

The MDTA vending course is taught by Donald Fisher. CAVA director and former vending executive. It is only one of several vending machine repair courses being conducted in the metal trades division of Los Angeles Trade-Tech.

The primary course of instruction, which also began last February, is a two-year college-level program for high school graduates. This course is

part of the Los Angeles School System's technical training program and will be completed in January, 1965. Graduates who qualify will receive an Associates in Arts Degree.

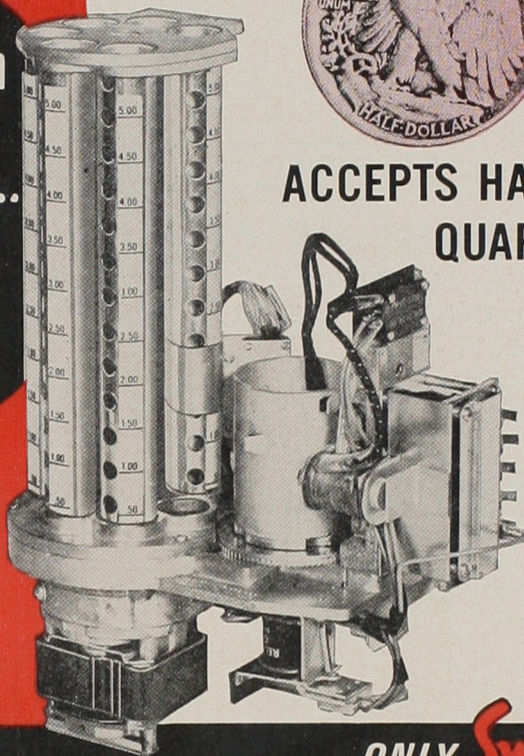
Kallick said a new MDTA year-long course begins next month.

Vending equipment used for all courses is donated by vending machine and equipment manufacturers through their Los Angeles representatives.

Exclusive with
Smokeshop...
**HALF-DOLLAR
ACCEPTOR!**

ELECTRONIC!

"Easy Loading" Accessory Available. Only one partially filled tube to count for inventory. Only one screw to remove to lift unit out. Opens completely new vending fields and strengthens your present locations!



**ACCEPTS HALF DOLLARS OR TWO
QUARTERS AND RETURNS
CHANGE IN NICKELS**

Also accepts dimes and nickels

- Returns change in nickels with pack of cigarettes . . . For example: 30¢ price pack and 4 nickels; 35¢ price pack and 3 nickels, etc.
- Capacity in nickels: 690 (115 nickels per tube).
- When changer is empty — illuminated sign indicates: "USE CORRECT CHANGE ONLY."
- 50¢ merchandise can be vended upon insertion of any denomination of coins totaling 50¢.

PLACE YOUR ORDER . . . ONLY Smokeshop HAS IT!

PLUS ENDLESS OTHER DESIRABLE FEATURES FOR THE CUSTOMER AND OPERATOR

Glamorous Outside, Simplicity Inside . . . the new Smokeshops are amazingly versatile and their price is right!

"Remember . . . by using Smokeshops, what you save in servicing and upkeep adds to your profits!"



PERSONALIZING FEATURE on all models

Now you can identify each location by inserting its name in a prominently displayed space. A feature that helps you acquire and keep locations . . . they'll love it!



NEW "SMOKESHOPPER" BRAND SELECTORS

Each single unit with self-contained display label for simplified, individual selection of cigarette brands. Brand Selectors are enclosed in a compact eye level panel, well lighted for action!

CHOICE OF 3 MODELS

STARLITE "850" — The most versatile cigarette vendor on the market today! For prime locations where volume sales require extra capacity.

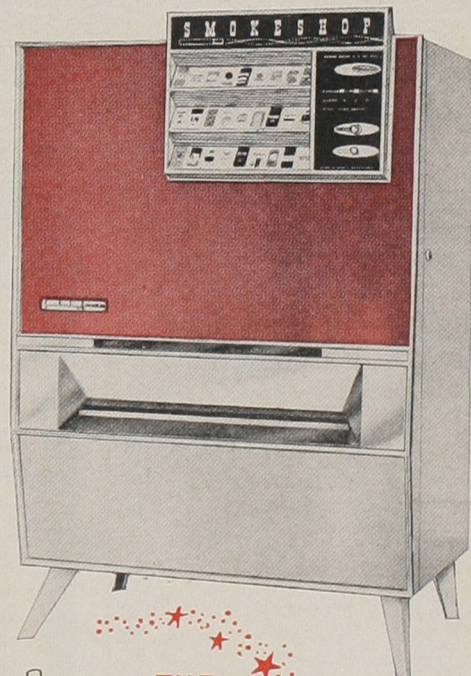
CAPACITY: 36 columns accommodating 850 packs: regular king size crushproof boxes. Regular and king size flat boxes. 27 selections. Plus 9 shift columns.

STARLITE "630" — The Sales Leader of the Smokeshop line, with new exclusive features that make it more desirable than ever.

CAPACITY: 27 columns accommodating 630 packs . . . 18 selections. Plus 9 shift columns.

STARLITE "450" — For marginal locations where brand selections can be limited and where minimum equipment cost is desirable.

