

Southland Engineering Releases "Little Pro"

■ Uses Golf Game Theme



BUD LURIE

LOS ANGELES — Bud Lurie, Sales Manager of Southland Engineering, announced the introduction this past week of their new game, "Little Pro." He stated, "the golf theme of 'Little Pro' displays such excitement, it appears that some players might never leave the game."

"If the results of location testing and earnings are deciding factors in a game's success," Lurie stated, "then we have without question one of the hottest games to hit the street in years."

"Our unique way of propelling and directing a ball is certain to set a new standard in the industry and will definitely do wonders to help bolster distributor sales and the operator's earnings," he added.

Southland's previous games "Speedway" and "Time Trials," both competitive racing type games, have attracted a lot of attention from operators and arcade owners alike. The firm is headed by veteran coinman Harry Williams and in addition to games, the factory turns out a broad line of coin-operated kiddie rides which have a large following among coin and non-coin operators. "Little Pro" was expected to be ready for delivery this week.

Gottlieb Publishes Service Manual

CHICAGO—Last week D. Gottlieb & Co. announced the publishing of its new Instruction and Service Manual. The book is the first of its kind on pinball machines and has been awarded a Library of Congress Catalog Card Number 64-17820 and an international copyright.

The manual has five sections as follows:

- (1) Components, Descriptions and Adjustments
- (2) Circuit Analysis
- (3) Trouble Shooting
- (4) Set-up for Operation
- (5) Maintenance

It has been prepared as an aid to everyone involved or interested in becoming involved in the operation and servicing of Gottlieb amusement type pinball machines. The manual contains a wealth of information which, until now, has been unavailable anywhere in printed form. The new operator or mechanic as well as the old-timers will use it as a permanent reference guide for all operating conditions.

The books are available from all Gottlieb distributors and by mail from the factory at the list price of \$4.00. The address of the D. Gottlieb & Co. factory is 1140 N. Kostner Ave., Chicago.

Edelman Europe Bound

NEW YORK—Iz Edelman, President of Cine-Sonic Sound Corp. will leave for Europe on an extended trip, April 16. Among the countries he will visit will be England, Germany, France, Italy, Holland and Israel. Edelman will lease his Cine-Sonic taped music to radio stations and sell the firm's background unit to operators.

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chicago coin's

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Gilchrist Visits American Shuffleboard

UNION CITY, N.J.—E. J. Gauvreau, Maurice Cardinale and Andre Carmel, Gilchrist Vending Ltd., leading Canadian distributors, visited American Shuffleboard Corp. last week and observed the manufacturing techniques used in the production of the firm's shuffleboard and pool table line.



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Midway Ships 'Top Hit' Baseball; 2-Plyr. Has 'Mystery' Score

CHICAGO—Hank Ross and Marcine Wolverton, co-heads of the Midway Manufacturing Company of Franklin Park, Illinois, announced the release of a new two-player baseball amusement game called "Top Hit."

Ross stated that several skill shooting innovations have been created by Midway's engineering staff, headed by Bob Jonesi, "to enhance 'Top Hit' and increase its profit-making potential to locations."

For example, there are several "fly-away" skill targets on the playfield, an "extra inning" feature, and Midway's "Mystery Score."

Furthermore, Ross revealed, there are two target levels, upper and lower, for a greater number of targets for the player to shoot at, and two alternating playfield ramps, in a fixed-raised or fixed-level position.

The backglass is illustrated in a colorful baseball motif and has opposing box scores for the competing players in "Top Hit" two-player.

Wolverton revealed that this new Midway baseball amusement game is available in replay and regular play models to suit a variety of locations



in all markets. The operator has the option of single or twin coin chutes.

"Top Hit" is now in full production in Midway's Franklin Park plant and ready for delivery to all of the firm's distributors.

Brier Reports Big Sales Hike On Smokeshop's 'Starlite' Cig Vendor

■ Attributes Sales Jump To Half-Dollar Changer

MINNEAPOLIS—Record sales have been reported by Automatic Products Co., St. Paul, Minn., on its new "Starlite" line of Smokeshop Cigarette Vendors.

"In the Minneapolis-St. Paul area alone, we sold 110 machines in the last 90 days," said Arthur Brier, sales manager of Automatic Products. "This is just one of the many regions throughout the country where there are increasing numbers of Starlite vendors in restaurants, theaters, factories, office buildings, sports centers and other locations."

Eighty of the 110 Starlite machines sold in the Twin Cities were the 850 model, which has a capacity of 850 packs and 27 selections. Of those 80 machines, 76 were equipped with Automatic Products' exclusive half-dollar mechanism with nickel change-maker.

This optional accessory accepts half dollars, quarters, dimes and nickels and returns change in nickels upon deposit of a half dollar or two quarters. When the changer is empty, an illuminated sign indicates, "use correct change only."

According to Brier, locations have found the nickel change-maker extremely convenient for themselves and their customers, and a significant factor in increasing volume.

He also cited features which are standard with all Starlite models and, he said, important to the location.



ART BRIER

These include the eye-catching exterior of the machine, its serviceability and ease of operation.

Besides the Starlite 850, Automatic Products Co. makes the 630 (630 packs, 18 selections) and the 450 (450 packs, 18 selections) so that there is a Starlite vendor to meet the capacity requirements and fit the surroundings of "any type of location."

**GIVE
TO THE
MARCH OF DIMES**

Herbord Named Smokeshop Asst. Sales Mgr.



BILL HERBORD

MINNEAPOLIS—The appointment of William L. Herbord as assistant sales manager of Automatic Products Co., St. Paul, Minn., manufacturer of cigarette vendors, was announced by Arthur Brier, sales manager of the firm.

Herbord joins Automatic Products after four years in the vending machine field in Chicago. He was previously in sales with Worldwide Distributors and before that with Empire Coin Machine Exchange. Herbord was also a division sales counselor for six years with the Chicago 7-Up Bottling Co.

Herbord's qualifications, experience and performance in prior positions make him, we feel, an outstanding addition to our staff," said Brier. "His



Meeting Dates and Trade Events

MARCH

- 10 Kansas City Music Operators Association
Place: Hilton Inn, Kansas City, Mo.
- 11 Music Operators of New York
Place: Holiday Inn, New York City
- Statewide Meeting
- 11 Music Operators Society of St. Joseph Valley
Place: 130 N. Ironwood Dr., Michawaka, Ind.
- 14-15 California Automatic Vending Association, Annual Convention
Place: Riviera Hotel, Palm Springs, Calif.
- 18 New York State Operators Guild
Place: Governor Clinton Hotel, Kingston, N.Y.
- 18 Eastern Pennsylvania Amusement Machine Assn.
Place: General DeKalb Inn, Norristown, Penn.
- 21 Georgia Automatic Merchandising Council
Place: Americana Hotel, Atlanta, Georgia
- 25 Amalgamated Machine Operators Association
Place: Rama Inn, Miami, Florida

APRIL

- 4 Connecticut Automatic Merchandising Council
Place: Statler Hilton Hotel, Hartford, Conn.
- 11 NAMA Special Area Meeting—Chicago/Midwest
Place: LaSalle Hotel, Chicago, Ill.
- 14 Amusement Machine Association of Philadelphia
Place: Wynne Restaurant, Philadelphia, Penn.
- 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: Sweptwing Motor Inn
- 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.
- 15-19 National Vendors Association Annual Convention
Place: Deauville Hotel, Miami Beach, Florida
- 16 Oklahoma Automatic Merchandising Council
Place: (Hotel not set) Tulsa, Oklahoma
- 17-20 National Industrial Recreation Association
Place: Pick Carter-Hotel, Cleveland, Ohio
- 22-24 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
(Date to be announced) Wisconsin Music Merchants, Inc.

JUNE

- 5-7 California Automatic Vendors Association
Place: Mark Thomas Inn, Monterey, California
- 6 1964 U.J.A. Coin Division Victory Dinner
Place: Statler Hilton Hotel, New York City
- 7-10 National Confectioners Association
Place: Americana Hotel, New York City
- 13 Massachusetts Automatic Merchandising Council
Place: Statler Hilton, 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

appointment is part of our continuing expansion program and will enable us to provide even better service to our customers," he added.

Brier stated that Herbord will set up new distribution outlets for Automatic Products and will also conduct field service schools throughout the country for vending machine servicemen.

Beatles Little LP

CHICAGO—"Meet The Beatles!," the smash Capitol album featuring the top selling R&R group from England has now been made available to juke box operators on the Seeburg Corporation's "Little LP."

Another Capitol album in this week's Seeburg releases is Sonny James' "The Minute You're Gone," which may qualify for both the "Artist of the Week" or the "Country and Western" selection.

Jimmy Smith's Verve recording "Blue Bash!" fills in the "Jazz/Rhythm and Blues" slot, and the Harry James album "Double Dixie," on MGM, serves as Seeburg's "Pop Instrumental" offering.

