

Seeburg Shows Profit For 13th Successive Qtr.

■ Inaugurate Qtrly. Dividend Policy Of 10¢

CHICAGO—The board of directors of The Seeburg Corporation last week declared an initial quarterly dividend of 10 cents a share, payable April 20 to shareholders of record April 15. Announcement of the declaration, which was made at the annual stockholders meeting here Wed., Feb. 29, included the information that it "marks the inauguration of a quarterly dividend policy." The action indicates an annual rate of 40 cents.

Coleman Says Seeburg Share Of Europe Grows

CHICAGO—Evidently the publicly owned vending machine firms are not immune to harassment by the nemesis of the nation's stockholder meetings, one Eugene Gilbert, who attended the Seeburg meet following a session with Canteen earlier in the week. His barbs were dulled by the deft Del Coleman who may have given Gilbert reason to research his comments more thoroughly for future meets here and elsewhere.

Shareholders were treated to coffee and refreshments in an invitation which advised that Seeburg equipment would be on display ready to serve snacks.

In discussing the European market, Coleman told the owners that Seeburg's share of the European market is growing pointing to the factory's increased number of warehouses and offices on the Continent.

All Seeburg Directors were re-elected to serve for another year, a stock option for directors and execs was okayed, and the meeting closed on a highly optimistic note, following a report on plans for the coming year.

Seeburg also reported that earnings and sales in the three months ended January 31, 1964, established new first quarter records for the company. It was the thirteenth consecutive quarter of profit increase over the comparable quarter of the previous year. Net profit was \$634,692, equal to 32 cents per share based on 1,974,504 shares outstanding. This was a gain of 34% over earnings in the comparable 1963 quarter of \$472,850, equal to 25 cents per share based on the 1,891,454 shares then outstanding. Sales during the three months increased to \$13,856,932 from the \$12,523,258 volume achieved in the corresponding period a year ago.

Delbert W. Coleman, chairman and president of Seeburg, a leading manufacturer of vending equipment, hearing aids, electronic organs, and coin-operated phonographs, told shareholders that all earnings in recent years had been retained by the company to finance the growth and development of its business. "Inasmuch as earnings have risen sharply each of the past three years, simultaneous with our climb to leadership in the manufacture of vending equipment, a business we entered as recently as 1960," he said, "management believes the retention of earnings in those years was the proper course to follow. A dividend payment program has been instituted at this time because earnings are now sufficient for financing growth and payment of dividends. We are further encouraged by the pleasing first quarter results, which are achieved during what are gener-

Leyser Meets With MOA Leaders On PR Program

■ To Quiz Members Via Questionnaire Mailing

CHICAGO—Fred Granger, Managing Director of the Music Operators of America, met February 13, with Henry Leyser, of the Associated Coin Amusement Company, Oakland, Calif., recently appointed chairman of MOA's Public Relations Committee, to map plans for a positive public relations program in 1964.

The PR committee's first project, in line with the "grass roots" approach to public relations which Granger proposed at the Illinois Operators Association meeting at Springfield last month, will be an opinion and suggestion poll of the members to learn their views on the promotion of membership interest and participation.

Other immediate projects which the committee agreed upon were: a contest among the members for the development of a new MOA emblem, a questionnaire on the type of convention program desired, and the expansion of the awards program.

Previous attempts at the formation of a successful national PR committee by the MOA have failed, partly because the financial requirements were not met by various areas in the organization. However, a tide of optim-

ism has swept over the membership since the change in leadership two years ago, and this, coupled with the recently issued raise in dues, should insure a successful committee in 1964.

Granger's form letter to the members of the trade two weeks ago, in which he asserted his attitude toward the MOA and its problems, and his vital role in the 1964 PR committee, are both in line with overall progressive campaign toward gaining MOA's prospective goals. Granger has also served notice on the membership that the forthcoming Oct. 14-16 Convention, to be held in the central headquarters in Chicago, will be "the greatest ever."

The members of the Public Relations Committee are: Henry Leyser, Chairman; Mrs. Millie McCarthy, New York State Coin Association, Hurleyville, N.Y.; Jack Bess, Roanoke Vending Exchange, Richmond, Va.; William Blatt, Smokes Inc., Miami, Fla.; J. Henry Snodgrass, Border-Sunshine Vending, Inc., Albuquerque, N.M.; William Cannon, Cannon Coin Music Co., Haddonfield, N.J.; and John Wallace, Wallace & Wallace Music, Oak Hill, W.V.

Pierce Named Top Citizen

CHICAGO—Clinton S. Pierce, one of the founding fathers of Music Operators of America, and former board chairman, was recently named Outstanding Senior Citizen of the year in his home town of Brodhead, Wisconsin by the community's Junior Chamber of Commerce. He was singled out for his "many years of exemplary service" to Brodhead, having served in numerous capacities over the years.

Considering his close ties to Brodhead, and for this service the city fathers at one time dubbed Pierce "Mr. Brodhead." A meticulous administrator, Pierce was named to the chairmanship of the Green County board of supervisors in 1957. He still holds this position.

From 1950 to 1954 he was Brodhead's mayor. At that time he helped to organize the Brodhead Industrial Corp., and has served as president since 1954. He was also president of the Brodhead Progress, Inc. civic organization since it was founded in 1958. Another organization Pierce helped to originate is the city's Chamber of Commerce.

One of the biggest events ever held in Brodhead was the Centennial in 1956. He took on the responsibility of the parade chairman, and was credited with delivering the most gigantic parade ever held in that area.

Since Pierce is so widely known among the members of MOA as "Mr. Action," it is fitting to list some of the other activities he manages during his periods of rest and relaxation. He is a director of the Bank of Brodhead, and was awarded with the Honorary Chapter Farmer Award by the Future Farmers of America in 1962.

During last year's MOA Convention Clint Pierce was presented with a plaque in recognition of his many contributions to the industry over the years. From 1956 to 1960 he was the first vice president of MOA, and a director from 1949, and still is.

Pierce has been a director of the

ally our poorest three months of the year."

It was also disclosed at the meeting that an application to list the stock of the company has been filed with the New York Stock Exchange. It will be considered by the Board of Governors of the Exchange on February 27. If approved, the stock will be admitted to trading March 30.

Wisconsin Assn. of Music Operators, and its president since 1950. He is also a director of the Cigarette Operators Assn. of Wisconsin.

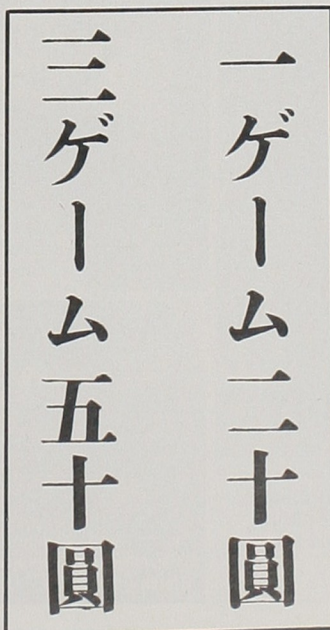
In 1917 Pierce was Vice Consul to Sweden, and in 1918-1919 was Vice Consul in charge of the United States Consulate in Malmo, Sweden.

Pierce was married in 1932 to Marie Rufenacht, of Monroe, Wisconsin. She is still associated with him in his business ventures.

Bally Shipping 14 Nations Around World

CHICAGO—Herb Jones of Bally Manufacturing Company is busy building a United Nations of coin-instruction plates for Ballygames. "We now stock plates and cards for 14 nations in addition to U.S. and Canada," says Jones.

"For Belgium we supply instructions in both French and Flemish. Most coin-instructions merely involve translation, but the Japanese text for 1964 "De Luxe Bally Bowler" was a problem. Luckily, I found a Japanese newspaper in Chicago, to set the type. The way Bally games are spreading around the world, I expect to have some really fancy coin-plates," said Jones last week.



Above Japanese text refers to Bally's 1964 "De Luxe Bowler."

Canteen 1st Qtr. Earnings Increase To 20¢ Per Share

■ Approve O'Malley 10,000 Share Stock Option

CHICAGO — Patrick L. O'Malley, President of Automatic Canteen Company of America, told stockholders at the annual meeting last week that Company earnings from operations for the first quarter ended Dec. 21, 1963, were \$1,321,133 or 20¢ per share on 6,747,817 shares outstanding.

This compares with earnings of \$1,184,521 or 17¢ per share for the same period a year ago on 6,904,097 shares outstanding. (Nonrecurring income of \$678,000 after taxes or 10¢ per share in the first quarter 1962, from sale of the Company's plastics division, brought total earnings during that period last year to 27¢.)

Consolidated sales and operating

O'Malley Sees No Sales Dip In Cigaretts

CHICAGO — During the Canteen stockholder meeting, conducted by President Pat O'Malley, the vending exec advised stockholders that although cigarette vending represents 25% of Canteen's overall vending business, he said he doubted that the Surgeon General's report would affect vending volume. He admitted to a 6% drop-off in cig vending sales following the Report, but added that since "Mama will not buy cigarettes by the carton for her hubbie," he will now revert to buying them from the vendor located in his factory. "We'll benefit from the Report," said O'Malley. He said that where cig sales had fallen off, there was "a substantial sales increase" in chewing gum sales and candy.

O'Malley was voted a stock option for 10,000 shares of Canteen stock, following a move by the Board granting the vending exec the option last year. It is good for five years and permits O'Malley to buy the stock at \$13.50 per share, the price it was quoted at Nov. 20 when the Directors voted the option. The Canteen stock was quoted at 14 7/8 early last week.

income for the first quarter were \$61,798,238, compared to \$60,219,622 for the same period a year ago.

For comparative purposes, the figures for fiscal 1963 have been restated from those previously reported to reflect the subsequent acquisition of New York Automatic Canteen Corporation on May 23, 1963, which has been accounted for as a pooling of interests, and to include the accounts of previously unconsolidated foreign subsidiaries.

ChiCoin Names Advance For L.A.

CHICAGO—Mort Score, Director of Sales, Chicago Coin Division of Chicago Dynamics Industries, Inc., is pleased to announce the appointment of Advance Automatic Sales Company, Los Angeles, as the distributor for Chicago Coin products for Southern California.

Advance Automatic Sales Company (also of San Francisco) prexy Lou Wolcher says the new showrooms in Los Angeles are almost an exact duplicate of his San Francisco distributorship. Such features as off-the-street parking for visiting operators, and many other conveniences for the operator, are all included in Wolcher's master plan.

Chicago Coin's complete line of coin-operated amusement machines will be on display in Lou Wolcher's Advance Automatic Sales Company display rooms, located at 1105 West Pico Boulevard.



Dave Baker and I. "Spec" Spector, Melo-Tone Vending Inc., Boston area operators for 23 years.



Melo-Tone Vending Inc. building, Boston.



Portion of the modern Record Room at Melo-Tone Vending.

Boston operators give 7 reasons why their Seeburg

Melo-Tone Vending Inc. already has 35% of their locations equipped with LP Console systems. And those 35% are earning 80% of the total collection.

Dave Baker and I. "Spec" Spector, owners of Melo-Tone Vending Inc., have been operators in the Boston (Mass.) area for 23 years. W. S. Distributing Co., Boston, is their Seeburg distributor.

Their LP Consoles—35% of their equipment—are earning 80% of their total collection. Some locations gross over \$200 a week.