CAPACITY: 18 columns . . . 18 selections. Accommodates 450 packs. 9 shift columns can be added at any time.



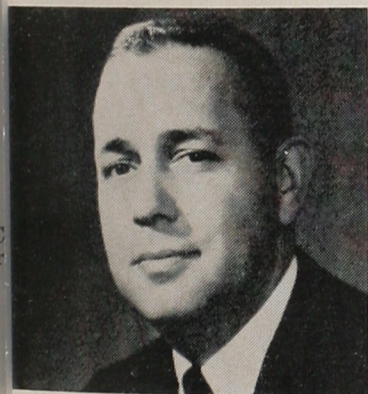
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Exec And Finance Committees To Meet



CARL MILLMAN

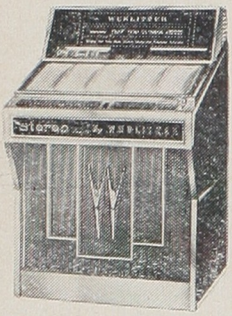
CHICAGO—A joint meeting of the executive and finance committees and a group insurance trustees of National Automatic Merchandising Association is scheduled for January 28 at the NAMA headquarters in Chicago, announced Carl Millman, NAMA president.

He said the committees will discuss the association's 1964 program, problems facing the vending industry in the coming year and make recommendations in preparation for the NAMA Board of Directors meeting set for February 20-21 in New Orleans, La. Members of the executive committee are President Millman (chairman), Automatic Merchandising Corporation, Milwaukee, Wis.; Senior Vice President J. Richard Howard, Automatic Retailers of America, Inc., Indianapolis, Ind.; Vice President W. J. Manning, Jr., Rudd-Melikian, Inc., Arminster, Pa.; Treasurer James T. McGuire, Automatic Canteen Co. of America, Inc., Chicago, Ill.; Meyer Halfand, Macke Vending Company, Washington, D.C.; M. B. Rapp, Continental-APCO, Inc., Westbury, L.I., Y., and Louis J. Risman, Mystic Automatic Sales Co., Inc., Medford, Mass.

Membership of the finance committee and the group insurance trust is the same as the executive committee with Treasurer McGuire as chairman of both committees.

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with the
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Best looking, best
sounding phonograph
ever built.

It's here for your inspection.

ALL TYPES OF PHONOS AND PIN BALL GAMES
FOR EXPORT!

WILLIAMS:

Ten Spot	\$150.00	ea.
Space Ship	175.00	ea.
Viking	250.00	ea.
Jolly Joker	165.00	ea.
Trade Winds	200.00	ea.
Reserve	175.00	ea.
Serenade	135.00	ea.
Skill Ball	100.00	ea.
Hollywood	180.00	ea.
Music Man	150.00	ea.
Magic Clock	150.00	ea.
Caravelle	250.00	ea.

GOTTLIEB:

Foto Finish	\$200.00	ea.
Liberty Belle	425.00	ea.
Dancing Doll	100.00	ea.
Lite-A-Card	100.00	ea.
Casino	85.00	ea.
Sunshine	100.00	ea.
Racing Time	120.00	ea.
Sweet Sioux	200.00	ea.
KD—Seeburg Phono.	250.00	ea.
222—Seeburg Phono.	500.00	ea.
V—Seeburg Phono.	75.00	ea.

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**First Lady Of The British Music Operating
Industry Reports On A Year Of Events**

The year, from the vantage point of the juke box operator in England, has its ups and downs and alongside each of the members of the Phonographic Operators Association in London, always on call when needed, was Lilian Shaw, who has summarized the industry's progress during the past twelve months. Her exclusive report to Cash Box follows:



LILIAN SHAW
HONORARY SECRETARY P.O.A.

To use a favourite adjective, 1963 was not a super-colossal year for the jukebox industry in Great Britain. A five per cent all-around rise in wages does not amount to very much when one reflects that in these compact Islands, the amusement trade only gets one-fifth of the contents of the wage packet, and this is a trade that covers an awful lot of ground. Naturally, competition for the one-fifth is frantically keen and the introduction of an exceptionally large number of new or revived attractions has intensified the pressure throughout the year. The full blast of the Legislature's increase in gambling facilities was, for the first time, well and truly felt; thousands of betting shops were opened, all designed to lure the money. No official figures are yet available, but it is reliably estimated that gambling turnover increased in 1963 by more than 50 per cent. 'Fruits,' too, were legalised over the country to the extent of two units per establishment. Other claimants for that one-fifth were the Tenpin saloons, the Pool Halls, the driving ranges and roll curling rinks, while old-timers like cinemas, radio, TV, and bingo flutters continued their struggles. I have named but a few of the channels which have siphoned off a portion of the normal phonographic 'take.'

It must be remembered, however, that while so many attractions have entered the entertainment arena, the simple fact remains that jukeboxes are based on music, which Shakespeare once described as "The Food of Love" and he might have added—for which there is eternal demand in this world, and, who knows, the next? Thus a measure of confidence in the phonograph as a proposition persists. In this connection it is worth noting that the 1963 gramophone record sales in Great Britain attained a peak level, with total sales of \$105 million. The much publicised act known as "The Beatles" was, no doubt, responsible for some of the boom, but trade executives do not foresee any falling off in demand during 1964. If the country's economy remains buoyant, and even of the Beatles fail to monopolise the "Top 20," this year's pattern is likely to be similar to the last—a steady expansion in sales. The query of the moment is the alleged possibility that fixed prices may soon be ended; this would create a situation of complexity to traders and of academic interest to students of market operations. The 1963 "Top Ten Disk" competition established a world record in that the first nine placings carried the label of ONE manufacturer, who thus brought off a ninefold 'accumulator' in a field where normal commercial competition is intensified by the operations of talent scouts.

