

Royal Takes 'Arizona' Gun



JOE NEMISH

CLEVELAND—Joe Nemish, Duncan Sales Company head, is more than happy with the slow but healthy growth of his 'Arizona' gun game, the German-made amusement machine premiered at the last MOA Convention in Chicago. "The overnight sensations are all fizzled today, but we're growing slowly but surely and if you want to check me out look into Northern Ohio as an example," stated the veteran coin machine sales exec and former Seeburg distrib in this area.

'Arizona' is not selling everywhere, according to Nemish. "Texas won't take guns, for obvious reasons," stated the Duncan head. "New Orleans doesn't know what a dime looks like," continued Nemish, "because they have been on nickels for too many years." Nemish said that New Orleans Novelty prexy Lou Boasberg was converting the gun to 5¢ play and considered early test results "highly satisfactory."

The 'Arizona' pellet tube, which holds the live-action pellets, can be regulated by cutting the length to hold as many pellets as deemed necessary for the price. Five pellets go for 10¢ while patrons get three for five.

Royal Distributing Company, one of the nation's largest distrib, is distributing the gun which is made in Hamburg by the Th. Bergmann Company.

"The gun is gaining recognition in taverns, where it counts," concluded Nemish, "and if you don't think the score on the returned pellets gives the operator and the location loads of action, stop by some time and you'll be amazed."

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OH BOY

ADJUSTABLE 3-or 5-BALL PLAY



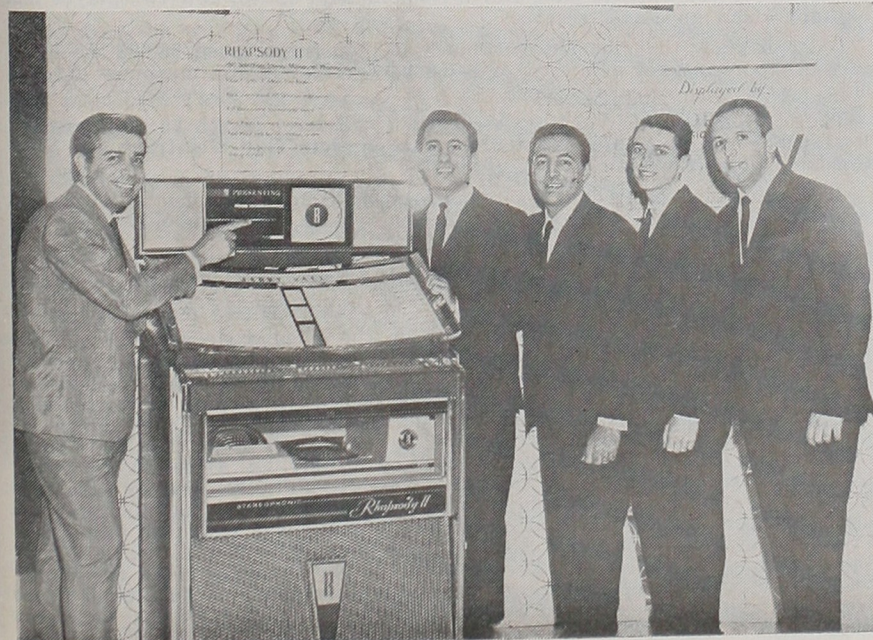
- Five center bumpers advance when lit. Four bumpers SCORE 10 points when lit. Fifth bumper SCORES 100 points when lit.
- Eject hole scores 50 points plus 100 points when lit.
- TWO SHOOTERS at bottom of playfield return ball into play for more scores through side roll-over lanes that SCORE 50 points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

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Jerry Vale And The Daytones On Rock-Ola

UTICA—In the photo at the left, Columbia singing star Jerry Vale listens to one of his recordings being played on the Rock-Ola Rhapsody II, in the lobby of the Utica Memorial Auditorium where he appeared the night of February 2nd with the "Daytones."

The Daytones are a new Jubilee recording group whose current release is "Bless My Soul" and "Krambuli." "This record is performing very well for us on all Rock-Ola installations,"

GIVE To The March of Dimes

said George Hincker, Advertising and Sales Promotion Manager at Rock-Ola.

The display and phonograph, which was programmed with all Jerry Vale selections, was installed for the evening by the Victor Conte Music Company of Utica, New York.

chicago coin's

New SPOTLITE PUCK BOWLER

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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S.D. Ops To Meet



JOHN TRUCANO

DEADWOOD—The Music and Vending Association of South Dakota will hold a meeting June 21st, in Minneapolis. John Trucano, of the Black Hills Novelty Co., and president of the Association, announced.

The meeting will be hosted by an associate member, the Lieberman Music Company. Its purpose will be to discuss the proposed juke box-royalty legislation.