Dave and "Spec" give top credit to Seeburg's built-in Income Totalizer, and offer seven reasons why:

1. "You simply cannot overestimate the value of Seeburg's built-in Income Totalizer. It has revolutionized the business."
2. "With the Income Totalizer, our collection men can spend more time properly programming and servicing the equipment."
3. "Collection costs have dropped from 11% to 6% of operation costs—a tremendous saving of 45%."
4. "Collection men can now do 18 stops a



The Attic, Stuart-St. jazz spot, features the LP Console programmed with jazz on both singles and LP Albums. Owners are Milt Kermon (left), Arthur Isackson. Shown at right is Manager Charlie Akashian.



There are 8 Peter Pan Restaurants in the Boston area, all equipped with LP Consoles and Stereo Consolettes. Shown here: the Peter Pan location on Commonwealth Ave., Boston. Ed Jette is manager.



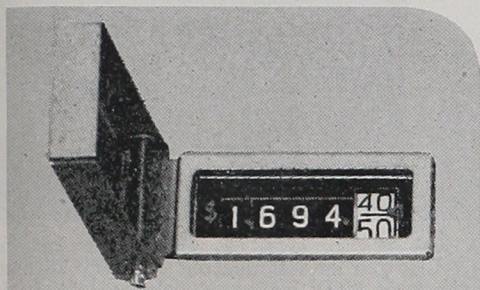
Jim Plotner (right) and son Frank (left) own Jimmy's Diner, Mattapan. Equipment includes 14 Consolettes. Says Frank: "Our customers play them all the time."



George Reed, Rainbow Lounge manager, says, "Patrons like the personal volume controls on our 11 Stereo Consolettes." Owner is Maynard Wayne.



Miss Millie Tyler is day manager of The Savoy on the Hill. "My customers love everything about the LP Console, especially the jazz albums," she says.



"You cannot overestimate the value of Seeburg's built-in Totalizer."



"There is no question that the Stereo Consolettes increase earnings."

LP Consoles top all other equipment in earnings.

day instead of ten."

5. "With income totalizing, we now get our share of the breakage, which previously went to location owners."

6. "The Income Totalizer has put us on a more businesslike basis with locations. Our collectors place the collection in a sealed bag. The location gets a slip showing the Totalizer reading at the time of collection. The money is counted, not by hand at the location, but

automatically in our office. Checks are mailed each month to location owners. The Seeburg Income Totalizer has proved completely accurate."

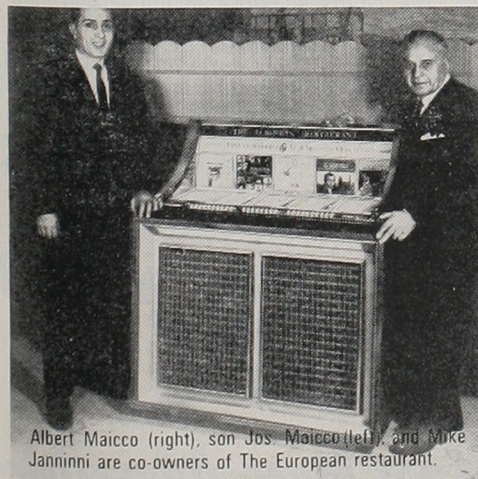
7. "With the LP Console and the Totalizer, we now approach locations we could never approach before. For example, a chain in the Boston area with eight locations. They are all equipped with LP Consoles and Consolettes with Totalizers. We send one check, for

all eight spots, to their main office once a month."

And the Stereo Consolettes—what do Dave and "Spec" say about them?

- "There is no question that they increase earnings."

- "Our locations with Seeburg Stereo Consolettes are totalizing earnings that are up 25% to 75% from what they were without the remote Consolettes."



Albert Maicco (right), son Jos Maicco (left), and Mike Janninni are co-owners of The European restaurant.



Boston's oldest Italian Restaurant, The European, has 3 rooms all with Seeburg music, including 15 Stereo Consolettes.

SEEBURG

MUSIC FOR PROFITABLE PUBLIC ENTERTAINMENT

R. F. Jones Buys Back Distrib and Finance Companies From Automatic Canteen Co.

■ End 3-Year Rowe AC-Owned Distrib Set-Up

CHICAGO—The R. F. Jones Company division of Rowe AC Manufacturing, a subsidiary of Automatic Canteen Company of America, and Interstate Finance Company, also owned by Automatic Canteen, has been sold for an undisclosed sum, it was announced last week by Patrick L. O'Malley, Automatic Canteen President.

Purchaser of both companies was R. F. Jones, who was the original owner of both firms prior to their acquisition by Automatic Canteen three years ago.

R. F. Jones and the Jones organization have been well-known as one of the leading distributors in the coin machine industry for more than 20 years.

O'Malley said that Jones has signed a long-term franchise as a distributor of Rowe-AMI phonographs, Rowe's full-line of vending equipment, bill-changers and background music equipment.

The franchise includes the western states and the Far Eastern market serviced by Jones offices in Denver, Salt Lake City, Los Angeles, San Francisco, Seattle and Honolulu. In

addition, the Jones company will continue to be active in exporting used equipment throughout the world.

"We are pleased that R. F. Jones Company will continue as a part of

Rowe AC's Manthei Joins Pioneer

MILWAUKEE—Joel Kleiman, of Pioneer Sales & Service Company, announced the appointment last week of Robert (Bob) Manthei to the vending equipment sales department for this territory.

Manthei was employed by Rowe AC Manufacturing Company for several years, just prior to this new appointment.

the Rowe AC distributor organization. We look forward to the continued growth and increasingly broad distribution of our equipment in the important West Coast market through the R. F. Jones Co. operation," O'Malley stated.

... and in Whippany, NJ, a sales meet



WHIPPANY, N.J.—Rowe AC Manufacturing sales executives gathered recently for a Regional Sales Manager's Meeting at the Rowe Whip-

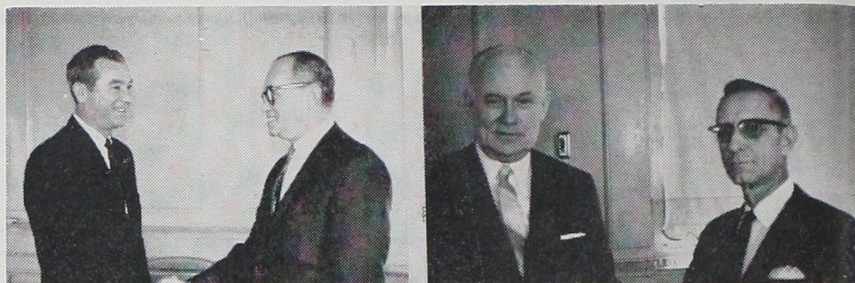
pany, N. J., plant. Discussing sales plans and company policies (above) are (L. to R.): Robert Edinger, Regional Sales Manager; Harold Brog-



den, Vice President of Manufacturing; Fred Pollak, Vice President and Sales Manager; Dick Mueller, Vice President; Jim Abato, Director of Field Service; Bob Martin, Beverage Program Director; Si Knapp, Credit Manager, and Jack Dunwoody, Regional Sales Manager.

A lunch break (below) found these familiar faces (L. to R.): George Klersey, Regional Sales Manager; Paul Huebsch, National Sales Manager; Bob Martin, Beverage Program Director; Bill Inshaw, Director of Planning at Whippany; Phil Glover, Regional Sales Manager; Fred Pollak, Vice President and Sales Manager, and Ed Bezursik, Director of Industrial Relations at Whippany.

WHAT'S YOUR RETURN ON \$1200.00? Tape-Athon



VIRGINIA ASSOCIATION EXECS—As reported in Cash Box last week (Feb. 22) the Music Operators of Virginia held a meeting January 26 and installed new MOV officers. Top officers of MOV are shown above, left to right new president Gil Bailey with outgoing president Hy Lesnick; far right Secretary-Treasurer Ken O'Connor and Legislative Committee Chairman Bob Minor. Below, a group shot of the MOV members in attendance at the Jan. 26 meeting.



Beloved By Industry

Mrs. 'Babe' Angott Passes Away

DETROIT—One of the Wurlitzer distributing organization's best known and loved ladies died suddenly last Friday, February 14, when Mabel "Babe" Angott passed away.

The popular wife of Wurlitzer distrib Carl Angott, President of Angott Distributing Company here, was a part of many happy Wurlitzer social events and also was well-known to the trade throughout the Detroit area.

A large following of friends attended Mrs. Angott's funeral on Monday February 17, and among those in attendance were Wurlitzer's Bob Bear and Bert Davidson.

"Babe Angott left four grown children and nine grandchildren. Carl and "Babe" had three boys, Carl Jr., William and Daniel; and one girl, Judy.

The passing of "Babe" Angott came as a sudden and unfortunate event in Michigan and struck deep into the hearts of so many people in the coin machine industry from one end of the country to the other. She will be missed by everyone.

It's Background Music Only For New York City's Playboys

NEW YORK—The newest of the Playboy Clubs, located on New York's eastside, was denied a cabaret license last week when the Court of Appeals, NY State's highest tribunal, decided that it was in accord with the NY City License Commissioner's move to deny the well-known club a license for entertainment.

The club's present license permits

only background music and/or a juke box.

The sounds of America's top recording talent will be the limit there for on entertainment, and considering the ever-present Playboy Bunnies who serve up food and drink clad in little more than bunny tails and bells who could ask for anything more?

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

CASH BOX: 489 paid advertising pages

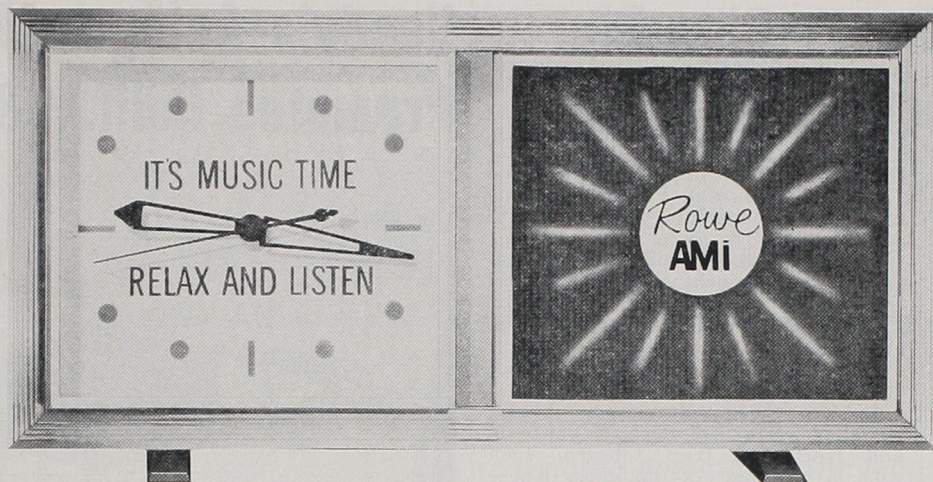
BILLBOARD: 270 paid advertising pages

(219 more pages in Cash Box than in Billboard)

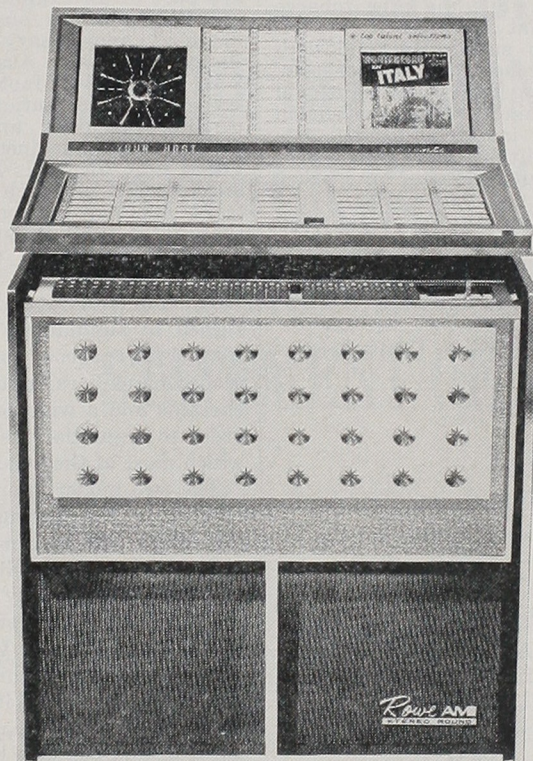
... a positive vote of confidence by the industry's

leaders (to say the least).