Jukebox 1963 cash 'take' shows a reduction of 7.5 per cent on that of the previous year and approximately 10 per cent of the 1961 figure. Despite this fall in receipts, most distributors and operators face 1964 the interesting problem of having more cash in the till than they know what to do with. There is an overall flush of liquidity, and the quest to invest excess funds profitably often leads to extraordinary situations. To give an example: a well-known operator is deep in the photographic business and deeper still in an automatic-restaurant chain. Diversification of this kind into unfamiliar territory makes one sometimes wonder what is going on and why. The explanation probably lies in the absurd tax system which discourages businessmen from distributing excess funds in high pay to workers or larger dividends to shareholders. High company taxes with highly progressive personal income taxation is the main reason for today's embarrassment of riches and the frantic efforts of operators to look for new fields to plough.

A feature of the 1963 jukebox trading in Great Britain came at nearly the end of the period when, for the first time ever, one operating company was successfully sold to the public for two and-a-quarter million dollars. Not only was the offer oversubscribed, but at the present moment its shares are quoted on the London Stock Exchange at double their opening price. Some time during 1964, trade conditions are likely to be upset by the general election and talk of coinage alterations. The Royal Mint has come out against plastic for coinage purposes because the only advantage of that lightness against several disadvantages by comparison with, for instance, copper, 1/2 per cent tin, bronze, or aluminium coins which, in sizes of the present shilling piece, cost practically the same to manufacture. Though it will not happen this year, the odds are on Great Britain changing to a decimal system. An official statement on the denominations of coins is awaited with great interest by the trade. Sales of jukeboxes during 1963 show a decline of 4 per cent, which is regarded, in all the circumstances, by distributors as very satisfactory. The trend which started in 1962 from 200 carriers to 100 has continued with increasing velocity. In the styling of cases, the tendency has been a reduction in size, as so many locations are of small dimensions. It has not been a vintage year for new accessories. One which made a promising debut consisted of a unit that after a certain number of plays (adjustable) by the juke, pays out through the reject slot a cash bonus (amount also adjustable). This might have been a winner, but British officials who decided that the pay-out was illegal under the Gaming Acts. An attempt was made to bypass this ruling by passing through the reject exit, in place of a cash payment, a ticket marked with a letter of the alphabet; a number of tickets to be collected to form the title of a particular 'pop' number—holders of prizes to be eligible for prizes. This promotion was likewise condemned as a "lottery." An appeal has, however, been lodged and should come up for judgment this year.

Another gadget was an assembly for attachment to jukeboxes which plays a commercial after each record. This has met with some success, particularly in locations specialising in teenage customers.

To sum up, during 1963 the British phonographic industry ferried a straight course on a slightly lower flow. And so became more deeply bedded as a known part of the temporary scene—in short, an established and respected trade.



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" 3 WAY	250
" FLASH	160
" SUNNY	250
" ZENITH	175
" BIG BONUS	250
" CLIPPER	75
" LIGHTNING	75
" TOP NOTCH	75
" 5 WAY	395
" 4 WAY	375
" CREST	675
" LANCER	575
" SPARKY	630
" ACTION	525
" DOLPHIN	695
" CARVELLE	695
" CYCLONE	95
CC RED PIN	175

★ ★ BOWLING ALLEYS ★ ★

United JUMBO (16)	\$250
" BONUS (16)	350
" LEAGUE (16)	375
" HANDICAP (16)	395
" TIP TOP (16)	460
" TEAM-MATE (16)	475
CC PLAYERS CHOICE	140
" QUEEN	340
" KING	340
" CLASSIC B. Le.	275