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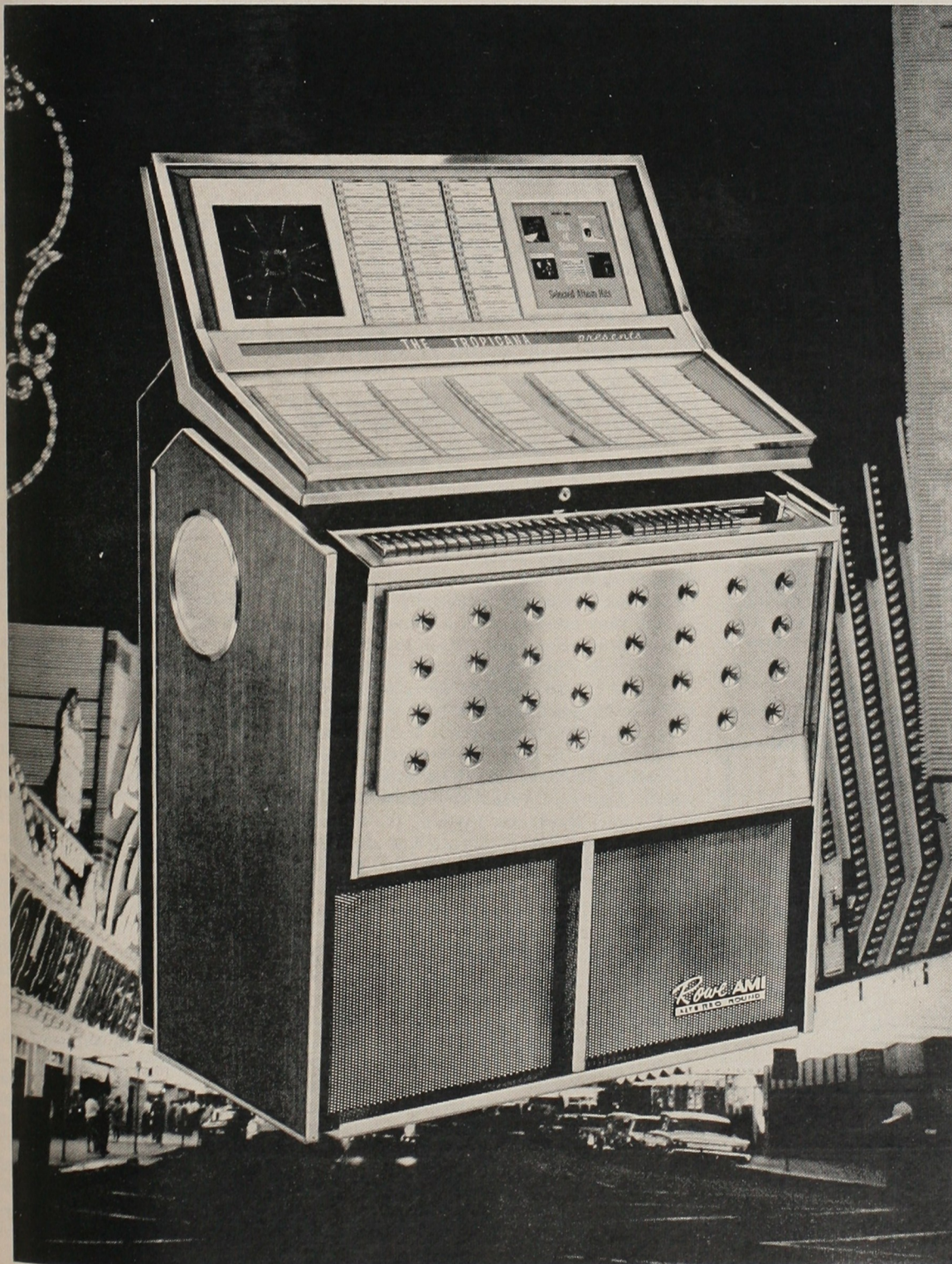
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Cliff Bitting is shown explaining certain features of "Tropicana's" record selector.



From left: Paul Huebsch, Bill Phillips, Eddie Ginsburg, Sam Gersh and Phil Glover. (Seated at extreme right is Stan Levin.)

Atlas Resumes Service School Sessions; Features Rowe-AMI

CHICAGO—Wednesday, February 26, was the target date for Atlas Music Company's resumption of service school sessions featuring Rowe-AMI's coin-operated phonographs. In this case, the "Tropicana" model. The heavily attended sessions were conducted in the informal spirit of Rowe-AMI's "Little Red Schoolhouse," with Cliff Bitting, director of the "Little Red Schoolhouse" in Grand Rapids, directing one of the classes in the front showroom; and Hank Hoevenaar, conducting the other session in the back

showroom at Atlas Music.

They were aided by Frank Bach and Ray Grier, of Atlas Music Co.'s service department. Johnny Havrilla was also on hand to lend his assistance.

The service school, the first in a new series, was hosted by prexy Eddie Ginsburg, and Stan Levin, manager of the phono division. Included were Sam Gersh, Bill Phillips, Mort Jacobs and Mike Blumberg. Rowe AC Manufacturing was represented by executives Paul Huebsch and Phil Glover.



Eastern Flashes

Interested UJA members are talking about the progress made thus far by the 1964 Coin Machine Div. Committee. With Henry Siskind the Guest of Honor this year and driving force behind what promises to be a successful Victory Dinner in June, tickets are selling like hotcakes and contributions have reached \$10,000 already. What with the Statler's Terrace Room, a red hot smorgasbord, cocktails, a dinner, and what will probably be a smash entertainment line-up, look for upwards of 600 in attendance. A record turnout.

Irving Holzman, away from the aforementioned meet, attended a political dinner in Albany earlier in the week. . . . Max Klein, Westchester op, pushing hard to keep collections up in his area, looking for good programming ideas. Max is operating Seeburg equipment in diners up there, and as would be expected, is doing very well with the Consolettes. . . . Ted 'Champ' Seidel at the UJA meet but moves out early to keep a date.

Mr. and Mrs. Harry Siskind, front row center at the "What Makes Sammy Run?" show as Steve Lawrence, an old Siskind friend, cavorts onstage when he's not belting a couple of solid tunes heading up the charts.

Al Denver will leave NYC with his wife for a stay in Florida. The plans were made when the weather was snowy but as he told us he was leaving later in the week the temps hit 68 degrees.

If you're in the business (and if you're not what're you reading this for?) you'd better pick out a shirt and tie and attend the special meeting which takes place Wednesday eve at the Holiday Inn on 57th Street. Call MONY CI 5-7550 for details. An upstate politician introduced a bill to license machines two weeks ago and it must be stopped before it becomes law.

Al Simon, US Billiards head, keeping busier than ever now that he's shipping the new "Pro" line nationally. Art Daddis held up one more week before leaving on a coast-to-coast sales trip because of the heavy advance orders. In the meantime, Simon returned from a trip to Chicago where ChiCoin is putting in overtime turning out the new gun "Champion," the "Firecracker" pin, the "Spotlite" shuffle and the new "Cadillac" big ball bowler.

One of the more interesting sidelights of the recent Antique Show at Mad. Sq. Gdn. was Fred Freed's exhibit of ancient coin machines. See a separate story this issue for the details.

Dave Rosen working harder than usual pushing hard on the drive for funds for the Menahem Heilicher Scholarship Fund. Send your needed check to Rosen at 855 N. Broad St. in Philly and help a kid get an education in Zion and Hebrew Lore. (See separate coverage for details.)

Dick Sarkisian, Mondial International's man-about-Europe, back from an extended trip which began following the A.T.E. Convention and ended just two weeks ago. Mondial's position is stronger in Europe than ever before, according to the sales rep.

Stan Feldman will work with Sid Mittleberg lining up a top comic for the UJA dinner. Jack Carter, Jackie Mason, Buddy Hackett and others have been mentioned.

Seeburg got on the Beatles craze the moment they could and the result is the current sizzling album now available on Little LP. . . . Celler Bill receiving more and more discussion at association meets than ever.

R. H. Belam's Morris Nahum, VP Sales, off to Europe Sat. March 7 for a five-weeker. Morris will visit London, Germany, Belgium, France and a couple of other countries, spending about one week where possible. The spring season brings about sales plans and Nahum wants to be on hand to sell the coin machine and vending equipment. He will attempt to have the current Belgian tax on pingames reduced with a plea that they are amusement machines. Belgian taxmen see the machines as gambling devices. Nahum expects total victory as a result of a specially prepared presentation for the Belgian courts "which they must take as a proven and established fact."

Mike Mulqueen, Jack Wilson and Lou Werner expected to attend the Holiday Inn meeting with reps from the upstate area. Millie McCarthy will be there as will Carl Pavesi and the upstate ops. Snow has hampered meetings in the NYS Guild area but it will take a blizzard to keep anyone away on Wednesday night when the licensing bill is discussed.

The top brass from the Gilchrist Vending Ltd. firm stayed three days with American Shuffleboard's Nick Melone and Sol Lipkin viewing the manner in which American turns out shuffleboards and pool tables. "Amazing" said E. J. (Jim) Gauvreau, Pres. of the Canadian firm, and it really is. You ought to watch some day. Gauvreau was accompanied by Maurice Cardinale (Quebec) and Andre Carmel (Montreal). One evening the boys got away from it all and toured NYC's spots. During a more pleasurable moment in the Playboy Club where the Bunnies serve with a smile, another "amazing" was heard, and quite understandably, too.