It's time to
merchandise music



that is
if you like



the sound of money

What pays the most profit in most locations?

If you said the music customers buy through the Rowe AMi *Tropicana* phonograph, you're one hundred percent right.

In the new *Tropicana* Rowe has created an unbeatable music-maker—and an unexcelled money-maker.

But *The Tropicana* will make more profit for the location if the music is merchandised.

Now you can see the reason for the clock shown here. It has terrific attention-getting, point-of-sale value. Everyone's eye is drawn to a clock; what better time to encourage play—to merchandise music—than by reminding customers it's music time?

When you merchandise music, you help your locations make more money, more profit. And when you merchandise music, you help yourself make more money by opening up more profitable locations.

See your Rowe AMi distributor today for his deal.



ROWE AC
MANUFACTURING

The Merchandise Mart, Chicago 54, Illinois

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

Cash Box

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

East Coast Firm Beats Cigs Dip Via New Cigar Pack at 50c Per



Vendaway's Moss With Converted Pastry Machine

HARTFORD, CONN. — Interstate Vendaway, Inc., vending machine operating firm here, moved quickly to keep abreast of the changing demands for cigarettes in many of their Eastern Seaboard industrial locations.

Shortly after the Federal report on cigarettes was issued, Arthur Moss, supervisor for the Fairfield County territory in Connecticut, sensed a possible decline in cigarette vending machine sales, particularly in Avco Corporation's Lycoming Division plant in

Stratford. This plant houses some 7,900 employees and Vendaway keeps 20 cigarette machines operating to service the work force.

Moss immediately modified two National Pastry machines and placed in them pipe tobacco and cigars. He utilized Dutch Master cigars, had his own personnel package three cigars and a package of matches and vend the three for 50 cents.

In the other columns he placed Brindley's Mix, Amphora, Edgeworth, and Half and Half tobacco, each with a package of matches. These machines were above and beyond the standard lower priced cigar units which are located strategically through the 1,600,000 square foot plant.

Employee reaction was instantaneously favorable, according to Moss. The Dutch Master cigars were immediate sellouts while the pipe tobacco moved somewhat slower.

Volume was substantial and doubled in the second week of operation. Each succeeding week saw additional increases culminating in a decision to modify and install additional machines. In addition, Moss has negotiated with Dutch Master and other manufacturers to pre-package the higher priced cigars for installation in his machines.

Cigarette volume did decline as anticipated but a major portion of this sales decline was offset by the increased revenue from the new machines.

Chicago to Host Concessionaires At NAC Convention Sept 27 - Oct 2

CHICAGO—The 1964 Convention of the National Association of Concessionaires will be held at the Conrad Hilton Hotel, Chicago, September 27—October 2, it was announced by Edward S. Redstone, of the Northeast Drive-In Theatre Corp., Boston, NAC president.

The annual Motion Picture & Concessions Industries Trade Show, which is jointly sponsored by NAC and the Theatre Owners of America, also to meet at the Hilton, will run concurrently with the conventions of both organizations.

Last week's NAC Western Regional Conference at Los Angeles presented an all-embracing program designed to provide more profitable ideas for food-drink concessions and vending sales, to concessionaires from Arizona, Utah, California, Colorado and Nevada.

ARA Appoints Schmitz Dayton Gen. Manager

PHILADELPHIA — The Automatic Retailers of America Inc. announced the appointment of Bert Schmitz to general manager of the Dayton, Ohio division.

Schmitz, with offices at 1221 Nicholas Road, continues to head vending operations throughout the rest of Ohio and a part of West Virginia. His division in Dayton, Automatic Vending Enterprises, Inc., maintains branch offices in Columbus, Marion, Lancaster, Wadsworth, Sidney and Huntington, W. Va.

ARA, with headquarters in Philadelphia, provides food and refreshment services to business offices, industrial plants, schools, colleges, hospitals and government locations in forty states and Puerto Rico.

The NAC Regional Conference, which was held at the Biltmore Hotel, was staged in conjunction with the convention of the National Candy Wholesalers Association and the Western Candy Show.

Smerling New ABC Vending V.P.

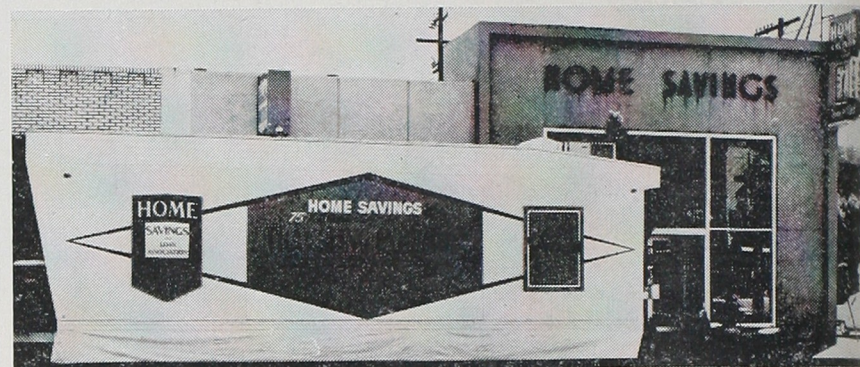


DAVID W. SMERLING

NEW YORK — Announcement has been made of the election of David W. Smerling as a vice president of the ABC Vending Corp. He also holds the posts of vice president of the company's Confection Cabinet Division, Chicago, and is a member of the board of directors of the parent corporation.

Smerling was for several years assistant to his father, the late Manuel Smerling, one of the founders of Confection Cabinet's predecessor company which owned and operated food beverage concessions in more than 2,000 motion picture theatres in the midwest. Upon the death of his father last year, Smerling assumed the management of Confection Cabinet's midwest territory. Confection Cabinet merged with ABC Vending Corp. in 1957.

Vendo's Antique Machine Exhibit Promotes Calif. S&L Company



ON THE ROAD IN CALIFORNIA—Antique coin-operated devices from the Vendo Company Museum of Antique Venders, of Kansas City, Mo., are part of an exhibit currently touring California in observance of the diamond anniversary of the Home Savings and Loan Association.

A thirty-five foot custom built trailer houses 35 antique coin-operated vending machines and two modern venders. The machines are set behind glass into alcoves. They include a mechanical hen which lays hardboiled eggs, a collar button dispenser, and replicas of the first known vender—a dispenser for holy water—invented around 100 BC.

The trailer's interior has been designed to simulate a Victorian mansion, with maroon flocked wallpaper, globe chandeliers, gold and ruby bead curtains and a wine colored carpet, in order to dramatize the gaslight age in which most of the venders were in use.

The two modern vending devices on display in the roving exhibit are a Visi-Vend Ice Cream Vender and a 1964 Vendo dollar bill changer which may be patronized by visitors.

Alex Izzard, vice president of public relations for the Vendo Company, says the modern machines contrast the leisurely pace of life in the time when the exhibit's antique venders were popular, and point up the faster tempo of life today. Izzard says today's emphasis is on "availability and instant service."

The trailer exhibit is one more project in Vendo's widespread public relations and advertising program designed to improve the image of the vending machine at the consumer level.

Casey Named Mar-Tab Industrial Div. Mgr.



EDWARD F. CASEY

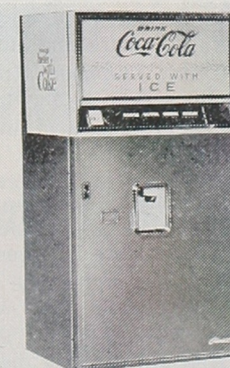
MIAMI—Mar-Tab Vending, subsidiary of Castlewood International Corporation, has named Edward F. Casey sales manager of its new industrial division.

Sol Tabb, president of CIC's vending division, said Casey will be responsible for obtaining new accounts and general operation of the recently formed industrial section.

"The appointment is part of our continued expansion program to better serve the growing industrial community in South Florida," Tabb added.

Prior to his appointment, Casey was associated for five years with the stock brokerage firm of Reynolds and Company in Philadelphia, Pa.

New Products



GLASCO'S G-1100 PRE-MIX VENDOR has 1100 drink capacity, completely interchangeable plug-in relays, choice of 3 or 4 flavors, a "Tilt-Down" cup loading feature, and completely adjustable cup size, drink volume and ice-throw. For information write—Vending News, Cash Box, 1780 B'way, N.Y.C.

NY State Vending Meet At Swan Lake May 8-10

NEW YORK—The Fifth Annual State Convention Outing of the New York State Vending Association will be held at the Stevensville Lake Hotel, Swan Lake, N.Y. from May 8th to May 10th, it was announced by Morris Weintraub, Association Manager.

The Outing Committee has rented the entire hotel, and has planned many varied activities for the amusement of their guests, from golf and softball to entertainment and dancing.

The Vending Association's outings in past years have enjoyed good representation from all areas in the industry.

Cash Box

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

U.S. Tobacco 1963 Net Increases

NEW YORK—Consolidated net earnings for United States Tobacco Company increased to \$2.05 per common share in 1963 from \$1.85 the previous year, Louis A. Bantle, president, announced last week.

Net earnings for 1963 totaled \$3,853,096, in comparison to \$3,508,275 in 1962, Bantle said, with the increase nearly 10 per cent.

Sales of the Company's diversified line of tobacco products, nuts and nut products, and writing instruments during 1963 totaled \$45,692,931, in comparison to \$45,862,959 in 1962.

Analysis of earnings by the Com-

pany during the last decade by Eric J. Seyffer, vice president in charge of finance, showed that earnings increased from \$1.26 per common share in 1954 to the record high for the period of \$2.05 last year. Seyffer said this was the first time during the 10-year period that earnings had gone above \$2 per common share.

New General Foods Vending Distribs

WHITE PLAINS—The Institutional Food Service Division of General Foods, managers of the GF vending products line, announced the appointment of new distributors for the Oklahoma City area and for the region in and around St. Louis.

The Boaz Candy & Tobacco Company of 1015 N. W. First, Oklahoma City, has been awarded the distrib franchise for that area. The distribu-

tion of the GF vending line for the St. Louis area has passed to the Glickert H&R Service of 6607 Olive Street Road, St. Louis.

The GF vending products line includes Maxwell House, Yuban, Sanka and Bouquet coffees, Baker's chocolate flavor drink mix, mixed mixes, Right Time dry soup mixes, Dean's coffee lightener, Instant Postum, Right Time Tea and Kernel Fresh Salted Peanuts.

4 Management Execs To Address Ops On Vending Profits

CHICAGO—The upcoming series of NAMA State Council Annual Meetings will feature a "vending profits" session at each meeting to deal with the "how to's" of building, evaluating and assuring vending profits.