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GIVE
TO THE MARCH OF DIMES

California Clippings



The spurt in business that occurred during the post-holiday season continues this week, with sales good in both new and used equipment. . . . At Amco Music and Vending **Bill Happel** predicting the Chicago Coin Champion Rifle Range, which he called the first new thing in guns, would be the hit of 1964. **Leo Simone**, Seeburg regional sales manager had just returned from a trip to Seattle where he attended the grand opening of the Music Vend Co., the new firm formed by **Ray Galenti** and **Lou Dunis**. Music Vend is now the Seeburg distributor for the Seattle territory, and over 150 operators and servicemen from the area attended the open house and buffet dinner. . . . At Simon Distributing Co., the sign is going up on the new front that was recently installed on the building. **Frank Mencuri** reported that the pool table business was particularly good at Simon, and he was having difficulty getting enough stock to fill orders. A substantial export order on phonographs shipped from Simon this week for the Far East. . . . At the Wurlitzer Factory branch, **Clayton Ballard** reported that the open house and showing of the new Wurlitzer 2800 phonograph had been very successful with many local operators in attendance, and great reception to the new phonograph. Both **Bart Bartholomew** and **Cliff Nugent** were in San Diego where they held the showing of the new phonograph at the Kings Inn for the many operators in the San Diego area. Also attending the noon till midnight showing was service engineer, **Leonard Hicks**. . . . At the R. F. Jones Co., **Chuck Klein** spent the week in San Francisco attending home office conferences. **Bill Gray** and **Jim Crosby** returned from a successful business trip to Las Vegas and through the Arizona territory. **Jack Leonard**, holding down the office, and reporting good action on the new Gottlieb game, **Gigi**, which has met with great acceptance by the operators. The Custom Music Programming Division of Jones Co. has opened new offices on Highland Ave. . . . At Paul A. Laymon Inc., **Paul Laymon** said business in general is holding up very well, and cigarette machine business continues to hold up very well. . . . His many friends in the business extending condolences to **Walter Hemple** on the death of his wife. Mrs. Hemple passed away Wednesday, January 15, after a long illness. . . . **Roger Horton** is being added to the service department at C. A. Robinson & Co. Roger, an experienced mechanic from Norfolk, Virginia, will serve as assistant service manager to the busy, capable, **Mike Hall**. **Evaristo Rodriguez** of Fucinta, Baja California, in spending the day with **Hank Tronick** discussing a game room to be set up in the beautiful new hotel he is building on the beach of this rapidly expanding resort. . . . **Bob Singer**, manager of King Records local branch brought **Al Miller**, national sales manager of King, in to see the Solle sisters at Leuenhagen's Record Bar this week, and to play them the latest smash by **James Brown**, "Oh Baby, Don't You Weep." . . . **Larry Greenspan** of General Music Co. in Oceanside, a retired marine officer visiting on Pico this week, looking over the game situation. Also in town this week, **Bud Benner**, longtime mechanic with Cooper Music Co. in Riverside, now operating for himself in San Jacinto, accompanied by his son, John. . . . At California Music **Gabe Orland** was visited by two gentlemen whom he met on his recent trip to the Orient. In visiting Gabe were **Mr. Frankie Pontillo** of American Vendors and **Nr. T. K. Shoji**, both here from Okinawa.



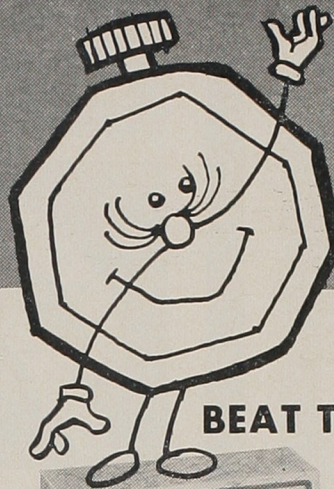
Houston Happenings

Two very well known and highly regarded people in local coinmatic circles, **Viola Howell** and **D. W. Lester**, were married here January 1st. Viola has been with United Record Distributors the past several years. Lester, former owner North Main Record Shop and sizable route of coin operated phonographs and amusement games, is now bookkeeper for Central Sales (Rowe AMI) and on Leeland. Newlyweds have a new, completely furnished home in East End section and will continue at their respective jobs. . . . Early this year **R. K. Radford** opened a new record store at 425 Winding Way, Lake Jackson, Texas. . . . Houston Coin Machine Operators Association, Inc., 401 Louisiana, Room 609, Houston 2, Texas is well into third year of continuous operation. Every regular scheduled bi-monthly meeting has been held (excepting holidays), organization is comfortably solvent with money in bank. **Jack Stazo** is president and **H. H. Phillips** continues as executive business manager. Membership has decreased over 30% since 1962 and plans this year to include a drive to get some of them back. **Stazo** believes (and probably correctly) that a tax increase hassle or some other crisis affecting the industry as a whole might cause some operators to appreciate an established organization. . . . Frequent business visitor to our fair city is **Larry Austin**, owner Austin Amusement and Vending Service of Eagle Lake, Texas. . . . **Harry Hutto**, Dixie Cigarette Service, reported no adverse business results as yet from recently released report on smoking and health conditions. . . . Local operator **Carl Benton** expecting good things for year 1964. . . . **George Jamail**, co-owner Central Sales, reported very satisfactory sales of "Bank Pool," United's revolutionary pool game. . . . Operators with 100% attendance record at H.C.M.O. Association include **Robert Barger**, owner Houston Music Co., and **E. J. Slanina**, owner Sly Distributing Co.