Art Brier, Smokeshop's sales boss, delighted with current sales on the Smokeshop 'Starlite' cig vendor. Sold 110 machines in his factory area alone and in 90 days at that.

Charlie Broderick, veteran coin machine op, happy as a lark now that he's back in biz at the new B&B Distributors outlet in Buffalo. In partners with John Bilotta, the Wurlitzer factory execs A.D. Palmer and Bob Bear, both of whom were on hand to help with opening festivities, expect big things from the western area. Al Diederich, Eddie Clinton, Bob Sagliani, Hank Barber and a host of other visitors stopped by during the week long session. Plush wall-to-wall showrooms highlight the 777 Main Street address.

Chris Christensen, Jim Donnelly and Gabby Holt, pilot, flew in to NYC for two days last week to seal a deal and set a few dates, one of which will be the opening date for the new Diamond Coin Machine Exchange showrooms scheduled to open in Charlotte, N.C. as part of Christensen's expansion plans. The boys got the Bally line last week and expect to keep right on moving.

Runyon Sales continues to fill export orders now looking for some Gottlieb equipment. . . . Collections in metro NYC appear to be steady. . . . More pool tables than ever being bought by locations.

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Chicago Chatter

Obviously Bally's "Monte Carlo" was a rousing coinbiz hit amusement game right from the start. And, Bally prexy Bill O'Donnell and Herb Jones had to move fast to get production rolling on a new flipper two-player, "Bongo." Which, will be shipped to the firm's distributors shortly. "Monte Carlo" certainly broke all records in selling out in so short a period of time, according to Bill.

Now that baseball news is crowding most of the other sport news off the news pages, and in other media, coin-operated baseball amusement games is looming largely in most markets. This week's release to the trade is Midway Mfg.'s two-player "Top Hit" baseball amusement game.

Last week, Williams Electronic Mfg. Corp. introduced a four-bagger baseball money maker in "Grand Slam" two-player. Prexy Sam Stern, who just returned from a pleasant holiday in Acapulco, was visibly overjoyed when he mulled over sales manager Jack Mittel's sales reports. . . . Coinvet Jerry Bremner returns to the Chicago distrib scene this week. He was added to First Coin Machine Exchange's sales staff by Prexy Joe Kline, joining such coinbiz stalwarts as Sam Kolber and Fred Kline.

A 'tornado' of sales potential is brewing at United Mfg. this week. Subject of this big push (as if you didn't know!) is United's new "Tornado" big ball bowler. Also on the production line at United Mfg., according to genial Bill DeSelm, are the "Tempest" puck shuffle alley and "Bankpool." While visiting at United we chatted with Herb Oettinger, Art Rapacz, Ray Riehl, LeRoy Kraehmer and Glenn Johnson.

Success is bustin' out all over (along with approaching Spring) with the heavy sales action at Chicago Dynamic Industries on the "Champion" rifle target game, according to sales chief Mort Secore. Ralph Wyckoff advises that Sam Gensburg just returned from a pleasant (but too brief) vacation. Sam Wolberg is now sunning himself in the Florida playground. A visitor at ChiCoin last week was distrib Al Simon, who escaped the rugged weather in N'Yawk.

The terrific popularity of a Gottlieb 4-player is showing up everywhere with Gottlieb's new "Ship-Mates," according to Alvin Gottlieb. . . . We got the word straight from Mort Levinson, of National Coin Machine Exchange, that this latest Gottlieb 4-player flipper game is a powerful seller in this area.

We huddled with Irv Ovitz, of World Wide Distribs t'other day, and he was lavish in his praise of Seeburg's coin-operated vending equipment. He added that Nate Feinstein, Harold Schwartz and Fred Skor are tickled over the fine season they're enjoying with all Seeburg products, and with Chicago Coin's line of amusement games.

Hymie Zorinsky, of H. Z. Vending & Sales, in Omaha, just returned from a delightful vacation in sunny Palm Springs, Calif., where he looked in on his property. During Hymie's absence Eddie Zorinsky handled all the chores at H. Z. . . . While at Rock-Ola Mfg. Corp. t'other day we were advised by Edward G. Doris that the first quarter of '64 was a very successful one on all Rock-Ola products, including the "Rhapsody II" and "Capri II" phonos. George Hincker info'd that everyone at RMC is optimistic about the sales potential for the remainder of this year.

Over at Empire Coin Machine Exchange it took but a mere glance to note that business is booming there. Empire Coin owner Gil Kitt and vice prexy Joe Robbins are smiling mightily these bright days, as are Jack (Bottles) Burns and Bill Milner.

We chatted pleasantly with Paul Huebsch and Phil Glover, of Rowe AC Mfg. Corp., during a visit at Atlas Music Co. last week, where Eddie Ginsburg and Stan Levin hosted a service school class on Rowe-AMI's "Tropicana" coin-operated phono. Cliff Bitting and Hank Hoevenaar, of AMI's Grand Rapids plant; and Ray Grier, Frank Bach and Johnny Havrilla conducted the classes. Other Atlas Music personnel on hand were vice prexy Sam Gersh, Bill Phillips, Mort Jacobs and Mike Blumberg.

Over at Seeburg genial Dan Collins tells us his Seeburg organs are looking real good saleswise these days. While there we chatted briefly with Del Coleman, Jack Gordon, Tom Herrick, Bill Adair, Stan Jarocki and Ed Claffey. We saw an architect's drawing of the proposed new plant complex, which will shortly go into construction, and all we can say is "wow"! . . . Ted Rubey, prexy of Marvel Mfg., joins Marvel's Estelle Bye in advising that production is being pushed to the utmost in making available the "Slugger" counter amusement game and coin machine components for equipment. High on this list are electrical scoreboards for shuffleboard games.

After visiting with Max, Milt and Morrie Wiczer, at Wico Corp., we then checked with Eddie Ruber and Denis Parsons on the status of Wico's new vending parts business. Both advised that immediate reaction to Wico's new parts catalog has been terrific. . . . Our old steam bath buddies, Johnny Frantz and Don Congdon, of J. F. Frantz Mfg. Co., are still burning the midnight oil in rushing shipments of Frantz counter amusement games. Johnny tells us the way business has been of late he scarcely has the time to knock off in the evening.

We got the report straight from Art Weinand, prexy of J. H. Keeney & Co., that Art and Maury Sykes, of Mar-Matic Sales, named Lowen Automaten, in Bingen-Rhein, Germany to handle distribution in some parts of Europe of Keeney's games. Clayton Nemeroff cheered this news.

Midway's 2 PLAYER
TOP HIT
BASEBALL GAME

NEW...
TWO TARGET LEVELS
UPPER AND LOWER LEVELS FOR GREATER NUMBER OF TARGETS

NEW...
2 PLAYFIELD RAMPS
ALTERNATING IN FIXED RAISED OR FIXED LEVEL POSITIONS

NEW...
MYSTERY SCORE FOR "TOP-HIT" VALUES

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Gold Crown	695.00
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Princess	625.00
Duchess	550.00
Queen	350.00
Classic	150.00
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League	375.00
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Bonus	195.00
Jumbo	150.00

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United Ships Tornado Bowler

CHICAGO—Bill DeSelm, VP Sales, United Manufacturing Company, announced the release of "Tornado," the factory's newest big ball bowler, last week.

The game continues the high-styled backglass first used in the "Futura"

bowler last December. The legs of the game are fitted with roller-type leveling casters and an "easy-to-reach" back door permits faster service.

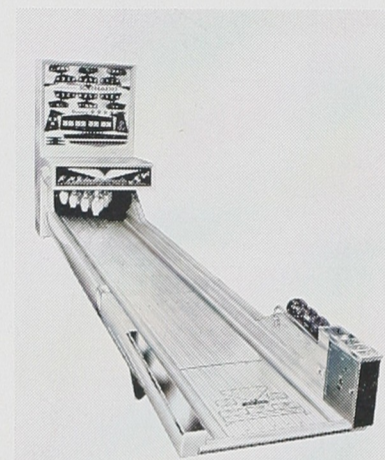
"Tornado" big ball bowler has four high scoring bowling games—the new "Flash-Bonus" scoring, "Bonus," "Dual-Flash" and "Flash" scoring—also the standard American Bowling Congress (ABC) "Regulation" bowling, with a top score of 300 points. Top score in "Flash-Bonus" is 9600 points, and the highest score possible in "Bonus" scoring is 9900 points. This scoring is activated by four

Split Coinbox On Bally's Flippers

CHICAGO—Bill O'Donnell, President of the Bally Manufacturing Company has advised the trade that all flipper games bearing the Bally name will be equipped with a divided coinbox permitting nickels or dimes automatically dropping into a single compartment, while quarters drop into a separate compartment. The feature was first used on the 'Monte Carlo' single-player game announced last month. Bally's next flipper game is called 'Bongo', it is a 2-player, and will be available to operators soon, according to an announcement last week (CB March 7).

O'Donnell said that the prime advantage of the new coinbox was the saving of time by operators and collectors by not having to separate coins before beginning a count.

O'Donnell said that in addition to many other new innovations regularly introduced on new Bally equipment, an E-Z out backglass which permits quick front access lamp replacement; a new universal transformer which operates on 115 or 220-240 volts; and the new universal motor which operates on 50 or 60 cycles current supply, are among those features acclaimed by operators.



reels inside the backbox to totalize scoring rapidly. There is fluorescent lighting. DeSelm advised that United's perfected "Handicap" feature, the "Easy Strike" or "Normal Strike" buttons, can be utilized by the players for considerably more suspense and thrills in bowling on "Tornado."