Rosen Appointed Coin-Div. Head Of Fellowship Comm.



DAVE ROSEN

PHILADELPHIA — David Rosen, president of David Rosen, Inc., was named to head the newly formed Amusement Machines Division of the annual Membership Enrollment drive of the Fellowship Commission. Rosen's appointment was announced by Jefferson Fordham, president of the Commission and Dean of the Law School at the University of Pennsylvania.

The Fellowship Commission, according to Fordham, "represents the united effort of all democratic-minded groups and individuals in the Greater Philadelphia area to combat bigotry and discrimination and to promote 'brotherly living' for all people of every race, color and creed."

This is the first time an amusement machines division has been set up for the Commission's annual membership drive. "Our industry has a stake in the continued well-being of the community and I am certain we will all accept the challenge to strengthen the democratic attitudes of all human-kind toward each other," said Rosen, in accepting the responsibility. He added that initial response to the membership appeal has been most gratifying and that he is striving for 100 per cent participation.



Eastern Flashes

No word at press time on either the Alterations Bill or the Licensing Bill, from Albany, but the mood was an optimistic one from the upstate area, after having spoken with coinmen and legislators alike. At this time next week, it is possible that amusement machine ops will be licensed and will not be subjected to the \$100 alteration fee, and in the opinion of many, it will be a more comfortable position for the operator.

Carl Pavesi and his Westchester Guild were misquoted in our coverage of the License Bill-Free Play meeting last week. Pavesi did not vote against the support of the license legislation but merely registered his association's opinion. Pavesi is not a member of MONY and cannot vote. He was called upon to state the Westchester area opinion and said that the Association decided, in a meeting the previous night, not to go support the bill, although it was already in the Senate hopper and on its way out of Committee. The upstate coinmen have always found solid support in the Westchester Operators Guild as witness the recent combined annual banquets and UJA-Boys Town-Cardinal Spellman drives.

Mike Mulqueen will drive Millie McCarthy down to Harrisburg in time for the scheduled March 22 meet when Pres. Sam Daub will address 100 operator-members who have been "brought back to the faith" so to speak. AMOA of Pennsylvania called it quits last year but association strength is in evidence again.

Government reports say that cig sales are off, as witness the drop in tax monies, but ops tell us single pack sales are up because the housewives aren't buying 'em by the carton anymore. Thus, the vending machine's benefit.

Seeburg ads are beginning to read like beer and chewing gum commercials. The latest "Twin Pack" idea for the Little LP is a take-off on the 6-pack beer can idea, and of course, the "double their pleasure . . . double your take" theme reminds us of the chewing gum song. Sinatra was the artist selected and his LP "Sinatra's Sinatra" is about the most formidable choice we can think of to lead off the idea which will now place an artist's entire LP selections on the nation's juke boxes.

Wurlitzer's Ten Top Tunes idea will be promoted via a pool ball rack design, thereby combining the money-making pool table theme with the TTT, and A. D. Palmer believes it will help ops make more money. "Let 'em take the money they're making from those big pool table collections and invest it into something that will make bank rates look like peanuts . . . Ten Top Tunes and the Wurlitzer phono . . . what a combination!" And what a promotion man, we might add.

Irving Holzman left for Chicago and the United factory for a conference with Lyn Durant, Herb Oettinger and Bill DeSelm. 'Bank Pool' has brought about a delayed action on the part of ops and the United crew will have to swing into production to fill the orders.

Al Simon's shop is buzzing with the Chicago Coin line. That 'Spotlite' shuffle was sold out last week and the factory is working overtime. The Rock-Ola line keeps things moving well. Factory execs expected in town shortly. Harry Berger will help display the US Billiards line with his new showrooms up the street. The pool table line will get the treatment when Berger opens officially.

Irving Kaye expects to meet all orders for both his coin and non-coin pool table lines and will be part of a group who officially announce the formation of a new firm, sometime next week, with the intention of going national on a new type machine backed by a factory, a distrib, network and necessary investment.

Have you seen Denise Darcel shoot pool? See this issue or check in at Chicago's 'Playboy' Club. Valley provides the table there.

Nick Melone called in from Union City to say that American Shuffleboard is running on about ten-day delivery for its pool table line. He also added, "Regardless of what others say, we were first with the cue-ball lock," adding that now that competition is hot and heavy the firm will emphasize more of its 'first' features including the cue-ball lock, the drop-drawer, and the battery-operated coin chute.

MONY has advised members that an AMI X-200 Serial #642992 has been hijacked from a location. Ben Chicofsky asks that anyone with information as to the whereabouts should call CI 5-7550. Ditto a Wurlitzer 2150 serial #309191.

Mike Munves has the new Southland 'Little Pro' golf game on display and its one heckava game, (really). . . . Joe Munves hit the west coast, bounced off, and headed north via Washington and he will return through Chicago after having traveled south to the coast.