UPPER MID-WEST MUSINGS

Open house and the showing of the new "Wurlitzer 2800" in the new show rooms of the Sandler Distributing Co. 236 Girard Ave. No. Monday thru Friday 13-19th was a huge success. With the weather at it's best behavior, and highways in very good condition, operators found it perfect to drive in to see the new series. Hours were from 8:00 A.M. to 5:00 P.M. and plenty of refreshments served during each day. The following is a partial list of operators at the show. . . . **Elgin McDaniel**, Wadena, Minn. **Frank Phillips** and **Lloyd Williamson**, Winona, Minn. **Jack Godfrey**, Chaska, Mr. & Mrs. **Lawrence Sanford**, Dodge Center, **Cab Anderson**, Hudson, Wisc. Mr. & Mrs. **L. Schilling**, Knapp, **Tom Roberts**, Hurley, **Rich Hawkins**, **Larry Englestad**, Rochester, Minn., **Morris Berger**, **John Czerniak**, Duluth, Mr. & Mrs. **Larry Dwyer**, Rochester, **Matt and Alex Huppert**, Red Wing, **Jim Young**, River Falls, **Sherman McFarlin**, St. Paul, **Clem Pinewski**, Big Lake, **Chuck Karter**, St. Paul, **Norman Pink**, Mpls, **Dave Chapman**, **Marvin Doer**, Minneapolis, **Lon Basil**, Mpls. **Walter Witt**, Mpls. **Vern Boerger**, St. Cloud, **Hank Krueger**, Fairfax, Minn. **John and Harry Galep**, Menomonie, **Harry Adkins**, Mpls. Mr. & Mrs. **Bob Cross**, Jackson, Minn. **Stan Baeder**, Fargo, **Noel Hefte**, Grand Forks, No. Dak. **Eddie LeBlanc**, St. Cloud, **Jack Karter**, St. Paul, **Dean Schroeder**, Aberdeen, So. Dak. **Lawrence Jenkins**, Bath, So. Dakota.



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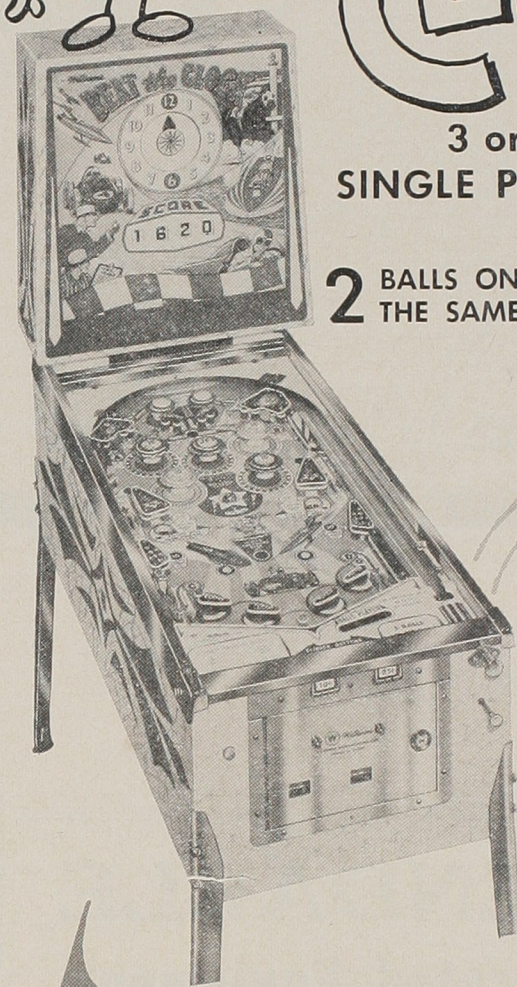
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CLOCK

3 or 5 BALL
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with

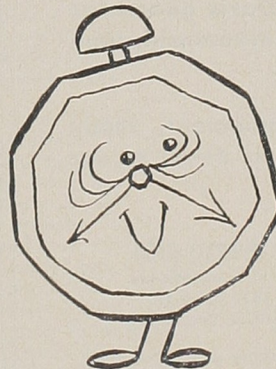
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Cinebox Claims Estey Bankruptcy Has No Bearing On Cinevision Firm

Production Plans Set Through 1965

NEW YORK—An article which appeared in last week's issue (Jan. 25) of Cash Box stated that the Estey Electronic Corporation, of which Cinevision Corporation of America, manufacturers of the "Cinebox" movie-music machine is a subsidiary, had filed a voluntary petition for arrangement under Chapter 11 of the Federal Bankruptcy Law. Last week, Cash Box received notice from the officials of Cinevision which stated that while Estey was in bankruptcy, the bankruptcy did not in any way effect the present status of "Cinebox" and, in fact, that Estey has no bearing on "Cinebox" other than a stock position. It was stated that the "Cinebox" firm is a financially independent entity from Estey. A letter to Cash Box, delivered by hand from the office of Henry A. Schwartz, Executive Vice President of the Cinevision Corporation of America, is reprinted below, in order that the record, as it pertains to the Estey bankruptcy be set straight:

January 23, 1964

Cash Box
1780 Broadway
New York, New York
Attention: Mr. Martin Toohey
Dear Mr. Toohey:—

As you no doubt have been informed, Estey Electronics has filed a petition of Bankruptcy under Chapter 11 of the Bankruptcy Act. There seems to be a great deal of confusion as to the present and future position of Cinevision Corporation of America. This letter will act to officially set the records straight as to Cinevision's position.

Cinevision Corporation of America is not in Bankruptcy and is a financially independent entity from Estey Electronics. It is true that Estey has a stock position in Cinevision Corporation. However, Cinevision does not draw upon Estey's financial resources to maintain its business position. Cinevision Corporation is and will continue to share the same physical plant facilities of Estey Electronics. This is the only operational connection between the two Companies.

Cinevision Corporation of America has just recently completed ten new films and is continuing the acquisition of new film products for use in the Cinebox machines. Cinevision is moving strongly ahead and has arranged for its 1964, 1965 and 1966 production of Cinebox units. Needless to say, that as a profitably operating Company, merchandise, parts and films are continually available to our present distributors.