"Tornado" is available in 13 foot and 16 foot standard lengths; four foot and eight foot additional playfield sections are available to increase overall length to suit the individual location.

Cash Box

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

Canned Drink Sales Up 60%

Overall Drink Sales Average 11% Rise

PITTSBURGH—A 60 per cent increase in sales of canned soft drinks during last summer in Pittsburgh, Cleveland, and Detroit has been reported by an independent food store audit. These are the three market areas in which Jones & Laughlin Steel Corporation conducted an intensive soft drink promotion.

Walter F. Donaldson, Jr., Manager of Tin Mill Products Sales for J&L, said that the audit indicates that not only did sales of canned soft drinks increase, but sales of soft drinks in all types of containers increased an average of 11 per cent.

Reporting on the results of the audit, Donaldson cites the following sales figures for the months of June, July, August, and September, 1963:

PERCENTAGE INCREASE FROM 1962 IN THE SALE OF SOFT DRINKS IN ALL TYPES OF CONTAINERS

Detroit	up	25%
Cleveland	up	3%
Pittsburgh	up	4%
Average	up	11%

PERCENTAGE INCREASE FROM 1962 IN THE SALE OF SOFT DRINKS IN CANS ONLY

Detroit	up	105%
Cleveland	up	33%
Pittsburgs	up	48%
Average	up	60%

"The fact that soft drinks sales in all types of containers were up," says Donaldson, "indicates that sales of all soft drinks are helped when cans are promoted."

The food store audit also reported the following statistics on the three-area market for canned soft drinks:

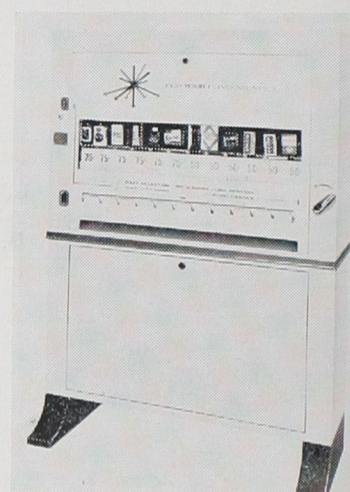
PERCENTAGE OF THE SOFT DRINKS MARKET HELD BY CANS

	1962	1963
Detroit	6.2	10.1
Cleveland	6.6	8.6
Pittsburgh	15.0	21.2
Average	7.8	11.2

The canned soft drink sales increase

was of interest to manufacturers and operators of the canned drink vendors. Among the major can vendor factories are Cavalier Corp. (recently purchased by Seeburg); Glasco (a Universal Match subsid); Jennings; Choice-Vend (a Seeburg subsid); Vendaversal; Vend-O-Match; Vendorator; and Westinghouse.

New Products



GOLD MEDAL PRODUCTS' NON-ELECTRIC MERCHANDISE VENDER—has only two moving parts and will accept any product that will fit into a pack 4 5/8 x 2 7/8 x 1 5/8 inches. Both 8-channel and 12-channel models are available with NRI's SCS non-electric coin changer unit, five point ace lock systems.

The 12-column model vends 15 packs 1 1/8" thick per column or 10 packs 1 5/8" thick. Floor model is 12 3/16 x 45 1/2 x 68 3/4" and weighs 196 lbs. Wall models are 35 1/2" high and weigh 104 lbs.

For further information contact Cash Box, 1780 B'way, NYC.

U.S. Billiards Announces THE Professional Series!

The ultimate in professional construction and design.



"PRO 3"
93" x 53"

PLUS 3 PRO 1—73 x 46
OTHER PRO 2—88 x 51
SIZES: PRO 4—103 x 58

Professional Features:

- Streamlined cabinet design
- Bulky troublesome drawer completely eliminated
- FULL SIZE professional rails and cushions of first quality rubber
- Non-mechanical CUE-BALL LOCK (15th ball locks cue in!)
- Silent polyethylene runways
- Maximum security—separate cashbox
- Heavy gauge full-size high-polished plated metal corners
- First quality slate tops
- Recessed coin chute
- Molded rubber boots
- Molded pocket liners
- Heavy-duty 5-inch base height adjustable, self-leveling casters
- Genuine mica cabinets
- First quality wool rubber-backed cloth
- Trouble-free ball release and viewer, simple unitized design

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AT YOUR
U.S. BILLIARDS
DISTRIBUTOR

U.S. BILLIARDS, Inc.
Amityville, New York

Lily To Make Insulated Foam Cups

NEW YORK—Just as the plastic-coated dancing cup replaced the paper cup (leaks and all), it appears that the insulated foam plastic cup is now ready to be produced at a competitive cost.

Last week Lily-Tulip negotiated with Haveg Industries to make a plastic foam cup which will compete with the premium priced plastic

coated cup.

Leading the plastic foam cup makers is a firm named Thompson Industries Inc. of Phoenix. Thompson has helped pioneer the foam cup, has been instrumental in the almost unanimous acceptance of it on the west coast and will supplement Lily-Tulip's production via a 150 million-cup deal set between the two cup-makers to begin at mid-year.

Up until now, the foam cup group has been eating into the paper cup business and the only giant to join 'em to date has been Lily.

Maryland Cup is said to be working on their own process Dixie Cup, and Continental Can have hesitated to invest heavily in this market.

One big failing of the new foam cup, however, is the cost of pre-printing, a necessary evil for the vending machine operator. Lily will continue to manufacture its laminated cups, mostly for the vending industry, for this reason. Foam plastic cups must be printed one by one.

Early Sellout Seen At NAC Trade Show

CHICAGO—A total of 43 booths have already been reserved by exhibitors for the 1964 Motion Picture and Concessions Industries Trade Show, sponsored jointly by the National Association of Concessionaires and Theatre Owners of America, to be held September 28 through October 1, in the Conrad Hilton Hotel, Chicago.

The 1964 NAC Exhibit Chairman Spiro J. Pappas, of Alliance Amusement Company, Chicago, said, "Early indications are that a quick sellout can be expected. We now expect to surpass our 1963 record when 127 booths were on display during our trade show in New York City," he added.

Shaffer Hosts Tax Luncheon

COLUMBUS — The Shaffer Music Company, Ohio and Kentucky distributor for Seeburg music and vending equipment, hosted 130 Operator-Customers at a Tax Information Luncheon recently here at the Grandview Inn.

The luncheon, held as a service to the owners of Music and Vending routes, featured a panel of tax and accounting experts who presented up-to-the-minute information on current depreciation, accounting, and taxation problems.

Ed Shaffer, president of the Company, welcomed the guests. "We sincerely believe that a meeting of this type can be worth a great deal in both time and money to our customers," Mr. Shaffer said. "We are constantly seeking new ways to be first with important and beneficial innovations on behalf of Shaffer Operators."

The official meeting was opened by Moderator Richard L. Denney, Partner in Charge of Taxes, Lybrand, Ross Bros. & Montgomery, Certified Public Accountants. Mr. Denney introduced Panel Members Nolan R. Borden, Tax Specialist; F. David Smucker, Tax Specialist; and Lewis S. Spees, General Practice Partner, all of the L. R. B. & M. Company. Subjects discussed were bonus depreciation, investment credit, depreciation methods and guide lines, and purchase and sale of routes. An open forum discussion and question and answer period followed. Guests were present from Ohio, Indiana, Kentucky, West Virginia, Illinois, and Georgia.

"We feel that the meeting was a great success," Mr. Shaffer said. "And we plan to hold meetings of a similar helpful nature from time to time."

Belam's Nahum Off to Europe

Will Discuss Belgian Pin Game Taxation



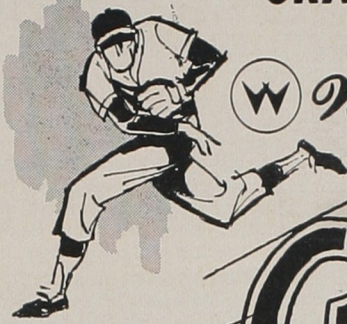
Morris Nahum

NEW YORK — Morris Nahum, VP Sales, R. H. Belam Company, leading coin machine and vending exporters, advised the trade last week that he will begin a five-week European sales trip on Saturday, March 7, with stops in London, Germany, Italy, Switzerland, Belgium and France.

While in Belgium, the exporter will attempt to present a case for the pin-ball machine operator who is being taxed at the same high rate as is the gambling machine operator, according to Nahum. "I expect to present factually and convincingly the necessary arguments to sway the tax department's ruling at present which is in effect, an unfair taxation on what amounts to an amusement machine, per se."

Nahum visits Europe each spring in time for the big buying season and follows through with coin machine and vending shipments from European warehouses and direct from the firm's Madison Avenue quarters in NYC. Victor Haim heads the firm and supervises the purchase of equipment for export from distributors all over the country.