The "profits" presentation will be researched, developed and conducted by four authorities on management



HAEBERLE



PANSCHAR



WENTWORTH



MORRIS

development from the Indiana University Graduate School of Business Administration. Dr. William L. Haerberle, professor of management and director of executive programs, heads the group.

Besides Dr. Haerberle, the "task force" of management experts includes Dr. Malcolm L. Morris, assistant professor of business administration, and Dr. William G. Panschar, associate professor of marketing, and completed by Dr. Jack R. Wentworth, associate professor of business administration. The four experts are also directors of Indiana University's nationally famed Executive Development Program.

A new NAMA legislative action film, "Achilles Had His Heel," will precede the presentation. These sessions, plus a sponsored hospital- "bull session," will complete the NAMA-conducted part of the state council meetings. For dates and locations of the meetings see "Meeting Dates and Trade Events" in this issue of Cash Box.

"The vending operator is the foundation of the vending industry."

SEEBURG, ON THE OCCASION OF ACQUIRING ARTHUR H. DU GRENIER INC., AGAIN PUBLISHES THIS STATEMENT OF SALES POLICY:

Seeburg, and Seeburg Distributors, believe firmly that the vending operator is the foundation of our vending industry.

He is the specialist in the industry who best knows his territory and the growth and profit opportunities it affords.

Seeburg vending equipment, as well as the Seeburg selling policy, has always been devised with the continuing economic stability of the vending operator as our foremost consideration.

We are happy to acknowledge freely that the continued growth of Seeburg to its top position in the industry rests solidly on the business of the successful vending operating companies.

Seeburg will continue to build on this policy. We re-state it now, on the occasion of Seeburg's acquisition of Arthur H. Du Grenier Inc. of Haverhill, Massachusetts.

SEEBURG

The top-profit line of venders . . . serving the vending operator . . . locally, regionally, nationally

Bally Ships New Pin Game, 'Monte Carlo', A Single Player

Features 'Mushroom' Type Flipper

The new Bally "mushroom" bumper is a featured attraction in "Monte Carlo" one-player flipper game introduced last week by Bally Manufacturing Company.

"Big advantage of the 'Mushroom' Bumper," said Bill O'Donnell, Bally president, "is that, while scoring like a Bumper, the 'Mushroom' occupies only half the space of a standard Bumper, thus keeping the playfield open for maximum flipper-skill action.

"The 5 'Mushroom' Bumpers on the 'Monte Carlo' playfield are targets for the BIG WIN feature, by which out-hole scores 100 and Special carry-over feature on backglass advances one step. 'Monte Carlo' actually has 2 carry-over features. Lit letters of BIG WIN remain lit, game to game until BIG WIN is completed, and lit numbers of backglass feature remain lit, game to game, until Special is scored.

"One of the most exciting features of 'Monte Carlo' is the 'Do-It-Again' feature, which permits player to light BIG WIN, then flipper-drive the ball to hit B or G 'Mushroom' Bumper, thus re-setting BIG WIN for addi-

tional BIG WIN scoring with the same ball," said O'Donnell.

"Although a single-player game, 'Monte Carlo' is adjustable for 5 or 3 balls, with or without match feature. World wide location tests indicate that 'Monte Carlo' will surpass the extraordinary earning records of 'Hootenanny,'" concluded O'Donnell.

Roanoke Vending Remodels Plant, Acquires 2 Warehouses In Expansion, Open House For Ops Feb. 27-Mar. 1

RICHMOND—An Open House has been scheduled for operators in the Virginia and Carolina territories, celebrating the acquisition of two warehouses by Roanoke Vending Exchange, Inc. and the complete remodeling of their present quarters here in Richmond.

Jack Bess, President of the con-

cern, announced that the Open House would be conducted from February 27 through March 1 and that the social would combine business with pleasure.

The warehouses are located about two blocks from Roanoke's present large-size plant and each one offers about 5000 additional square feet for the storage of new and used equipment.

The present quarters will now of-



Meeting Dates and Trade Events

MARCH

- 21 Georgia Automatic Merchandising Council
Place: Americana Motel, Atlanta, Georgia

APRIL

- 4 Connecticut Automatic Merchandising Council
Place: Statler Hilton Hotel, Hartford, Conn.
Place: Hotel Fontainebleau, Miami Beach, Fla.
Place: Hotel Montainbleau, Miami Beach, Fla.
- 11 NAMA Special Area Meeting—Chicago/Midwest
Place: LaSalle Hotel, Chicago, Ill.
- 16-19 National Vendors Association, Annual Convention
Place: Deauville Hotel, Miami Beach, Fla.
- 18 Ohio Automatic Merchandising Association
Place: Shaker House Motor Inn, Cleveland, Ohio
- 18 Northwest Automatic Merchandising Council
Place: (Location not set)
- 20-23 American Management Association
Place: New York Hilton (Conference); Coliseum (Exposition), New York City
- 25 Pennsylvania Automatic Merchandising Council—New Jersey Automatic Merchandising Council (joint meet)
Place: Hershey Hotel, Hershey, Pennsylvania

MAY

- April 30-May 2 Canadian Automatic Merchandising Association
Place: Skyline Hotel, Toronto, Canada
- 2 Maryland Automatic Merchandising Council
Place: Sheraton Belvedere, Baltimore, Maryland
- 8-10 New York Automatic Vending Association
Place: Stevensville Lake Hotel, Swan Lake, New York
- 9 NAMA Special Area Meeting — Kentucky/Tennessee
Place: Holiday Inn, Nashville, Tenn.
- 16 Oklahoma Automatic Merchandising Council
Place: (Hotel not set) Tulsa, Oklahoma
- 17-20 National Industrial Recreation Association
Place: Pick Carter-Hotel, Cleveland, Ohio
- 21-22 North Carolina Vending Association — South Carolina Automatic Merchandising Association (joint meet)
Place: Battery Park Hotel (meetings); City Auditorium (exhibits), Asheville, North Carolina
- 28 National Association of Concessionaires Midyear Board Meeting
Place: Sheraton-Blackstone Hotel, Chicago

JUNE

- 5-7 California Automatic Vendors Association
Place: Mark Thomas Inn, Monterey, California
- 7-10 National Confectioners Association
Place: Americana Hotel, New York City
- 13 Massachusetts Automatic Merchandising Council
Place: Kenmore Hotel, Boston, Mass.
- 20 Wisconsin Automatic Merchandising Council
Place: Edgewater Hotel, Madison, Wisconsin
- 20-23 Southern Wholesale Tobacco and Candy Association, Inc.
Place: Dinkler Plaza Hotel, Atlanta, Georgia

AUGUST

- 26-30 National Automatic Laundry & Cleaning Council
Place: N. Y. Coliseum (exhibits); Barbizon-Plaza (meetings), New York City

SEPTEMBER

- 27-Oct. 2 National Association of Concessionaires
Place: Conrad Hilton Hotel, Chicago
Annual Convention
- 28-Oct. 1 Motion Picture & Concessions Industries Trade Show
Place: Conrad Hilton Hotel, Chicago

OCTOBER

- 14-16 Music Operators Of America
Place: Sherman House, Chicago
Annual Convention
- 17-20 National Automatic Merchandising Assoc. Convention
Place: McCormick Place, Chicago
Annual Convention



JACK BESS

fer larger display space for a broad selection of music, amusement and vending equipment, and also larger more workable quarters for the executives.

VP Harry Moseley advised Cash Box that factory representatives from all of the plants have been invited, as well as a large number of ops from the area.

Among the lines handled by Roanoke are: Rowe AC Services, (music and vending lines); Bally, Chicago Coin, Keeney, Irving Kaye, Midway, Valley, Williams, Victor Vending, Sale-O-Matic, and Vendors Mfg. Inc.

Bess was out of town last week, following business in Chicago on MOA where he is a member of the Board.

The firm has completed renovations on a new shop, and a new stock room. All of the factory equipment is expected to be displayed in a more sweeping display than ever before. Hundreds are expected to attend the Open House before the close of festivities on March 1.

New Coinfirm On 10th Ave.

NEW YORK—Charlie Katz, veteran coin machine sales rep, has formed his own firm called the Charles Katz Company, and is occupying quarters located at 658 Tenth Avenue in NYC. The address is the site of Capitol 16, an arcade equipment firm, but according to Katz, there is no connection between the two companies. Katz is handling the 'Flintstone Car' and will announce several other kiddie rides to be produced by the Amusement Rides and Service Inc. Company, a Long Island company.

GIVE

TO THE MARCH OF DIMES

Cash Box—February 29, 1964

BUY
Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

KEENEY'S
ALL-NEW
COLORAMA
the DIFFERENT
2-PLAYER
FLIPPER GAME!
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ChiCoin Names Musical Sales For St. Louis



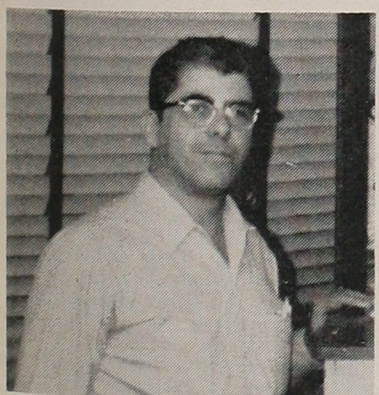
JOE McCORMICK
President

CHICAGO—Mort Secore, Director of Sales, Chicago Coin Division of Chicago Dynamic Industries, Inc., announced the appointment of Musical Sales, Inc., St. Louis, Missouri, as Chicago Coin's distributor serving the St. Louis territory.

Joseph McCormick, president of Musical Sales, Inc., says that with the addition of Chicago Coin's complete coin-operated amusement line to Musical Sales' current line makes Musical Sales, Inc., the complete one stop for the coin operated amusement operator's every need.

Chicago Coin's "Champion Rifle Range," "Cadillac Big Ball Bowler," "Firecracker," 2-Player, 5-Ball Pin Game, and "Spotlite Puck Bowler" are setting sales records beyond Chicago Coin's fondest expectations, according to Secore.

McCormick cordially invites the operators in the St. Louis area to visit the Musical Sales, Inc., showrooms at 2920 Locust St., in St. Louis.



SAM MASSARO
Sales Representative

ASCAP Attacks Ops In NY Times Ad

NEW YORK—In a twenty-four page Special Section of the New York Times, ASCAP Counselor Herman Finkelstein, has authored an article entitled "What's Wrong With Our Copyright Laws" which devotes a paragraph to the juke box operator who does not pay a publishing royalty to songwriters. They pay a mechanical royalty upon purchasing each disk. The current Celler Bill (HR 7194) is an ASCAP sponsored bill and calls for removal of the copyright exemption as it pertains to juke box ops. Finkelstein calls the juke box operator "the greatest commercial user of popular songs" and states that they "pay nothing to writers because of an antiquated 1909 copyright law." Finkelstein heads the ASCAP council against the juke box industry representatives in the current battle in Washington DC where the Celler bill stands on the threshold of the House Rules Committee.

THE GREATER THE GAME—THE GREATER YOUR PROFITS

NEW  **Williams**
2-PLAYER

OH BOY





ADJUSTABLE 3-or 5-BALL PLAY

- Five center bumpers advance when lit. Four bumpers SCORE 10 points when lit. Fifth bumper SCORES 100 points when lit.
- Eject hole scores 50 points plus 100 points when lit.
- TWO SHOOTERS at bottom of playfield return ball into play for more scores through side roll-over lanes that SCORE 50 points when lit.
- Two roll-over buttons light jet bumpers for 10 points and side roll-over lanes for 50 points.