We are presently engaged in an active Sales Campaign in which selected operators and distributors may become members of the Cinevision family at modest cash investments. More information on our Sales Programs, Film Production Programs, will follow through normal Press Release channels.

We wish to thank you for all past courtesies rendered this Company and assure you of our earnest corporation at all times.

Very truly yours,
CINEVISION CORPORATION OF AMERICA
Henry A. Schwartz
Executive Vice President

HAND DELIVERED
HAS....k

COIN MACHINE INVENTORY LISTS—USED EQUIPMENT

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

MUSIC MACHINES

- AMI
D-40, '51, 40 Sel.
D-80, '51, 80 Sel.
E-40, '53, 40 Sel.
E-80, '53, 80 Sel.
E-120, '53, 120 Sel.
F-40, '54, 40 Sel.
F-80, '54, 80 Sel.
F-120, '54, 120 Sel.
G-80, '55, 80 Sel.
G-120, '55, 120 Sel.
G-200, '56, 200 Sel.
H-120, '57, 120 Sel.
H-200, '57, 200 Sel.
I-100M, '58, 100 Sel.
I-200M, '58, 200 Sel.
I-200E, '58, 200 Sel.
J-200K, '59, 200 Sel.
J-200M, '59, 200 Sel.
J-120, '59, 120 Sel.
K-200, '60, 200 Sel.
K-120, '60, 120 Sel.
Continental '60, 200 Sel.
Lyric, '60, 100 Sel.
Continental 2, '61, 200 Sel.
Continental 2, '61, 100 Sel.
- ROCK-OLA
1436, '52, Fireball, 120 Sel.
1436A, '53, Fireball, 120 Sel.
1438, '54, Comet, 120 Sel.
1446, '54, HiFi, 120 Sel.
1488, '55, HiFi, 120 Sel.
1452, '55, 50 Sel.
1454, '56, 120 Sel.
1455, '57, 200 Sel.
1458, '58, 120 Sel.
1465, '58, 200 Sel.
1475, '59, 200 Sel. Tempo I
1468, '59, 120 Sel. Tempo I
1485, '60, 200 Sel. Tempo II
1478, '60, 120 Sel. Tempo II
1495, '61, 200 Sel. Regis
1488, '61, 120 Sel. Regis
1496, '62, 120 Sel. Empress
1497, '62, 200 Sel. Empress
1493, '62, 100 Sel. Princess
- SEEBURG
M100A, '51, 100 Sel.
M100B, '51, 100 Sel.
M100BL, '51, 100 Sel. Light Cab
M100C, '52, 100 Sel.
HF100G, '53, 100 Sel.
HF100R, '54, 100 Sel.
V200, '55, 200 Sel.
VL200, '56, 200 Sel.
KD200H, '57, 200 Sel.
L100, '57, 100 Sel.
201, '58, 200 Sel.
161, '58, 160 Sel.
222, '59, 160 Sel.
220, '59, 100 Sel.
Q-160, '60, 160 Sel.
Q-100, '60, 100 Sel.
AY100S, '61, 160 Sel.
AY100S, '61, 100 Sel.
DS 160, '62, 160 Sel.
DS 100, '62, 100 Sel.
- WURLITZER
1250, '50, 48 Sel., 45 or 78 RPM
1400, '51, 48 Sel., 45 or 78 RPM
1450, '51, 48 Sel., 45 or 78 RPM
1500, '52, 104 Sel., 45 & 78 Intermix
1500 A, '53, 104 Sel., 45 & 78 Intermix
1600, '53, 48 Sel., 45 & 78 Intermix
1650, '53, 38 Sel.
1650A, '54, 48 Sel.
1700, '54, 104 Sel.
1800, '55, 104 Sel.
1900, '56, 200 Sel.
2000, '56, 200 Sel.
2100, '57, 200 Sel.
2104, '57, 104 Sel.
2150, '57, 200 Sel.
2200, '58, 200 Sel.
2204, '58, 104 Sel.
2250, '58, 200 Sel.
2300, '59, 200 Sel.
2304, '59, 104 Sel.
2310, '59, 100 Sel.
2400, '60, 200 Sel.
2404, '60, 104 Sel.
2410, '60, 100 Sel.
2500, '61, 200 Sel.
2504, '61, 104 Sel.
2510, '61, 100 Sel.
2600, '62, 200 Sel.
2610, '62, 100 Sel.

PINGAMES (contd.)