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AND OVER-THE-FENCE HOME RUNS

New IMPROVED

Pitching Unit
Batting Unit
Motor Unit



Players actually run the bases with William's patented base runner unit

Mystery pitcher throws fast ball and curve balls... inside-outside pitches

Hitting all targets scores extra inning

Grand slam home run lights up letters in name

REPLAYS FOR

- High Score
- Grand Slam Home Run by hitting "bulls-eye" target
- Spelling name of game (adjustable 2 or 5)



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- ✓ Larger cash box
- ✓ New drum units
- ✓ Plastikote finish playfield for longer wear
- ✓ Stainless steel trim
- ✓ Multicolored cabinet

Bremner Joins First Coin's Sales Staff

CHICAGO — Joe Kline, president of First Coin Machine Exchange, in this city, distributor for Wurlitzer coin-operated automatic phonographs, announced the appointment last week of Jerry Bremner to the firm's sales department.

Bremner, who has more than 15 years of experience in the coin machine business, will handle sales of the Wurlitzer phono line and of amusement games in the Chicago office. He will also make numerous road trips, calling on First Coin's customers, according to Kline.

He was associated with Central Ohio Coin Exchange, in Columbus, Ohio, for 7 years. Prior to that he was a road man for Empire Coin Machine Exchange for 7 years. He then headquartered in Chicago.

Kaye's Non-Coin 'Continental'



NEW IRVING KAYE 'CONTINENTAL' 4½ x 9 FOOT MODEL: Introduced last month (CB Feb. 22) the 6-pocket model is available in 4 x 8; 5 x 10 Snooker; and 5 x 10 Billiards, five color combinations, and features slate top. Non-coin model is sold through distributors to billiard parlors, clubs, and recreation centers. Many Kaye distributors have developed "outside the industry" sales to cash in on current home pool table market growth. Also available in coin-operated model.

Roanoke Vending's Open House Draws Heavy Attendance

RICHMOND—The Roanoke Vending Exchange, Inc., Rowe AC distributors held an Open House at their offices, February 27th through March 1st, to celebrate the remodeling of their building. The affair was hosted by Jack Bess, president of Roanoke Vending, his wife, and Harry D. Moseley.

A great many visitors attended the celebration, including Irving Kaye of

the Irving Kaye Company, New York, and Jack H. Mittel of the Williams Manufacturing Company, Chicago.

The guest list contained names representative of Virginia, Maryland, Florida, N.C., and Illinois, and included Paul Calamari of the Bally Manufacturing Company, Chicago, and Paul A. Huebsch of Rowe AC Services.

Other guests included: Boyd Allen, Dick Sales, Dewey Gilbert & Dick Herring, Ellis Royal, Paul Lamb & C. C. Connelly, Ernest Gowin, Lynn Simmons, Mickey Bailey, M. G. Shepard, Mr. & Mrs. Gilbert Bailey, Mr. & Mrs. H. L. Fake, Ralph Cronden, Charles Snead & Jack Monk, George Klersey, Victor Ferlazzo, Mr. & Mrs. Robbie Sheffield, Mr. & Mrs. Hy Lesnick, J. P. Stencil, Tony Colbert & F. D. Colbert, Mr. & Mrs. Robert Flippen, Shirley Seward, Douglas Thurman, John Cameron, Mr. & Mrs. Kenneth Schneider, Mr. & Mrs. John Keller, Kathryn S. Wade & Sonny, Arnold Kaminkow, Jr. Harris, Irving Blumenfeld, Bob Lewis, Mr. and Mrs. Arthur Wrenn, Bob Adams, Mr. & Mrs. Claude Smith, Kenneth Smith, Clyde Kegley, D. B. Fyree, Charlie Holbrook, Bryantley Burnett & Raymond Raye, Rusty Derby, Thomas Hunt, Donald S. Miles, Mr. & Mrs. Paul Balir, Mr. and Mrs. J. Gary Merris, C. S. Beach, Robert Threadgill, Max Jewel and Worth Ivey. Employees of Roanoke Vending Exchange on hand were: Mr. and Mrs. Jack G. Bess, Mr. and Mrs. Harry Moseley & Sons, Mr. and Mrs. Ernest Bishop, Mr. and Mrs. Bill Browning, Mr. and Mrs. Dave Street & Son, Mr. and Mrs. M. L. Mundie & Son, Mr. and Mrs. Ed Bass & Sons, Mr. Harvey Swearer, Mr. Floyd Morgan, Mr. Alton Sheffield and Mr. Harry DeArras.

ARCADE SEASON IS HERE! — BE PREPARED

Auto Test	\$395	Rock-Ola Scales	\$ 65
Fire Engine	395	Pro Basketball	325
Hot Rod	375	Pro Hockey	325
Western Express	425	Quarterback	125
Speed Boat	395	Road Racer	275
Boat Ride	250	Radiogram, fl. model	95
Big Bronco	295	Space Age	195
Chuck Wagon	395	Sidewalk Engineer	110
Champion Horse	395	Set Shot Basketball	195
Donald Duck	195	Silver Gloves	125
Helicopter	595	Trucky	75
Junior Jet	175	Ten Pins	125
Choo-Choo Train	245	All Star	125
Meteor Car	195	Bonus Gun	195
Motorcycle	325	C.C. Ray Gun	275
Miss America Boat	275	Carnival Gun	125
Old Smokey	275	Big Top Gun	175
Indian Scout	595	Harvard Metal	
Red Nose Reindeer	225	Typewriter	175
Sandy Horse	350	Standard Metal	
Tusko Elephant	495	Typewriter	225
Hole in One	550	Kiddie Color	
Pro-Golfer	595	Cartoons	225
Hair Dryer & Chair	175	Phil Toboggans	350
Jet Pilot	195	Ex-Ray Pokers	225
Foot Vibrator	150	Mid. Bazooka	175
Lord's Prayer	175	Mid. Shooting	
Motorama	175	Gallery	175
Mid. Red Ball	125	Four Bagger	125
Mills Scales	75	Fun Phone	145
Waltling Scales	110	Bally Golf Champ	150
		Cross Country	225

URGENTLY NEED: A.M.I. G-80, G-120;
SEEBURG V & VL 200; GOTTlieb
GAMES 1962 and up.

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- \$30 for a full year (Airmail in United States)
- \$30 for a full year (outside United States)
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FOLLOWING EQUIPMENT:
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 - AMUSEMENT GAMES
 - CIGARETTES
 - VENDING MACHINES
 - OTHER



California Clippings

Wholesalers and distributors all along Pico Boulevard reporting sales holding up extremely well, with some reporting sales at an all-time high. . . . A new distributorship, Vendart Corp., has been formed by a corporation headed by Joe Duarte of Duarte International Sales Co. The new firm will deal mainly in re-conditioned equipment at present. Office and showrooms have been opened on Pico Boulevard, and Marshall Ames, well-known in local coin machine circles, has been named general manager.

G. E. Vadeboncoeur, field service engineer with the Rowe-AMI phonograph division in Grand Rapids, in town for a few days stay at the R. F. Jones Co. Chuck Klein and Bill Gray back from a very successful business trip to Mexico where they covered several towns in Baja, California. Bill will represent the Jones Co. at the California Automatic Vending Association's annual convention being held Saturday and Sunday, March 14 and 15, at the Riviera Hotel in Palm Springs.

At Ca. A. Robinson & Co., Hank Tronick is anxiously awaiting the arrival of the first shipment of the new Tempest Shuffle Alley from United, which is expected momentarily. In the meantime Hank says United's "Bank Pool" continues to enjoy consistent sales primarily because of consistent high collections from all locations.

Harry Williams and Bud Lurie, Southland Engineering, excited over the newest game—"Little Pro"—ready for shipment to distributors any minute. . . . Joe Perry and Chuck Meyer of Decca visiting Leuenhagens Record Bar, and both excited about new release, "Shangri-La" by Robert Maxwell. Also in to see the Solle sisters was promotion man Rue Barclay with Devvy Davenport promoting her current recording, "Big Cowboy." . . . Lou Wolcher, Advance Automatic Sales, San Francisco in town visiting the new Advance Automatic offices in Los Angeles. Jack Leonard to San Francisco to set up procedures for opening the extensive parts department at the new local location. Clyde Love of Nikabob Sales in Visalia, and Nick Carter of King Distributing in visiting with Bob Portales and looking over the new offices and showrooms. Bob said the first month in business has been very good for Advance. . . . Lots of the latest in equipment on display at Paul A. Laymon, Inc., with Jimmie Wilkens reporting sales on all types going very well. Jimmie and his wife setting off next week on a two week trip to Key West Florida to see his family, and spending a long weekend in New York City before returning home.

Jack Simon of Simon Distributing and Henry Leyser of Associated Coin Amusement Co., Inc. leaving for a months tour of the Far East where they will both be doing business for their respective firms in the areas visited. Frank Mencuri spent the entire weekend with an important Japanese customer, showing him the operations in the various local amusement parks. . . . The California Music Merchants Association held a meeting in the offices of California Music, through the courtesy of Gabe Orland and Sammy Ricklin. . . . Mr. Zollie Kelman of the American Music Co., Great Falls, Montana in visiting with Clayton Ballard at the Wurlitzer Factory Branch this week. Also in town this week was Mr. Amile Addy, assistant credit manager from the Wurlitzer Factory in North Tonawanda, New York. Bart Bartholomew visiting operators in the Fresno area.