- Two flippers • Two rebound kickers • Twin chutes (optional)
- Plastikote finish playfield • Locked cash box
- Number match feature • Slug rejector

GREAT NEW WILLIAMS EXCLUSIVES:

- ✓ **NEW** Drum Units are trouble free and faster acting
- ✓ **NEW** Coin Switch is absolutely foolproof
- ✓ **NEW** Fingertip Controlled Latch-Lock Playfield assures fast, easy servicing
- ✓ **NEW** Motor Unit

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

BUY THE BEST—BUY WILLIAMS

Collector To Exhibit 70 Rare Vending Machines

NEW YORK—The remarkable collection of antique vending machines owned by famed collector Fred Fried will be exhibited to patrons attending the 20th Annual National Antiques Show at Madison Sq. Garden Feb. 26-March 5. Over 70 machines, including the smallest vending machine ever made, the baker boy who serves up ball gum, the hen that lays boiled eggs, the automatic violin with pianoforte accompaniment, 3 tobacco boxes from 1827, and some surprises, will be on hand for the expected 120,000 persons expected.

Fried owns the largest collection of machines, has completed an Encyclopedia Of Coin Machines scheduled for publishing this year, and has received national fame via TV and the press.



COLLECTOR FRED FRIED with some of his invaluable collection.

Williams Opens Baseball Season With 'Grand Slam' 2-Player

■ Non-Relay Model Called '10th Inning'

CHICAGO—After many recent huddles at Williams Electronic Manufacturing Corporation, between top brass, designers and engineers, over development of a new amusement game there was considerable conjecture and guesswork making the trade rounds. However, Sam Stern, president of Williams Electronic, let the "cat-out-of-the-bag" just before he explained for a brief Mexican vacation last week. As it was anticipated by Cash Box, the new coin-operated amusement unit is Williams' annual baseball game, which is available in a replay model, with the extra inning feature—"Grand Slam"—and in an extended play baseball model—"10th Inning."

This new, exciting duo of baseball type scoring thrillers is a two-player competitive game, reportedly loaded with playing and scoring innovations.

Stern advised that this equipment was certainly designed with the operators' profit making potential in mind, and that for this reason much time and great pains were expended by Williams Electronic's game developers to assure success on this count.

"Because of this constant striving for mechanical perfection and external appearance Williams amusement games are enjoying an enviable position in popularity in all of the domestic and foreign markets," Stern said.

"Considering all of these facts," he added, "and, being ever mindful that Williams Electronic Mfg. Corp. was the original designer of authentic coin-operated baseball games, it is no wonder that our baseball amusement games attain such astronomical sales figures all over the world every year.

"Our new replay and extended play models are easily the very peak of excellence, and the best ever produced in our factory!"

Jack Mittel, Williams' sales manager, detailed the numerous playing and scoring features in "Grand Slam" (the replay model, with the extra inning feature), and "10th Inning" (the extended play model).

"First and foremost," Mittel stated, "Williams Electronic Mfg. is introducing a new, greatly improved pitch-

ing unit and batting unit on the beautifully appointed playfield. And, also a new motor unit to instantaneously activate this thrilling action.

"Also (and this is a great 'first') there is the 'over-the-fence home run', which is undoubtedly the most exciting feature in the game of baseball. All this, coupled with the fact that this year's baseball duo is a two-player competitive amusement game, makes for a big winning combination for all markets."

In other playing and scoring features in both models the baseball players (in the 3-dimensional, animated lightbox) actually run around the bases, on the baseball diamond, with Williams' patented base-runner unit. The 'mystery pitcher' throws fast balls, curve balls, and inside-outside pitches to sharpen the skill shooting of the players, another profit-making inducement for operators and location owners.

Hitting all of the targets on the playfield scores an "Extra Inning" (in the "Grand Slam" model). Also, a Grand Slam Home Run lights up the letters "G-R-A-N-D S-L-A-M" on the backglass. Of course, "10th Inning" is likewise spelled out on the extended play baseball model. In "Grand Slam" there are replays awarded for high score, and a Grand Slam Home Run is achieved by hitting the "bull's-eye" target. Spelling the name of the game is adjustable for two or five.

In other Williams innovations for this year's coin-operated baseball amusement game included are such component features as the Latch-Lock playfield mechanism, a larger, sturdier cash box, and the new scoring drum units in the backbox. Also, the "Plastikote finish on the playfield for much longer wear, stainless steel trim throughout, and a strikingly attractive multicolored cabinet. Both games are available in single or twin coin chutes, according to Jack Mittel.

Mittel further advised that sample shipments are already enroute to Williams' distributors, and that production is geared for speedy shipping to all markets.

Mittel also stated that concurrent with Advance Automatic Sales Company's opening of a branch sales headquarter in Los Angeles Williams Electronic Mfg.'s. has named the West Coast distributor to handle distribution of Williams amusement games in that territory, as well as in Advance Automatic's main showrooms in San Francisco. The Los Angeles sales offices are at 1105 West Pico Blvd. Head of the firm is coinvet Lou Wolcher.

Juke Box Ops Program One Million Beatles

NEW YORK—The juke box industry will be responsible for the purchase of no less than one million Beatles singles before the end of this week. A Cash Box survey made amongst juke box ops and one-stops last week indicated that every operator is programming the Beatles, and that most are buying one of each single available for practically every machine (there are five Beatles singles). Based on the 500,000 juke boxes in the country, if half of 'em—250,000—use one of each single available (5) the figure 750,000 would appear to be a conservative one. One-stops, and the labels, contend that juke box sales more than likely will surpass the 1 million mark.



Eastern Flashes

The picture along Tenth Avenue last week was mixed with bright shades of optimism, stemming from recent vending news and greater juke box play due to a rash of Beatles disks, and the usual pessimism that comes with the doldrums, a frame of mind that exists when you are not the one who is reaping the harvest.

The vending news came about when Seeburg acquired DuGrenier. The DuGrenier family will remain in top exec posts while Seeburg handles the reins from Chicago. It is no secret that DuGrenier has long since been a "sale-to-location" firm, and with success. Many an operator has lost a location to an owner who decided to buy his own DuGrenier vendor. Things will change automatically now that Seeburg is calling the shots, and the machines will, through necessity, sell through Seeburg distributors.

The distribs are happy because DuGrenier makes a fine candy and cigarette vendor, and the ops are happy because they may now seek out the locations formerly sold by DuGrenier, and build them into solid income earning outlets. In the words of Seeburg's Del Coleman, "It's another move that will favor the independent operator."

The darker side of things must fall on those who are not benefiting from the profits to be made from pool tables. One operator we know just placed his third table, and after years of procrastinating, has finally seen the light. If you can't beat 'em, operate 'em.

The Beatles are stirring up much noise in the record and juke box operating business. Operators like Harry Siskind, and Al Miniaci, are programming every Beatles disk they can lay their hands on (and there are five available). Both Master Automatic and Paramount program Beatles material on almost every juke box. A Paramount serviceman told us they're getting calls from Harlem locations, which is unusual.

Eric Bernay of A-1 Records said that for the first time in many years, the ops are replacing the disks because several have literally worn out (!). If quick estimates are accurate, and the information we have received from a quick-quick survey of the juke box industry is authentic, music operators in this country alone should have purchased about 1 million (1,000,000) Beatles disks to date, and they're awaiting the release of a new one soon.

Sad Note: One operator told us that collections just aren't that great because patrons play Beatles records to the detriment of the other records on the machine. "The take is about the same, but the play-meter shows mostly Beatles."

For the benefit of those who can operate Bally 'Spinners' in their territory, the machine referred to in a Feb. 8 editorial which takes in \$12.00 per week on a two-cent play is the 'Spinner,' a Bally game originally released last February, exactly one year ago. If you're up New England way, call Si Redd in Watertown, Mass., and he'll fill you in on the details.

Mrs. Lillian Cohn, wife of the late Nat Cohn, well-known coin machine personality, has advised us that Marion and Gary Cohn, her son, are the proud parents of a baby boy, Nathan Eric, a good-looking brother for Amy Helene, the couple's first child. The bouncin' baby boy was born on Jan. 28th. and Lillian is the happiest of grandmas(!)

Steven Parkoff, son of Myer Parkoff, Atlantic New York Corp. head, is completing his first week in the US Army at Aberdeen where the 1st Lieutenant was shipped to begin his two-year stint. Steve was doing graduate work at Columbia when he got the call.

Joel Brown, Atlantic's metro NY vending sales rep, is happy about the DuGrenier move but unhappy to learn that Union News had already placed an order for 1500 machines. The deal was set before the firm sold to Seeburg. However, there are many ops who have called Brown on the strength of the announcement, to advise that they can use a supply of DuGrenier equipment, and the prospects look very bright.

Musical Distribs' Sid Greenfield and Joe Warren busy getting equipment in shape for shipment. The United 'Bank Pool' is on display, following Irv Holzman's decision to have Harold Kaufman's outlet sub-job it.

Sam (Musical Moments) Morrison and his partner Steve Tarzanin keeping Spanish Harlem happy with the music they love to hear. These two guys are specialists when it comes to programming. You name it, they can get it.

Mac Pollay prefers cold drink machines to coffee vendors because, "there are too many tastes to satisfy." He has gradually expanded his vending operation and is a classic example of a coin machine operator who has become a prime prospect for vending machine sales.

Al Simon is beaming, and when you see his new line you'll know why. Big plans, big tables, and a big sales promotion campaign all ready to get underway soon, and according to the insiders, the US Billiards factory is already buzzing to meet early orders. Simon expects to make it all public some time next week.

Al Simon, Irv Holzman, Harold Kaufman and Ted Seidel at the same table enjoying a Hawaiian meal at the Luau 400 . . . Leo Rosenberg will see the medicos for another check-up . . . Jim Cagiano on the street talking with servicemen . . . Lou Druckman tells us his brother Whitey is happy as a lark with Jersey Amusement . . . Irving Holzman will fly to Chicago for a conference with Lyn Durant and Herb Oettinger . . . Harry Siskind has the Statler-Hilton ready to break even on the UJA-Coin Division Victory Dinner . . . Top entertainers are being approached for the UJA banquet. Ditto big name guest speakers . . . Millie McCarthy in town to discuss problems concerning the State . . . Mike Munves rented arcade equipment to a movie studio shooting a film with a scene depicting a strange man who steals the "bear" from the Seeburg "Shoot The Bear" gun, in order to protect it. "It's one of the oddest requests we've ever had," said Mike.

Wurlitzer's Bob Bear was visiting his daughter in Arizona when he learned of the death of Mrs. Mabel Angott (Feb. 14), wife of veteran coin machine distributor Carl Angott. Bob flew to Chicago where he picked up Bert Davidson and both Wurlitzer reps attended Mrs. Angott's funeral in Detroit on Monday, Feb. 24. . . . A. D. Palmer will take to the road once the Wurlitzer 2800 initial orders simmer down to normalcy (and we'll bet he hopes that never happens) . . . Juke box ops with locations which dig gospel music should take a listen to The Browns, a group out of Columbus, now recording for Golden Crest. They won the Ted Mack 1st Prize three times, and their "Tell Me Who" deserves attention . . . ASCAP made a plea for juke box royalties via a twenty-four page special section in Sunday's NY Times. The article was by Herman Finkelstein, Genl. Counsel . . . Gary Jay Warner weighed 7 lbs., 15 ounces and smiled when he learned that his grandfather was Morris Rood. Parents are Joyce and Artie Warner. Millie and Morris are delighted (but they don't look like grandparents!) . . . Barney Sugerman is keeping that healthy suntan even tho the snow's falling . . . Abe Lipsky reserves Friday afternoons for calls on the So. Jersey trade . . . Harry Koepfel pleased as punch with the continued acceptance of the Rock-Ola line . . . Irv Kempner hit the road with the new Williams "Grand Slam" baseball. His son graduates Stevens Institute this June . . . Mrs. Gertrude Browne, upstate's gift to NYC, busy as usual keeping the route in tip-top shape. And that's all folks!