- WILLIAMS
Big Daddy 1P (9/63)
Big Deal 1P (2/63)
Black Jack 1P (1/60)
Casino 17P (10/58)
Club House 1P (10/59)
Coquette (4/62)
Crossword 1P (4/59)
Darts 1P (6/60)
El Toro 2P (8/63)
Fiesta 2P (12/59)
Four Roses 1P (12/62)
Four Star 1P (7/58)
Gay Paree (6/57)
Gldn. Bells 1P (9/59)
Gldn. Gloves 1P (1/60)
Gusher 1P (9/58)
Jig Saw 1P (12/57)
Jumpin' Jacks 2P (4/63)
Jungle 1P (9/60)
Kingpin (9/62)
Kings 1P (8/57)
Mardi Gras 4P (11/62)
Merry Widow 4P (10/63)
Music Man 4P (8/60)
Naples 2P (9/57)
Nags 1P (3/60)
Reno 1P (10/59)
Rocket 1P (11/59)
Satellite 1P (7/58)
Sea Wolf 1P (7/59)
Serenade 2P (5/60)
Skill Pool 1P (6/63)
Space Ship 2P (12/61)
Starfire (1/57)
Steeplechase 1P (11/57)
Swing Time 1P (5/53)
10 Strike 2P (1/58)
3-D 1P (11/58)
Tic-Tac-Toe 1P (1/59)
Tom-Tom 2P (1/63)
Top Hat (10/58)
Trade Winds (6/62)
Turf Champ (8/58)
Twenty-One 1P (2/60)
Valient 2P (8/62)
Vagabond (10/62)
Viking 2P (10/61)
- SHUFFLES—BOWLERS
BALLY
ABC Bowler (7/55)
Jumbo Bowler (9/55)
King Pin Bowler (9/55)
ABC Spr. Del. (9/57)
All-Star Bowling (12/57)
All-Star Deluxe (2/58)
Lucky Shuffle (9/58)
Star Shuffle (10/58)
Speed Bowler (11/58)
Club Bowler (2/59)
Club Deluxe (5/59)
Monarch Bowler (11/59)
Official Jumbo (9/60)
Jumbo Deluxe (9/60)
- Ball Bowlers
ABC Bowl. Lane (1/57)
ABC Tournament (6/57)
ABC Champion (10/57)
Strike Bowler (11/57)
Trophy Bowler (4/58)
Lucky Alley (8/58)
Pan American (6/59)
Challenger (9/59)
Super Shuffle (12/61)
Big 7 Shuffle (9/62)
- CHICAGO COIN
Shuffles
Triple Strike (2/55)
Arrow (2/55)
Cr. Cross Targette (1/55)
Bonus Score (4/55)
Hollywood (5/55)
Blinker (8/55)
Score-A-Line (9/55)
Bowling Team (10/55)
Rocket Shuffle (3/58)
Explorer Shuffle (6/58)
ReBound Shuffle (12/58)
Championship (11/58)
Double Feature (12/58)
Red Pin (2/59)
Bowl Master (8/59)
4-Game Shuffle (11/59)
Bull's Eye Drop Ball (12/59)
6-Game Shuffle (6/60)
Sweet Hearts 1P (9/63)
Triple Gold Pin Pro (2/61)
Starlite (5/62)
Citation (10/62)
Strike Ball (5/63)
- Ball Bowlers
Bowling League (2/57)
Ski Bowl 6 Plyr (11/57)
Classic (7/57)
TV Bowling Lg. (11/57)
Lucky Strike (1/58)
TV (with rollovers)
Player's Choice (9/58)
Twin Bowler (10/58)
King Bowler (3/59)
Queen Bowler (9/59)
Duke Bowler (8/60)

- Duchess Bowler (8/60)
Princess (4/61)
Gold Crown (3/62)
Royal Crown (8/62)
Grand Prize (3/63)
- SHUFFLES—BOWLERS
UNITED
Shuffles
Clipper (5/55)
5th Inning (6/55)
Capitol (6/55)
Super Bonus (9/55)
Deluxe model
Top Notch (10/55)
Regulation (11/55)
6-Star (10/57)
Midjet Bowling (3/58)
Shooting Stars (4/58)
Eagle (5/58)
Atlas (8/58)
Cyclone (10/58)
Niagara (11/58)
Dual (1/59)
Zenith (6/59)
Flash (6/59)
3-Way (9/59)
4-Way (12/59)
Big Bonus (2/60)
Sunny (5/60)
Sure Fire (10/60)
Line-Up (1/61)
5-Way (5/61)
Avalon (4/62)
Silver (6/62)
Shuffle Baseball (6/62)
Action (7/62)
Embassy (9/62)
Circus Roll-Down (9/62)
Lancer (11/62)
Sparky (12/62)
Caravelle (2/63)
Crest (4/53)
Rumpus Targette (5/63)
Astro (6/63)
Ultra (8/63)
- Ball Bowlers
Bowling Alley (11/56)
Jumbo Bowling (9/57)
Royal Bowler (12/57)
Pixie Bowler (8/58)
Duplex (11/58)
Simplex (5/59)
Advance (5/59)
League (10/59)
Handicap (11/59)
Teammate (12/59)
Falcon (4/60)
Savoy (5/60)
Bowl-A-Rama (9/60)
Tip Top (10/60)
Dixie (1/61)
Cameo
5-Star Bowling (5/61)
Classic (6/61)
Alamo (4/62)
Sahara (7/62)
Tropic Bowler (9/62)
Lucky (11/62)
Cypress (12/62)
Sabre (2/63)
Regal (4/63)
Fury (8/63)
- WILLIAMS
Ball Bowlers
Roll-A-Ball (12/56)
6 Player
UPRIGHTS
AB Circus (5/56)
AB County Fair (3/57)
AB Circus Wagon
Wheels (12/58)
AB Galloping Dominos
AB Circus Play Ball (4/59)
AB Magic Mirror
Horoscope (11/59)
AB Mermaid (3/60)
Aquat. Prod. Squitos (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 (7/59)
GA Twin Wild Cat (12/60)
GA Super Wild Cat
Trail Blazer (12/60)
Twin Trail Blazer (2/61)
K Big Tent
K Spr. Big Tent (6/57)
K Shawnee (1/59)
K Big Roundup (3/59)
K Little Buckaroo (4/59)
K Del. Big Tent (5/59)
K Big 3 (5/59)
K Touchdown (9/59)
K Big Dipper (10/59)
K Twin Big Tent
Criss Cross Diamond (1/60)
K Red Arrow (4/60)