Mrs. Del Herreid of the Willard Music Co. in Pasa Robles, recovering from a recent heart attack. Seen on Pico this week were: Tom Felkins, Barstow; Bill Bradley, Covina; and Mr. and Mrs. Oscar Taylor, Woodland Hills.



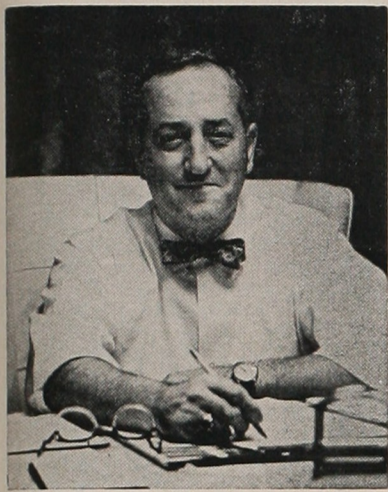
UPPER MID-WEST MUSINGS

Sam Karter, Minneapolis operator, spent the past two weeks at Mt. Sinai Hospital with a slight heart ailment. He is coming along nicely and will be going home soon. . . . Congratulations to Mr. and Mrs. Warren Sandler on the birth of their new baby boy Scott Thomas two weeks ago. . . . Mr. and Mrs. Russell Gherty in town for the day picking up records and parts. . . . Congratulations to newlyweds Mr. and Mrs. Thomas Roberts, Hurley, Wisconsin. Their January marriage was followed by a honeymoon in Minneapolis. . . . Elgin McDaniel, Wadena, in town for the day picking up parts and records. . . . Leo Barkovitch of B&B Novelty Co. is taking it easy at home after spending a week in the hospital for a gland operation. . . . Mr. and Mrs. I. Alpert, Duluth, are taking a three week vacation in Mexico City. . . . Roy Stone is spending a lot of time ice fishing. The season will soon be over. . . . In Minneapolis last week were Bordon Runnberg, Moose Lake, and Harry Galep, Menomonie, Wisconsin. . . . Shrine Circus at Minneapolis Auditorium Feb. 27 through March 7th. . . . Eddie Heywood at the White House. . . . Golden Strings at the Radisson Hotel. . . . Doc Keintz in town for the day making the rounds.

Happy Birthday This Week To:

R. D. Rose, Marietta, O. . . . Ron W. Pepple, Seattle, Wash. . . . Alvin J. Lund, Waupaca, Wisc. . . . Fred C. Bowden, Chgo., Ill. . . . Solomon D. Silverstein, Cleve., Ohio. . . . Sam Stern, Chgo., Ill. . . . Velvin N. Allbritten, Murray, Ky. . . . Bart Hartnett, N. Y. . . . Sam Mallek, Montreal, Que., Canada . . . Dick Zimmerma, (CB) Metro N.Y. . . . Chas. J. Kanter, Cini., O. . . . Manuel M. DeHerrera, El Paso, Texas. . . . Eddie Ginsburg, Chgo., Ill. . . . Mrs. Estelle Bye, Chicago, Ill. . . . Harry M. Silverberg, K.C. Mo. . . . Geo. Sydak, Akron, Ohio . . . Samuel Engelman, N.Y. . . . Wm. P. Hurst, Atkins, Ark. . . . Ben H. Hoelzeman, Little Rock, Ark. . . . Leon Schuster, N.Y. . . . John F. Pierce, Lansing, Mich. . . . Herb Jones, Chgo., Ill. . . . Max Klein, Yonkers, N.Y. . . . Leslie C. Boyd, N.Y. . . . LeeRoy Gardner, Houston, Texas . . . Leonard Hicks, K.C., Mo. . . . Dave Feldman, Bklyn, N.Y. . . . Lowell Bo Gossard, Dunkirk, O. . . . John J. Elms, New Orleans, La. . . . Leon C. Groves, Cassopolis, Mich. . . . Gerald J. Baum, Iowa City, Ia. . . . Ronald M. Cates, Balto, Md.

Weinand Appoints Lowen Automaten Keeney Distrib



ART WEINAND

CHICAGO—J. A. (Art) Weinand, president of J. H. Keeney & Company, of this city, announced this past week that Lowen Automaten, which is headquartered in Bingen-Rhein, in Germany, has been appointed to distribute all of Keeney's products in all of the European countries, with the exception of the Scandinavian nations, the British Isles, and Italy.

This major arrangement was planned, executed and finalized in Bingen-Rhein while Weinand toured the European Continent recently. He first contacted Maury Sykes, president of Mar-Matic Sales Company in London. Mar-Matic is Keeney's exclusive exporting outlet on the continent.

Weinand then convened in Bingen-Rhein with Tony Coles, of Mar-Matic; and with Mr. Schulz, one of the principals of Lowen Automaten, and Mr. Redlich, the firm's export manager.

Weinand further stated that a powerful sales campaign is being generated throughout this wide area of distribution. Also, substantial shipments of Keeney's "Colorama" amusement games are presently being rushed to the numerous distributive outlets Lowen Automaten has on the European Continent.

New Coughtrey Branch

LONDON—Veteran coinman George Coughtrey, recently nominated the largest distributor of Jennings equipment in the world, (CB Feb. 15) is to open a London H.Q. Already firmly established in Nottingham and Birmingham the new branch at 97 Frampton Street, Edware Road, N.W.8. will be managed by Ted Jenkins to handle distribution of all Jennings and Keeney equipment as well as Rowe-Ami juke boxes. In February this year Maurice Sykes of Mar-Matic Sales presented Coughtrey with a silver salver in recognition of his magnificent sales achievement.

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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BUY THE BEST—BUY WILLIAMS

Early Reports Predict Record Attendance And Contributions At NY—UJA Victory Dinner

NEW YORK—The annual Coin Machine-United Jewish Appeal fund drive and Victory Dinner is off to a healthy start following a Committee Meeting held Wednesday, March 4, which was attended by close to two dozen representatives of the industry.

Harry Siskind, 1964 Guest of Honor, reported on progress to date as it pertained to hotel, entertainment, ticket price, speakers, and accommodations for the expected 600 guests.

Al Denver, President Emeritus, conducted the meeting and in addition to organizing the details of the various committee functions, named Sid Mittelberg and Stanley Feldman, two coin machine and vending operators, to an Entertainment Committee. The coinmen have already lined up two top names for consideration. They will decide on a comedian before the next meeting which is scheduled to be held April 8th at a local hotel.

The Victory Dinner will be held June 6 at the Statler-Hilton Hotel and the cost to each guest will be \$30 per couple. One hundred hotel rooms have been reserved with singles costing \$10 and doubles set to sell for \$15. The hotel has set the rooms aside for those wishing to stay overnight. Siskind also advised that a smorgasbord will be served before the dinner. A cocktail hour will also begin at 7:30. The affair will be held in the Terrace Room of the hotel.

Irving Holzman, Chairman of the 1964 Drive, was attending a political dinner in Albany and could not attend.

A dance team, the Mambo Aces, has been officially signed to entertain the guests. Several top name vocalists and performers will be announced when plans have been set.

The UJA-Coin affair usually draws approximately 400 people. This year's attendance will undoubtedly surpass

that figure. At the close of the meeting Siskind had announced that close to 300 tickets had already been reserved and that funds pledged to date from the larger donors in the area would "easily total \$10,000." The total figure raised each year is in the neighborhood of \$30,000. The early \$10,000 figure was the largest amount raised, in the history of the affair, at such an early date. A full three months lie ahead for the raising of the balance and the goal will unquestionably be attained.

With the early ticket reservation, Siskind asked for prompt ticket reservations, adding that the Terrace Room will not hold more than 750. The 300 advance ticket sale points to a full house.

Among those in attendance were: Mr. and Mrs. Harry Siskind, Albert Denver, Harold Kaufman, Gilbert Sonin, Carl Pavesi, Max Klein, Ben

KEENEY'S ALL-NEW COLORAMA

the DIFFERENT 2-PLAYER FLIPPER GAME!
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Chicofsky, Sid Mittelberg, Stanley Feldman, Ed Barnes, Aaron Sternfeld, John Bilotta, Harry Brodsky, Teddy Blatt, Lou Wolberg, Max Weiss, Martin Herbstman, Dave Sachs, Edward Adlum and Marty Toohey.

The UJA Committee will advise all members of the locale of the next meeting at which a dinner will be served.

NOW HEAR THIS!