ARCADE

C.C. Champion Rifle Range	Write
Wms. Grand Slam	Write
Wms. Major League	\$395.00
C.C. All Star	375.00
Bally Heavy Hitter	150.00
Wms. 4 Bagger	125.00
Wms. King of Swat	95.00
Un. Yankee	175.00
Wms. Shortstop	195.00
Wms. Official	225.00
Speedway	450.00
Bally All Star	95.00
Midway Target Gallery	245.00
C.C. All Star Goatee	325.00
C.C. Basketball Champ	125.00
C.C. Twin Hockey	175.00
C.C. Pro Basketball	325.00
Ge. Rifle Gallery	125.00
Un. Pirate Gun	175.00
Ge. Big Top	150.00
Un. Carnival	125.00
Ge. Circus	225.00
Midway Shooting Gallery	175.00
Wms. Crusader	225.00
Bally Sharpshooter	195.00
Wms. Titan	250.00
C.C. Ray Gun	275.00
Ex. Pop Gun Circus	225.00

MONROE

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EXCLUSIVE UNITED

Chicago Chatter



On the local newsbeat the introduction of new amusement equipment highlighted the week. In this group Bally's new "Monte Carlo" single-player is a factor. Prexy Bill O'Donnell and Herb Jones heralded the intro of an innovation on the playfield, called the "mushroom" bumper feature. . . . D. Gottlieb & Co. was all agog last week because of an exciting new four-player, "Ship-Mates", which is the last word in color. After huddling with Alvin Gottlieb, Nate Gottlieb and Judd Weinberg, all we can say is that they expect big things from "Ship-Mates" during this season. The four-player amusement game release is always a significant annual event at D. Gottlieb & Co.

Another big annual release was made by Sam Stern, president of Williams Electronic Mfg. Corp., who is singing the praises, along with sales chief Jack Mittel, of Williams' "Grand Slam" 2-player coin-operated baseball amusement game (the extended play model is called "10th Inning"). Sam and his lovely wife left for a vacation in Acapulco, Mexico.

In other newsworthy items both Seeburg and Automatic Canteen Co. of America held their annual stockholders' meetings in Chi. On hand at the Seeburg session in the Grand Ballroom of the Knickerbocker Hotel, last Wednesday a.m. (Feb. 19) were such popular Seeburgites as Del Coleman, Jack C. Gordon, Bill Adair, Tom Herrick, Dan Collins, Ed Claffey, Stan Jarocki, Bob Breither M. E. Kenney, Bruce Jagor, and many, many more, too numerous to mention here. The Canteen meeting was chaired by Pat O'Malley. Others on hand were Nathaniel Leverone, founder-chairman; Jack Harper, and many others.

This first annual quarter is shaping up terrifically at Rock-Ola Mfg. Corp., according to Edward G. Doris, executive vice president. Most execs of the Chicago based firm are popping in and out on the road. In this group are David Howle, Frank Doyle, George Hincker, Les Rieck and Hugh Gorman.

After chatting with Mort Secore and Ralph Wyckoff, of Chicago Dynamic Industries, we learned that the "Champion" rifle range was a howling success. In fact, it's sold out already. Other popular ChiCoin amusement games currently selling well everywhere are the "Cadillac" big ball bowler and "Spotlite" puck shuffle alley bowler.

While visiting at First Coin Machine Exchange we noticed that the Wurlitzer "2800" coin-operated phono is still a big seller, and this elates prexy Joe Kline more than somewhat. . . . Henry (Hank) Leyser, of Associated Amusements in Oakland, Calif., popped into Chi last week to visit with Fred Granger, Managing director of MOA, to set plans for a positive public relations program during this year. Hank is chairman of the PR Committee for MOA. Other members are Millie McCarthy, prexy of the New York State Coin Machine Operators' Assn, Hurleyville, N.Y.; Harry Snodgrass, of Border-Sunshine Novelty Co., Albuquerque, N.M.; Jack Bess, Roanoke Vending Exchange, Roanoke, Va.; Willie Blatt, of Miami, Fla.; Bill Cannon, Cannon Coin Machine Co., Haddonfield, N. J.; and John (Red) Wallace, Wallace & Wallace Music Co., Oak Hill, West Va.

Art Weinand and his lovely wife Kay (he's prexy of J. H. Keeney & Co.) finally returned home after a long sojourn in Europe, during which they took in the action at the recent A.T.E. Conclave in London. Art and Kay had an audience with Pope Paul VI in the Vatican while in Rome, and Art's still walking on "cloud nine." During Art's absence Clayton Nemeroff kept the home fires burning ever so brightly.

Back to the smilin' Irishman, Pat O'Malley: The Canteen prexy is "bubblin' over" with good tidings since sales and earnings in the first quarter shows a sharp rise. He topped this report with an optimistic outlook for the remainder of this year, anticipating a continued growth in sales and income, with a relative increase in earnings. . . . While visiting with Gil Kitt, owner of Empire Coin Machine Exchange, and vice prexy Joe Robbins last week we chatted briefly with Lee Spencer, of North Shore Novelty Co., in Kenosha, Wisconsin.

Herb Oettinger and Bill DeSelm are a happy duo at United Mfg. Co., based on sales reports still coming in on United's "Bankpool". Other happy guys at United are Ray Riehl, LeRoy Kraehmer, Art (Buddy) Rapacz, Johnny Casola, Al Thoeke and Glenn Johnson. . . . The happy sales figures epidemic of this week is spilling over. In fact, Ted Rubey, prexy of Marvel Mfg. Co., is having a high time with sales of "Slugger" counter game.

Every week's "Tropicana" week at Atlas Music Co., where Stan Levin reports a continuing high sales effort with Rowe-AMI's "Tropicana" phono. Eddie Ginsburg is beginning to look forward to the coming of Spring when he'll spend more time with his thoroughbred horses on the farm.

The Seeburg picture looms brightly at World Wide Distributors, as well as at the Seeburg factory. Nate Feinstein info's that the Seeburg "LP Console" phono is a dominating factor among music operators in this area. Seeburg ending equipment is also high on the sales charts at World Wide. Ditto for ChiCoin's amusement games.

Joe Schwartz and Mort Levinson are smiling more since they received delivery on Gottlieb "Ship-Mates" 4-player flipper skill amusement game. . . . He popped out on Johnny Frantz and Don Congdon, of J. F. Frantz Mfg. Co., last week and missed the baths. But Johnny sez he needs the relaxation after a tueling day at the factory. He's that busy these wintry days.

Ed Ruber and Denis Parsons, of the Wico Corp., report that the brand new ending parts and supplies catalog is being delivered to all Wico customers, and ns have already been shipped. . . . Chet Gore, prexy of Exhibit Supply, tells us he's releasing a great many new picture cards for Exhibit's card endors. . . . Over at Midway Mfg. Co. Hand Ross, Marcine "Iggy" Wolverton and "Big Bob" Jonesi are hard at work on many new ideas. Meanwhile, Midway's "Winner" is doing a big sales job in this country.

chicago coin's

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SPARE-LITE Feature! First Time Ever on a Puck Bowler! Directional Arrow on Playfield "LIGHTS-UP" - Showing Player Where to Aim to Pick-up Every Spare!

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Champion Horse	395	Silver Gloves	125
Donald Duck	195	Trucky	75
Helicopter	595	Ten Pins	125
Junior Jet	175	All Star	125
Choo-Choo Train	245	Bonus Gun	195
Meteor Car	195	C. C. Ray Gun	275
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Miss America Boat	275	Big Top Gun	175
Old Smokey	275	Harvard Metal	175
Indian Scout	595	Standard Metal	225
Red Nose Reindeer	225	Typewriter	225
Sandy Horse	350	Kiddle Color	225
Tusko Elephant	495	Cartoons	350
Hole-In-One	550	Phil. Toboggans	350
Pro-Golfer	595	Ex-Ray Pokers	225
Hair Dryer & Chair	175	Mid. Shooting	175
Jet Pilot	195	Gallery	175
Foot Vibrator	150	Mid. Bazooka	175
Lord's Prayer	175	Four Bagger	125
Motorama	175	Fun Phone	145
Mid. Red Ball	125	Bally Golf Champ	150
Mills Scales	75	Cross Country	225
Wattling Scales	110		
Rockola Scales	60		

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GIVE TO THE MARCH OF DIMES

New Gottlieb 4-Player 'Ship-Mates' Design Reflects Colorful History Of Pins

CHICAGO—Spectacular—is the adjective being generated around the plant and offices at D. Gottlieb & Company, in this city, to describe in a nutshell the new Gottlieb four-player "Ship-Mates" flipper skill amusement game; which, according to Gottlieb, is now in full production and on a heavy priority shipping schedule throughout this country and in the foreign markets.

"This new beauty is in every sense of the word a breathtakingly appealing Gottlieb flipper skill amusement game," Gottlieb asserted.

"We have always enjoyed excellent comment from operators and our distributors, as well as fine collection reports, from equipment placed in random locations in many parts of this country and overseas for pre-test purposes, prior to general release to the coin machine markets.

"In 'Ship-Mates', which is a four-player loaded with innovations, group competitive action creates considerable excitement, and generates the desire for repeated play, therefore a much higher profit ratio in all locations.

"Ship-Mates" epitomizes the colorful reputation of the pinball machine, and its image both here and abroad. The backglass is a veritable color wheel on display.

"A mere glance is all it really takes for any operator or location owner to

agree that this flipper skill game is a sure-fire big profit maker!"

Gottlieb continued by demonstrating to the **Cash Box** reporter the elegance and color, as well as the playing features, in "Ship-Mates." The playfield and contoured lightbox fairly explode with color and exciting illustrations.

The playboard has the Gottlieb "Auto-Clamp" for ease and simplicity in servicing the playboard mechanism. There is also the new "Hard-Cote" finish which extends the playboard life to an all time high.

In playing and scoring features the six targets and six rollovers on the playfield determine the roto-target values. Furthermore, the roto-targets light the 1-2-3 sequence to score the exciting "shoot-again" feature. Rollovers at the bottom of the playfield constantly light alternately scoring up to 100 points. There are on-off pop bumpers at the top of the playfield.

In the Gottlieb "Match Play" feature the matching last number in the score to the lighted last number that appears on the backglass when the game is over awards one replay. There is a high glossed stainless trim around the playfield, a double size cash box, and a re-set tilt feature.

Alvin Gottlieb concluded by urging coin machine operators to visit the showrooms of their nearest Gottlieb distributor to see and demonstrate "Ship-Mates" four-player, since they are now on display everywhere.