- Sweet Shawnee '60
Black Dragon '60
K Twin Red Arrow (5/60)
K Flashback (6/61)
- ARCADE
ABT 6 Gun Rifle Range
Air Football
Air Hockey
Auto Photo Model 9
Amer. Shuff. Situation (5/61)
B Undersea Raider
B Derby Gun (2/60)
B Bulls Eye Shooting Gallery (9/55)
B Big Inning (5/58)
B Heavy Hitter (4/59)
B Ball Park (4/60)
B Sharpshooter (2/61)
B Golf Champ (8/58)
B. Bat. Practice (8/59)
B Skill Roll (B 3/58)
B Moon Raider (7/59)
B Target (10/59)
B Spook Gun (9/58)
B Skill Parade (1/59)
B Skill Score (6/60)
B Skill Derby (10/60)
B Del. Skill Parade (4/59)
B Table Hockey (2/63)
B Spinner (2/63)
Novelty
B Bank Ball (1/63)
Capitol Midget Movies
CC Bullseye Baseball
CC Basketball Champ
CC 4-Player Derby
C 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 Sgt. Gal. (9/54)
Ex Sportland Shooting Gallery (11/54)
Ex "500" Shooting Gallery (3/55)
Ex Treasure Cove
Shooting Gal. (6/55)
Ex Jungle Hunt (3/57)
Ex Ringer Ball (11/56)
Ex Pop Gun (9/57)
Ge Lucky Seven
Ge Sky Gunner
Ge Night Fighter
Ge 2-Player Basketball
Ge Rifle Gal. (6/54)
Ge Big Top Rifle Gallery (6/54)
Super model (12/55)
Ge Gun Club
Ge Wild West Gun (2/55)
Ge Sky Rocket Rifle Gallery (5/55)
Ge Championship
Baseball (9/55)
Ge Quarterback (10/55)
Ge Hi Fly Baseball (5/56)
Ge State Fair Rifle Gal. (6/56)
Ge Davy Crockett (10/56)
Ge Circus Rifle (3/57)
Ge Motorama (10/57)
Ge Gypsy Grandma (5/57)
Ge Fun Fair (3/58)
Ge Space Age Gun (6/58)
Jungle Joe
Ke Air Raider
Ke Sub Gun
Ke Sportland
Deluxe model
Ke Ranger (3/58)
Deluxe Model (3/55)
Ke League Leader (4/58)
Ke Sportland
Ke Two-Gun Fun (3/62)
Mid Red Ball (5/59)
Mid Joker Ball (11/59)

- (Midway, contd.)
Midway Bazooka (10/60)
Midway Shooting Gallery (2/60)
Midway Del. Baseball (5/62)
Mid. Target Gallery (7/62)
Mid. Carn. Tgt. Glry. (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
Telequiz
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 League (2/54)
Wm. Jet Fighter (10/54)
Wm. Safari (2/54)
Wm. Polar Hunt (3/55)
Wm. Sidewalk Eng (4/55)
Wm. King of Swat (5/55)
Wm. 4-Bagger (4/56)
Wm. Crane (10/56)
Wm. Penny Clown (12/56)
Wm. 1957 Baseball
Wm. 10-Strike (12/57)
Wm. Ten Pins (12/57)
Wm. Shortstop (4/58)
Wm. Pinchhitter (4/59)
Wm. Vanguard (10/58)
Wm. Hercules (2/59)
Wm. Crusader (6/59)
Wm. Titan (8/59)
Wm. Del. Bat. Champ (5/61)
Wm. Extra Inning (5/62)
Wm. World Series (5/62)
Wm. Road Racer (5/62)
Bally Champion Horse
Bally Moon Ride
Wm. Official Baseball (4/60)
Wm. Major League (3/63)
Wm. Voice-O-Graph 1962
KIDDIE RIDES
Bally Champion Horse
Bally Moon Ride
Pony Twins
Bally Space Ship
Bally Speed Boat
Bally Trnrle. Trolley
Bert Lane Lancer Horse
Bert Lane Merry-Go-Round
B.L. Miss America Boat
Bert Lane Fire Engine
B.L. Whirlybird (3/61)
B.L. Moon Rocket (3/61)
Capitol Donald Duck
Capitol Elsie
Capitol Palomina Horse
Capitol See Saw
Chicago Coin Super Jet
Chicago Round The World Trainer
Deco Merry-Go-Round
Deco Space Ranger
Exhibit Big Broncho
Exhibit Mustang
Exhibit Sea Skates
Exhibit Space Patrol
Scientific Television
Scientific Boat Ride
Texas Merry-Go-Round
Exhibit Rudolph The Reindeer