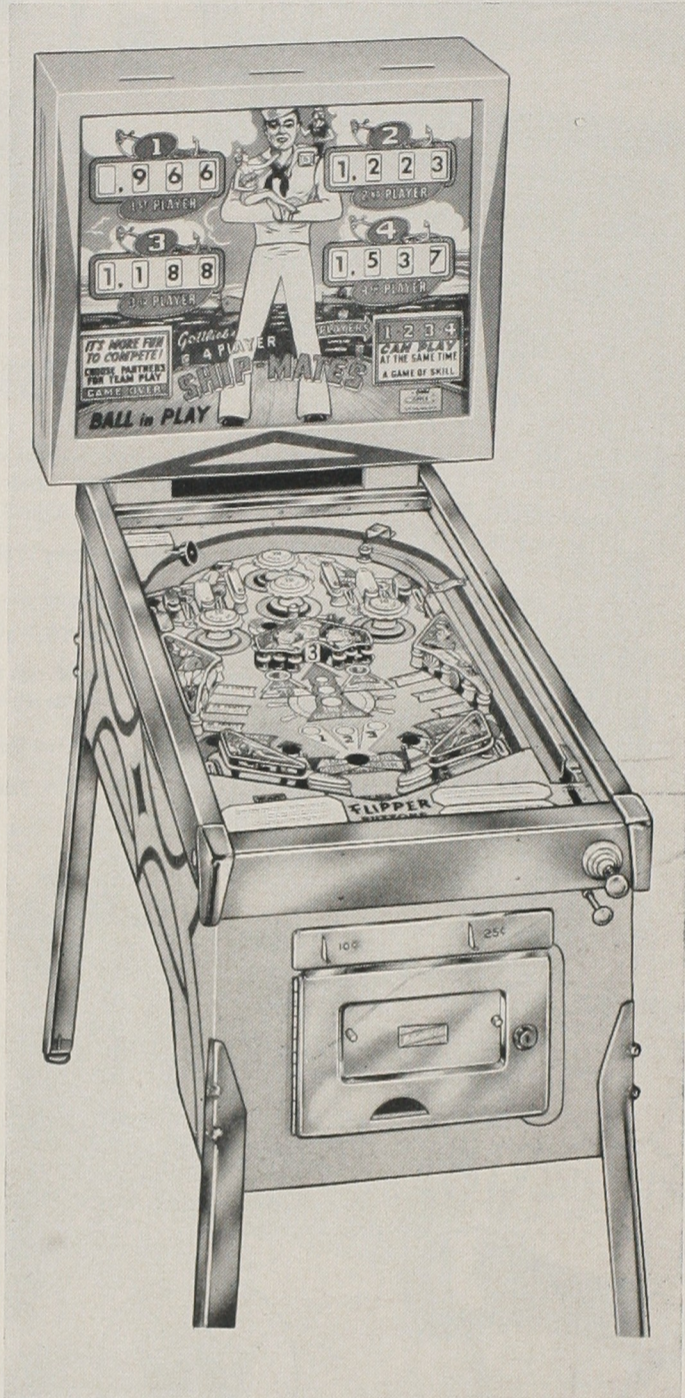
IT'S HERE! GOTTLIEB'S GREATEST 4-PLAYER MONEY-MAKER...

SHIP-MATES

COLOR!!!

APPEAL!!!

PROFIT!!!



- * 6 targets and 6 rollovers determine roto-target values
- * Roto-targets light 1-2-3 sequence to score "shoot again feature"
- * Bottom rollovers light alternately scoring up to 100 points
- * On-off pop bumpers * Match play
- * Re-set tilt feature * Stainless cabinet trim
- * Playboard Auto-Clamp
- * Double-size cash box
- * New "Hard-Cote" Finish Extends Playboard Life to an All-Time High!
- * A Gottlieb Flipper Skill Game

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



Exclusive Gottlieb and Rock-Ola Distributor for Eastern Penna., So. Jersey and Delaware.
Reconditioned Equipment For Export
ACTIVE Amusement Machines Co.
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1101 Pittston Ave., Scranton 5, Penna.

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FRUIT MACHINES
A1 CONDITION
With Automatic Jackpots
CRATED FOR EXPORT
Send for Prices & Brochures
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Chicago 2, Ill.

Rosen Asks Industry Support For Heilicher Fund

PHILADELPHIA — Dave Rosen, Rowe AC distributor and President of David Rosen Inc., has asked the support of the record and coin machine industries in helping to establish a Menahem Heilicher Scholarship Fund in memory of the late father of Amos Heilicher, President of ARMADA, the association serving the manufacturers and distributors of records.

The letter, which follows, outlines clearly the need for the fund. Checks are to be mailed to 855 North Broad Street, Philadelphia, Penna., the David Rosen offices. The letter follows:

Dear Friend of Amos Heilicher:
As we begin a new year—a year in which we all will strive to enrich humankind—we can all share in a great beginning by helping to establish a fitting memorial for the late Menahem Heilicher, who was the father of one of the most respected leaders in our industry, Amos Heilicher, President of ARMADA.

In his lifetime, Menahem Heilicher, apart from his family, had two great loves—Zion and Hebrew education. A great and dedicated teacher, many prominent people—not only in the city of Minneapolis but throughout the country—were among his inspired students. Among them was my own Rabbi—Rabbi David A. Goldstein, who because of Menahem Heilicher, first had implanted in him the desire to pursue the learning of Torah.

With his tragic and untimely death, my Rabbi and I have felt it would be a great tribute to his memory, and a mark of our affection for Amos, to assist in the furtherance of Jewish education—a cause which was most dear to this great man.

One of the most significant institutions, both here and in Israel, for such advancement of Jewish learning, is Camp Ramah, sponsored by the United Synagogue of America.

To perpetuate the memory of Menahem Heilicher, we seek to establish scholarships in his name for worthy

Coin Machines Highlight Nat'l Antique Show

NEW YORK—A 1904 Caille Brothers' "Jumbo Success" fortune telling machine, a 1912 "Violano Virtuoso" Mills Novelty Co., music machine, and a "Madame X" flip-card viewer, all standing together, might suggest some mad, mechanized peep-show to some people, but to most coinmen it means another Fred Freed exhibit.

The 20th National Antiques Show, which was held at Madison Square Garden Feb. 26 through March 5, was supplied by Freed with these machines and more from his fascinating collection of coin-operated amusement and vending machines. He aptly titled his exhibit, "The Oldest Penny Arcade in the World."

One of the most entertaining of Freed's fifteen displays at the show was the "Violano Virtuoso," released by the Mills Novelty Company in 1912. The music machine console, composed of a mechanized clavicord and violin, played roll-music from opera to jazz. It was invented in 1905 by Henry K. Sandell, and according to Freed, was considered to be one of the ten greatest American inventions in its time. Freed used the music machine to provide background music for the slide presentations which he gave to familiarize patrons of the show with the antique machines in his exhibit.

Another of the exhibit's machines was a 1903 poker card-reel apparatus which, if operational, would dispense cigars to the player according to the size of the poker hand he could rack up.

Two amusement machines of the more macabre variety were: the "Tingler," which provided the customer with a self-generated electric jolt; and a looking-glass apparatus, which, by the use of mirrors, would show the person looking in how his head would look as a skull. Freed said he had to put this last machine out of operation a few days after the show began, because "it scared the wits out of a kid." A "Mickey Finn" tug-o-war game, the last of an original 200 made by Caille Brothers, was too valuable to allow the show's visitors to operate it, Freed said.

One of Freed's two "Uncle Sam" hand-squeeze games was stuck on its highest possible score by one customer who turned out to be Mr. Universe, according to Freed.

Many visitors told Freed that his exhibit was the best in the entire antique show because the operation of many of the machines, like the flip-card viewer with Charlie Chaplin's "The Tramp," provided more entertainment than the mere observation of inanimate objects could give.

Freed has introduced his antique vendors and amusement machines at many shows and to quite a few museums. Of the vendors alone, he says he owns over 120, all unique and different. According to Freed, "these machines are a phase of Americana that can't be ignored." He was assisted at the exhibit by his son Robert and by a young hostess named Gail Fogel.

and deserving students at the Minneapolis Talmud Torah, where he was a dedicated teacher for almost a half a century. These scholarships, which can only be possible with your help, will enable such students to spend a Summer in Camp Ramah here or in Israel.

Your contribution, which is tax-deductible, will be most appreciated—as will your early and generous consideration of this appeal.

Yours most sincerely,
DAVID ROSEN

COIN MACHINE INVENTORY LISTS—USED EQUIPMENT

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

MUSIC MACHINES

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

ROCK-OLA

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

SEEBURG

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

WURLITZER

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

PINGAMES

BALLY
Acapulca (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)
Contl. Cafe 2P (7/57)
Cover Girl 1-Plyr. (7/62)
Criss Cross 1P (3/58)
Dneg. Dolls 1P (6/60)
Dbl. Action 2P (1/59)
Fair Lady (12/56)
Falstaff 4P (11/57)
Fashion Show 2P (6/62)
Flagship (1/57)
Flipper 1P (11/60)
Flipper Clown (4/62)
Flipper Cowboy 1-P (10/62)
Flipper Fair 1P (11/61)
Flpr. Parade (5/61)
Foto Finish 1P (1/61)
Flying Chariots 2P (10/63)
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-Card 1P (5/63)
Poker Face 2P (9/63)

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)
Double 2P (12/59)
Fiesta 2P (12/62)
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)
Kingspin (9/62)
Kings 1P (8/57)
Mardi Gras 4P (11/62)
Merry Widow 4P (10/63)
Music Man 4P (8/60)
Naples 2P (9/57)
Nags 1P (3/60)
Reno 1P (10/59)
Rocket 1P (11/59)
Satellite 1P (7/58)
Sea Wolf 1P (7/59)
Serenade 2P (5/60)
Skill Pool 1P (6/63)
Space Ship 2P (12/61)
Starfire (1/57)
Steeplechase 1P (11/57)
Swing Time 1P (5/53)
10 Strike 2P (1/58)
3-D 1P (11/58)
Tic-Tac-Toe 1P (1/59)
Tom-Tom 2P (1/63)
Top Hat (10/58)
Trade Winds (6/62)
Turf Champ (8/58)
Twenty-One 1P (2/60)
Valient 2P (8/62)
Vagabond (10/62)
Viking 2P (10/61)

SHUFFLES—BOWLERS

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

CHICAGO COIN

Shuffles
Triple Strike (2/55)
Arrow (2/55)
Cr. Cross Targette (1/55)
Bonus Score (4/55)
Hollywood (5/55)
Blinker (8/55)
Score-A-Line (9/55)
Bowling Team (10/55)
Rocket Shuffle (3/58)
Explorer Shuffle (6/58)
ReBound Shuffle (12/58)
Championship (11/58)
Double Feature (12/58)
Red Pin (2/59)
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)
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)
Topper (2/64)

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)
Futura (12/63)

WILLIAMS

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

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

ARCADE

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

CLASSIFIED ADVERTISING SECTION

CLASSIFIED AD RATE 20 CENTS PER WORD

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

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

Classified Ads Close WEDNESDAY

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

WANT

GUNS, ARCADE EQUIPMENT—GOTTLIEB & W.M. 2 & 4 Plays, TOLEDO COIN MACHINE—TOLEDO—OHIO.