California Clippings

New model games coming from the factories, and the continuing good sales of pool tables, keeping things hopping on coin machine row. . . . **Jack Leonard** at Advance Automatic Sales busy getting the new showrooms and offices in shape. The new quarters contain 14,000 sq. ft. of space, with adequate facilities for repair shop and service department. Advance has received initial shipments of Chicago Coin's "Fire Cracker," "Champion Gun," and "Cadillac" and "Spotlite" bowlers; and Williams' "Beat the Clock," "Oh Boy," and "Grand Slam" games. . . . At Paul A Laymon, Inc. **Charlie Daniels** reports business good in both new and used equipment, with especially good sales of the "Rhapsody II" Rock-Ola phonograph. **Jimmie Wilkens** anxiously awaiting shipment of Bally's new 'Monte Carlo' game and the new improved 1964 De Luxe Bally Bowler. . . . At Simon Distributing Co., **George Muraoka** busy preparing two large export shipments to the Far East. **Frank Mencuri** sold two truckloads of used equipment for export which are going to be driven all the way to Central America. The office space re-arranged at Simons to go with the recent general remodeling. . . . **Chuck Klein** at R. F. Jones Co., reported great operator reaction to Gottlieb's new "Ship Mate" game, prompting him to place an immediate re-order with the factory. . . . Another carload of Rowe AMI "Tropicana" phonographs arrived. The Jones Co., has engineered a completely converted single cup coffee machine from the Rowe RV-750A. The machine with all new parts is priced for low marginal locations, and efficient enough for top volume locations. Also from the shop at Jones, and now available to operators are completely reconditioned first-in first-out candy machines with no bar rotation. Jones Co. employees still enjoying—on a rotating basis—the block of season tickets to Melodyland Theatre purchased for their use by **Chuck Klein**. . . . **Joe Duarte** of Duarte International Sales Co. entertained a visitor from Guatemala this week, **Mr. Rafael Molina** from Guatemala City. . . . At Amco Music and Vending, **Bill Happel** looking forward to their initial shipment of the new Seeburg candy and cigarette machines. **Arnie Silverman** of Amco Services in San Diego on a business trip. . . . Increased business and expansion at the Wurlitzer Factory Branch necessitated the hiring of new employee **Vaughn Fields** in the service department. **Bart Bartholomew** reporting excellent business in the San Diego area, and **Cliff Nugent** busy covering the Imperial Valley. . . . The first shipment of United's new "Topper" shuffle alley arrived at C. A. Robinsons this week and **Hank Tronick** said shipments went out to operators immediately. Hank added the new game is unquestionably the most beautiful shuffle alley ever to adorn the Robinson showroom, and makes an appropriate mate for United's "Futura" Bowling Alley. Midways new Winner proving to be just that with excellent collections reported in all locations. . . . **Herb Goldfarb** and **Herb Linsky** of London Records New York office in visiting with **Sammy Ricklin** at California Music this week. Also in to see **Sammy was Irving Green** president of Mercury Records. **Norty Beckman** of Norty's Music in stocking up on The Beatles albums. . . . **Tom Virzi**, now doing local promotion for Columbia Records, stopped by Leuenhagens Record Bar to tell the Solle sisters that **Frankie Laine's** new single "Lonely Days Of Winter" looks like a winner. **Bruce Davidson**, national singles merchandising manager, and **Buck Stapleton**, West Coast Promotion, for Capitol Records also stopped by to see their favorite record girls this week.



UPPER MID-WEST MUSINGS

Frank Coubal, Bloomer, Wisc., in town for the day visiting distributors. Frank is coming along just fine since his stroke last year, and has been driving his car for the past several months. . . . **John Trucano**, Deadwood, S. Dakota, who returned last week from a vacation in Miami, flew in to Minneapolis, Wed., Feb. 12, to attend the N.A.M.A. meeting at the Leamington Hotel. . . . **Les Bruns**, Fargo, in town for the day making the rounds and returning home that evening. . . . **Mr. and Mrs. John McCarthy**, Waterloo, Iowa, in the cities for the day. . . . **Fred Grohs**, St. Paul, leaves next week for Florida. He will return when the golf courses open. . . . **George Mellem**, Minot, who had suffered a broken ankle last fall while pheasant hunting, is on the mend and able to get around without any difficulty. . . . **Oscar Winter**, LaCrosse, in town for the day picking up records and parts. . . . **Mrs. Jeanette Trucano** is visiting her children in California. . . . Congratulations to **Mr. and Mrs. Gary Witt**, Minneapolis, on the birth of their little daughter **Shawn**. Grandpa Walter is the most excited. . . . In town for the day picking up parts and records were **Lloyd Williamson**, Winona; **Jack Godfrey**, Shaska; **Bob Lucking**, Benson. . . . **Mr. and Mrs. I. F. LaFleur, Sr.** are enjoying a vacation on the west coast.

Happy Birthday This Week To:

Frank J. Bielmaiere, Carroll, Ia. . . . **Edward Leopold**, Hatboro, Pa. . . . **Henry J. Leyser**, Oakland, Calif. . . . **Raymond Galante**, Seattle, Wash. . . . **Kilbern A. Cormney**, Richmond, Ky. . . . **Paul E. Andre**, Lansing, Mich. . . . **Archil Franklin Jones**, Ft. Worth, Texas . . . **Herbert C. Engelhart**, Flint, Mich. . . . **D. M. Steinberg**, Newark, N.J. . . . **N. Jack Hubbard**, Knoxville, Tenn. . . . **Mac Perlman**, Hartford, Conn. . . . **Warren Tunis**, Omaha, Neb. . . . **John M. Sidon**, Bellaire, Ohio . . . **Walter Grazick**, Greenfield, Mass. . . . **Stanley Levin**, Chgo., Ill. . . . **Duane Knutson**, Fertile, Minn. . . . **Robt. G. Buckley**, N.O., La. . . . **Wm. H. Richardson, Sr.**, Columbia, S.C. . . . **Clinton Stephen Pierce**, Brodhead, Wisc. . . . **Jerome Augustin Distel**, Portsmouth, Ohio . . . **Geo. J. Kozy**, Franklin Pk., Ill. . . . **Ron W. Rood**, Orlando, Fla. . . . **C. A. Culp**, Tulsa, Okla. . . . **Jack Swartz**, Brookline, Mass. . . . **Marvin Jacobs**, Detroit, Mich. . . . **Harold M. Rudman**, Cambridge, Mass. . . . **August Van Brackel**, Defiance, O. . . . **Jos. Bradish**, Freeland, Pa. . . . **Chas. J. Breitenstein**, Chgo., Ill. . . . **Wilfred Fritz**, L. A. Calif. . . . **Harold E. Ross**, Fargo, N.D. . . . **Leo Willens**, N.Y.

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Wyckoff Named Asst. Sales Mgr. Of Chicago Coin



RALPH WYCKOFF
Assistant Sales Manager

CHICAGO—Samuel Wolberg, President, Chicago Dynamic Industries, Inc., announced the appointment of Ralph R. Wyckoff to the position of Assistant Sales Manager, last week.

Wyckoff comes to Chicago Coin with considerable industry experience, having been previously associated with Rock-ola Manufacturing Corporation, and more recently with a coin-operated photocopy machine manufacturer.

Wyckoff says that he is extremely delighted with Chicago Coin's current line, and the plans Chicago Coin has for the coin-operated amusement operator, in the near future.

Chicago Coin's recent re-entry into the 5-Ball, 2-Player Pin Game market is heralded by "Firecracker," which is now without question the winner of the year, according to factory officials.

Wolberg says that Chicago Coin's current line of games represent only a small hint of what is in store for the future. No details are available on games currently being readied for production.

The Name Of The Game Is 'Spinner'

NEW YORK—An unusually large amount of mail has been received in the Cash Box NYC office inquiring the name of the novelty machine mentioned in a Cash Box editorial which appeared in the February 8 issue.

The machine was described as "a novelty machine manufactured one year ago by a leading Chicago factory." The game was set for two-dime play. When location sales dipped, an operator in the New Orleans honky-tonks set it for two-nickel play, and the game has since been set for two-penny play. It garners \$12.00 weekly in pennies and has served to prove that machines must be adapted to location conditions. This was the point of the editorial. The name of the game is the Bally "Spinner," a machine released by the factory in February 1963, and is no longer in production. Used machines may be had in the territories where these games are operated, from amusement machine wholesalers.

Seeburg Adds Gleason, Polkas To List

CHICAGO—The Seeburg Corporation's "Little LP" releases for the week of February 24, offer a wide variety of material to operators, from Jackie Gleason's treatment of "Today's Romantic Hits" to the rhythmic provided by the Six Fat Dutch-

GRAND SLAM FUN, GRAND SLAM PROFITS



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2-PLAYER

REPLAY MODEL

with

**EXTRA INNING FEATURE
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New
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Hitting all targets scores extra inning

Grand slam home run lights up letters in name



Available in single or twin coin chutes

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

men and their Dot recording, "More Great Polkas."

Dot also scored with Billy Vaughn's "Greatest Boogie Woogie Hits" which joins Gleason's album in the "Pop-Instrumental" category. Riverside label has provided "Compositions of Horace Silver," which is performed by various artists, for the "Jazz" slot. The Decca recording "Drei Lilien, Drei Lilien" by Major Gerhard Scholz rates as the "International" selection.

Seeburg's "Artist of the Week" release was the previous week's "Pop Vocal" selection—Andy Williams' Columbia recording, "The Wonderful World of Andy Williams."

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Classified Ads Close WEDNESDAY

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

WANT

WANT—Guns, Arcade equipment—Gottlieb & W.M. 2 & 4 Plays. TOLEDO COIN MACHINE—TOLEDO—OHIO.

WANT—Used 45 rpm records. We pay freight & top prices. KING SALES—1415 WASHINGTON STREET—BOSTON, MASS.

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

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

WANT—Surplus 45 rpm records. We buy large quantities, on a very steady basis. We are the nation's foremost packager of promotional priced and packaged phonograph record packs. Bank references furnished, we are rated in D & B. NATIONAL BAG-O-TUNES, INC., 15 ALABAMA AVENUE, ISLAND PARK, L.I., N.Y. (Tel. 516-TU 9-9300).

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

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

WANT—Late Bingos, Gott: 2-4 players, Seeburg CV200, Large Ball-roller Bowlers. Unshopped, complete, working packed original cartons. We pay CASH in Dollars. Prices FOB nearest seaport. MAX LOBO & CO.—MEIR 23, ANTWERP, BELGIUM. (Tel. 85.81.33—cable LOBOMA).

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

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

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

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

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

WANT—2 mechanics experience with Seeburg Music & Misc. Games. Permanent & dependable. Contact PETE CARRICO—SOUTHERN AMUSE. CO.—2810 TIDEWATER DRIVE—NORFOLK, VA.

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

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

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

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

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

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

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

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

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

WANT—To buy Keeney Deluxe Red Arrows; Black Dragons; Buckley Track Odds; Sun Chiefs; Standard Chiefs; Mills Four Bells and similar type machines. SASKATCHEWAN COIN MACHINE CO.—1025-104th STREET—NORTH BATTLEFORD, SASK., CANADA.

WANT—First class service repair man experienced in repairing and rebuilding phonographs, vendors, and amusement games. DAN CONNY—1026 BUFFALO AVE., NIAGARA FALLS, N.Y. (Tel. 285-0582).

WANT—New 45 rpm records. No quantity too large or small. We pay the highest price, plus all freight. Also over-run return hit records. Contact immediately for quick transaction. We pay cash. SUTTON RECORD CO.—26 WEST 20th ST.—NEW YORK, N.Y. (Tel. CH 2-3250).

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE—Distributors of Bally; Gott; Williams; Chicago Coin Etc. Bingos; Novelties; Kiddy Ride; Bowlers; Shuffles; Pool Tables; Everything that takes a coin. Call or write. NASTASI DIST. CO.—839 BARRONNE ST.—NEW ORLEANS, LA. (Tel. 523-6386 Quickly.)