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- Celebrity Cigarette Merchandiser, 14 selection, 510 pack capacity, modular line.
- Celebrity Candy Merchandiser, 11 selections, 360 capacity, modular.
- 77 Candy Merchandiser, 11 sel, 860 cap.
- Tasty 20 Candy Merchandiser, 20 sel, 560 cap.
- Celebrity Pastry Merchandiser, 5 selection, 100 capacity, modular.
- Celebrity Hot Food Merchandiser, 7 selection, 140 capacity, modular.
- Celebrity All Purpose Merchandiser, 130 capacity, 130 selection, modular.
- Celebrity Fresh Brew Coffee Merchandiser, 11 selection, 750 cup capacity, modular.
- Celebrity Cold Drink Merchandiser, 4 selection, 1000 cup capacity, crushed ice feature optional, modular.
- Dollar Bill Changer, 10 change combinations, up to \$300 bank capacity.
- Celebrity Condiment unit, accommodating oven, can opener, ketchup, mustard, salt, pepper, etc., modular.
- Customic Background Music (Tape Cartridge)

THE SEEBURG CORP.

- LPC-1—Stereo LP Console, 160 Selection Phono.
- LPC-1R—Stereo LP Console, 160 Selection Phono., remote control.
- All LP Consoles have the following standard equipment: Personalized, Album of the Month Feature, Plays 33-1/3 and 45 RPM records intermixed, Album Pricing and universal pricing system, Half Dollar, Income Totalizer.

- HLPC-1—Stereo LP, 160 Selection, Hideaway Plays 33-1/3 and 45 RPM records intermixed, Album pricing and universal pricing system, Income totalizer.
- DS160H—Directional Stereo, 160 Selection Phono. With Artist of the Week Feature, Universal Pricing, Plays 33-1/3 and 45 RPM records intermixed, Half Dollar, Remote Control optional.
- SC-1—Stereo Console, 160 Selection. Includes the following features: Personalized, Album of the Month, Album and single pricing, Pushbutton volume control, Remote selection, Twin stereo speakers Remote income totalizer.
- 3W100—Wall-O-Matic 100, Single Pricing
- TW1—Twin stereo wall speaker, 8 inch
- TC1—Twin stereo corner speakers, 8 inch
- TR1—Twin stereo recessed speakers, 8 inch
- EBWC1-12—Extended bass corner/wall speaker, 12 inch
- PRVC-2—Powered remote volume control
- CC-2—Coin counter
- BACKGROUND MUSIC**
- Encore! 750 Sel.
- BMS-2—Background Music unit, 1000 sel.
- BMC-1—Background Music Compact
- BMCA-1—Companion Audio
- CIGARETTE VENDOR**
- 4E3—Modular unit, 825 pack capacity.
- 4E3XM—Modular (less match unit) 825 pack capacity.
- 4E4—Free Standing, Personalized, 825 pack capacity.
- 4E4XM—Free Standing, Personalized (less match unit) 825 pack capacity
- COFFEE VENDOR**
- 662-C—Seeburg/Bally Coffee vendor brews coffee cup at a time. Coffee-Chocolate (dry ingredients) 200 7 oz. cups. Selective: 5
- 664-D—Seeburg/Bally Modular Coffee Vendor, Coffee-Chocolate (dry ingredients) 450 7 oz. cups. Selective: 5
- 664-DS—Seeburg/Bally Modular Coffee Vendor, Coffee-Chocolate-Soup or Tea (dry ingredients) 450 7 oz. cups. Selective: 6
- 664-R—Seeburg/Bally Modular Coffee Vendor, Coffee-Chocolate (refrigerated cream) 450 7 oz. cups. Selective: 5
- 767—Seeburg/Bally Coffee Vendor—Fits any in-line modular installation, Coffee-Chocolate-Soup or Tea (dry ingredients) 650 cup capacity. Selective: 6
- Model 15G1 Pick-A-Pac All-Purpose Vendor

SOUTHLAND ENGINEERING CORP.

- Little Pro (3/64)
- Time Trials (9/68)
- Traveling Frog
- Orbiting Gemini Ride
- Traveling Dinosaur
- Space Ship
- Travel Pony (Adaptable to Other Rides)

UNITED MFG. CORP.

- Tornado Bowler (3/64)
- Tempest Shuffle (2/64)
- Bank Pool (11/63)

U.S. BILLIARDS INC.

- Pro 1—78x46
- Pro 2—88x51
- Pro 3—93x53
- Pro 4—103x58
- Comet 6-Pkt. Series
- Model 6700
- Model 7700
- Model 8200
- Model 9100
- Deluxe Rotation Bumper
- Model 48
- Model 67

VALLEY SALES CO.

- Model 775—78x45
- Model 875—88x50
- Model 975—93x53
- Regulation Bumper Pool

WILLIAMS MFG. CO.

- Grand Slam Baseball (2/64)
- Oh, Boy! 2P (2/64)

THE WURLITZER COMPANY

- 2700 Stereo-Mono., 200-sel. phono.
- 2710 Stereo-Mono., 100-sel. phono.
- Wall Boxes
- 5121 Private Stereo Spkr. for use on WB 5200 and WB 5250 with Models 2300 thru 2700
- 5010 WB Ten Top Tunes sel. 50¢
- 5250 WB 200-sel. 10-25-50¢
- 5207 WB 104-sel.
- 5200 WB 100-sel. 10-25-50¢
- Speakers
- 5122 Stereo Convertible Console Spkr.
- 5123 Stereo Wall Spkr.—12" Coaxial
- 5124 Stereo Corner Spkr.—8" Extended Range
- 5125 Stereo Extender Spkr. (Packed in Pairs)
- 5126 Stereo Directional Spkr. (Packed in Pairs)
- Hideaway Phonographs
- 2717 Stereo-Mono. 200-sel.
- 2711 Stereo-Mono. 100-sel.

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All the claims in the world don't mean a thing to the collector. To him money speaks louder than words. Have you heard how well the Wurlitzer 2800 is doing at this point? So well that it will pay you to take a close look at your locations with a view to raising the rate of return on your route. Wurlitzer 2800's will do it.

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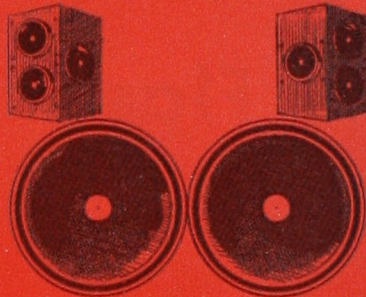
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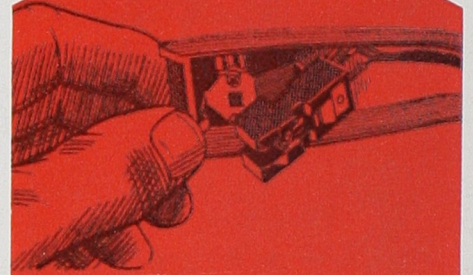
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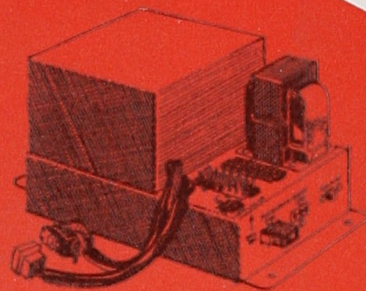
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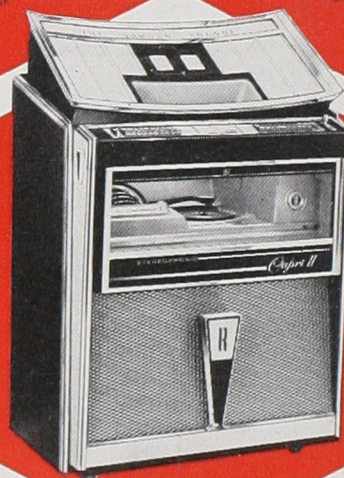
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NEW Common Receiver



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