FOR SALE—Shopped, clean and ready for location: AMI 1-200 \$650; Cont. 11-100 \$595; Lyric \$425; K-100 \$475; J-200 \$435; J-200 Manuals \$325; AMI W 80 WB \$20; WQ 200 WB \$49.50; BIRD MUSIC DIST. INC.—124-126 POYNTZ AVE.—MANHATTAN, KANSAS.

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

FOR SALE—Brand new Southland Speedways and guaranteed like new Speedways; C C Sun Valleys; Bally Fun Phones and Bally Spinners. REDD DIST. CO. INC.—80 COOLIDGE HILL ROAD—WATERTOWN, MASS. 02172 (Tel. 926-2250).

FOR SALE—33 1/3 top talent brand new albums five in a pack @ \$2.40 a pack of five. 57" weighted cue sticks @ \$2.75 each in doz. lots. 2 1/4 inch Belgium Balls @ \$19.95 per set. Top grade billiard cloth \$4.50 per yard, by the bolt. We want 6-7-8-ft. used pool tables. Write. Home office. MILLER-NEWMARK DIST. CO.—3767 EAST 28th STREET—GRAND RAPIDS, MICH. (Tel. 949-2030).

FOR SALE—Or trade—C.C. Bulls Eye Drop Ball \$50; United Handicap Shuffle Alley \$75; Bally Club Bowler \$150; Bally Deluxe Club Bowler \$175; Bally ABC Shuffle Alley \$75; United Regulation Shuffle Alley \$75; United Niagara Shuffle Alley \$150; Bally Bank Ball \$150; Fischer 6 Pocket Pool Table \$195; Exhibit 6 Pocket Pool Table \$175; 20 Col. Corsair \$110; 30 Col. Corsair \$115; Rowe 2-700, electric \$105; 22 Col. National Model 222. Make offer: Seeburg M100B \$110; Seeburg M100C \$125; U-Select-It RDS and APD Candy Machines \$85; 4 Col. Superior Gum Vendors \$25; Dan CONNY—1026 BUFFALO AVE.—NIAGARA FALLS, N.Y. (Tel. 285-0582).

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

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

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

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- 5250 WB 200-sel. 10-25-50¢
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- 5200 WB 100-sel. 10-25-50¢
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- 5124 Stereo Corner Spkr.—8" Extended Range
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 2100, '57, 200 Sel.
 2104, '57, 104 Sel.
 2150, '57, 200 Sel.
 2200, '58, 200 Sel.
 2204, '58, 104 Sel.
 2250, '58, 200 Sel.
 2300, '59, 200 Sel.
 2304, '59, 104 Sel.
 2310, '59, 100 Sel.
 2400, '60, 200 Sel.
 2404, '60, 104 Sel.
 2410, '60, 100 Sel.
 2500, '61, 200 Sel.
 2504, '61, 104 Sel.
 2510, '61, 100 Sel.
 2600, '62, 200 Sel.
 2610, '62, 100 Sel.

PINGAMES
BALLY
 Acapulce (5/61)
 Barrel-O-Fun (9/60)
 Barrel-O-Fun '61 (4/61)
 Barrel-O-Fun '62 (11/61)
 Ballerina (6/59)
 Beach Beauty (11/56)
 Beach Time (9/58)

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

CHICAGO COIN
 Sun Valley (8/63)
GOTTlieb
 Around Wld. 2P (7/59)
 Atlas 2P (5/59)
 Big 1P (1/64)
 Brite Star 2P (4/58)
 Captain Kidd 2P (7/60)
 Contest 4P (10/58)
 Cont. Cafe 2P (7/57)
 Cover Girl 1-Plyr. (7/62)
 Criss Cross 1P (3/58)
 Dneg. Dolls 1P (6/60)
 Dbl. Action 2P (1/59)
 Fair Lady (12/56)
 Falstaff 4P (11/57)
 Fashion Show 2P (6/62)
 Flagship (1/57)
 Flipper 1P (11/60)
 Flipper Clown (4/62)
 Flipper Cowboy 1-P (10/62)
 Flipper Fair 1P (11/61)
 Elpr. Parade (5/61)
 Foto Finish 1P (1/61)
 Flying Chariots 2P (10/63)
 Gigi 1P (12/63)
 Gondolier 2P (8/58)
 Hi-Diver 1P (4/59)
 Kewpie Doll 1P (10/60)
 Liberty Belle 4P (3/62)
 Ltng. Ball 1P (12/59)
 Lite-A-Card 2P (3/60)
 Mademoiselle 2P (11/59)
 Majestic (4/57)
 Melody Lane 2P (9/60)
 Mry-Go-Round 2P (12/60)
 Miss Annabelle 1P (8/59)
 Oklahoma 4P (2/61)
 Olympics 1-P (9/62)
 Picnic 2P (10/58)
 Preview 2-P (8/62)
 Qun. of Diam. (6/59)
 Race Time 2P (3/59)
 Rack-A-Ball 2P (12/62)
 Rocket Ship 1P (5/58)
 Roto Pool 1P (7/58)
 Royal Flush (5/57)
 Seven Seas 2P (1/60)
 Showboat 1P (4/61)
 Silver 1P (10/57)
 Sittin' Pretty 1P (11/58)
 Slick Chick 1P (4/63)
 Spot-A-Card 1P (3/60)
 Str. Flush 1P (12/57)
 Straight Shooter (2/59)
 Sunset 2-player (11/62)
 Sunshine 1P (10/58)
 Spr. Circus 2P (10/57)
 Sweet Hearts 1P (9/63)
 Sweet Sioux 4P (9/59)
 Swing Along 2P (7/63)
 Texan 4P (4/60)
 Tropic Isle 1P (5/62)
 Universe 1P (10/59)
 Wagon Train 1P (4/60)
 Whirlwind 2P (2/58)
 Wld. Beauties 1P (2/60)
 World Champ 1P (8/57)

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

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

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

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

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

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

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

Duchess Bowler (8/60)
 Princess (4/61)
 Gold Crown (3/62)
 Royal Crown (8/62)
 Grand Prize (3/63)
SHUFFLES—BOWLERS
UNITED
 Shuffles
 Clipper (5/55)
 5th Inning (6/55)
 Capitol (6/55)
 Super Bonus (9/55)
 Deluxe model
 Top Notch (10/55)
 Regulation (11/55)
 6-Star (10/57)
 Midget Bowling (3/58)
 Shooting Stars (4/58)
 Eagle (5/58)
 Atlas (8/58)
 Cyclone (10/58)
 Niagara (11/58)
 Dual (1/59)
 Zenith (6/59)
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 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)
 Skippy (11/63)
 Jill-Jill (11/63)

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 Shtg. Gal. (9/54)
 Ex Sportland Shooting Gallery (11/54)
 Ex "500" Shooting Gallery (3/55)
 Ex Treasure Cove Shooting Gal. (6/55)
 Ex Jungle Hunt (3/57)
 Ex Ringier 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 Leaguer
 Wm. Big Lg. BB (2/54)
 Wm. Jet Fighter (10/54)
 Wm. Safari (2/54)
 Wm. Polar Hunt (3/55)
 Wm. Sidewalk Eng (4/55)
 Wm. King of Swat (5/55)
 Wm. 4-Bagger (4/56)
 Wm. Crane (10/56)
 Wm. Penny Clown (12/56)
 Wm. 1957 Baseball
 Wm. 10-Strike (12/57)
 Wm. Ten Pins (12/57)
 Wm. Shortstop (4/58)
 Wm. Pinchhitter (4/59)
 Wm. Vanguard (10/58)
 Wm. Hercules (2/59)
 Wm. Crusader (6/59)
 Wm. Titan (8/59)
 Wm. Del. Bat. Champ (5/61)
 Wm. Extra Inning (5/62)
 Wm. World Series (5/62)
 Wm. Road Racer (5/62)
 Bally Champion Horse
 Bally Moon Ride
 Wm. Official Baseball (4/60)
 Wm. Major League (3/63)
 Wm. Voice-O-Graph 1962
KIDDIE RIDES
 Bally Champion Horse
 Bally Moon Ride
 Pony Twins
 Bally Space Ship
 Bally Speed Boat
 Bally Trnrvl. 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

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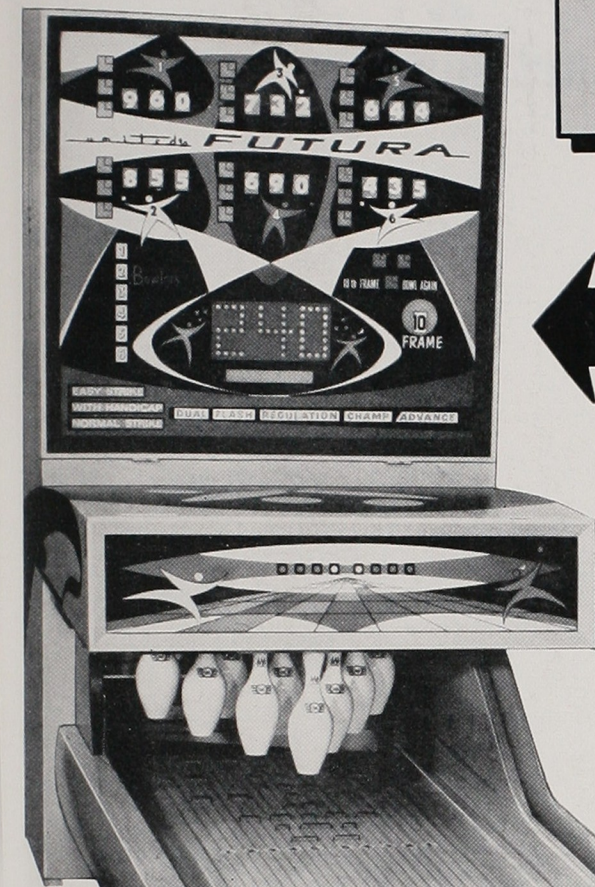
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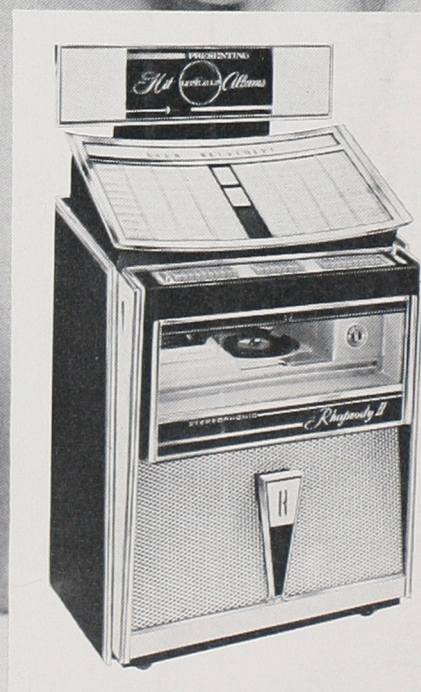
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It isn't a new Rock-Ola feature. It isn't even the kind of feature most people would shout about . . . with so many other *big* features we could talk about. But it illustrates a very important point: that no matter how "insignificant" a single operative feature may seem, we've given it the same consideration we'd give, for example, to rebuilding the entire phonograph. If we can eliminate "nuts and bolts," we do it. If we can eliminate "spaghetti wiring" and improve a component by making it entirely mechanical, we do that, too.

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