Bally's new pin game 'Bongo' has the African market singing that favorite oldie 'I Don't Wanna Leave The Congo . . .' or have you heard it before? In any event, if you operate pins, Bill O'Donnell tells us the new two-player has brought about good test results.

Did you know that the US coin machine industry shipped 98,682 machines to the export market at a cost of \$40,830,383? How many machines did you ship?

The NYS Automatic Vending Association will meet March 25 at Riccardo's Restaurant in Astoria, Queens to discuss legislation. Tiny Weintraub and Nash Gordon will host the meet.

Joe Nemish can't say enuf about his 'Arizona' gun which shoots live pellets with numerals on 'em. The guys in the bar rooms are going dizzy over the action.

Eastern Distributors, headed by Nat Solow and Zav Hovsepian celebrated their 4th Anniversary in Baltimore last week. Congrats!

Jack Mitnick will be very much back on the sales scene shortly. . . . Irv Kempner was awarded the 'Salesman of the Year' trophy by Nate Sugerman of Runyon who spotted the "gold-plated trophy" while shopping for bowling awards for the team. Kempy will do his very best to earn it while traveling the road. . . . Abe Lipsky doing a good job for All-Tech. . . . Milty Green expected to ship 6-pocket samples next week. . . . Murray Kaye and Myer Park-off have the Seeburg 'Pic-A-Pak' machine on display. . . . Ops had one of the biggest days (collections) of the year with St. Patrick's Day filling Manhattan's locations. . . . Trouble or no trouble, Cyprus-Turkey markets still clamoring for arcade equipment. . . . Hy Jaffe doing well with pool tables, too. . . . Art Daddis in Mai for US Billiards, will cover the country. . . . Bert Betti Planning his Easter Week cruise in order to get the most from the family vacation. . . . Ops heard all about depreciation and taxes at Atlantic NY last week. . . . and the week passed by like it was but an hour (for those who kept busy).



Chicago Chatter

At last Spring is bustin' out all over—despite the blustery March breezes. And, the reason for a bit of excitement at this time is a slight upsurge in coinbiz sales and location collections in this area. . . . At this appropriate time Bally Mfg. Co. is introducing the new "Bingo" 2-player amusement game with (as Bally prexy Bill O'Donnell spells it out): "fast flipper action and the appeal of flipper control skill."

We're delighted to extend our very best wishes and Cash Box Congrats to lovely Lillian Kubicek, general counsel and secretary of the Seeburg Corp., who was elected to a vice presidency last week at Seeburg. The announcement was made by Jack C. Gordon, executive vice president. . . . At Chicago Dynamic Industries we learned that Sam Wolberg is still sunning in Florida. And, while Mort Secore is in Texas on business Sam Gensburg and Ralph Wyckoff are keeping the sales phones buzzing. Gensburg, Jerry Koci, Wyckoff, Avron Gensburg, and Philly's favorite citizens—Dave Rosen and his son Lewis Rosen all dined at the Ivanhoe last Tuesday evening (Mar. 17). . . . Versatile Dave Rosen is now (and get this!) a movie producer! He is grinding out a film titled "The Block."

Spring comes in with a cheery smile at Marvel Mfg. Co., where Ted Rubey and Estelle Bye expect a fine season with all their products. . . . Spring came in early at Empire Coin, according to Joe Robbins and Empire owner Gil Kitt. They're anxiously seeking good used 5 balls and phonos for export shipments. . . . The production and shipping schedules are being strained to the utmost at D. Gottlieb & Co. on Gottlieb's 4-player "Ship-Mates," which, Alvin Gottlieb assures us is one of the greatest money makers ever created in the factory. Its popularity, he says, increases mightily day by day.

We've been receiving excellent reports on sales of Wurlitzer phonos since the new model "2800" was first introduced at First Coin Machine Exchange. Joe Kline tells us that with the coming of Spring he notices a still further increase in sales, now that more operators are visiting at First Coin these nice Spring days. . . . The huge production facilities at Rock-Ola Mfg. Corp. are laboring at peak performance to meet the great demand in all of the world markets for "Rhapsody II" and "Capri II" phonos, "Caravelle" cigarette vendors, and hot drink vending machines, according to Edward G. Doris.

Williams Electronic Mfg. prexy Sam Stern and sales manager Jack Mittel have a duo of very popular amusement machines on their hands, with "Grand Slam" baseball amusement game and the 2-player "Oh Boy" flipper skill amusement game, and sales (Jack sez) couldn't be better. . . . Paul Huebsch, of Rowe AC Mfg. Corp., made the scene in N'Yawk and throughout the eastern seaboard. Meanwhile vice prexy Fred Pollak busied himself considerably with sales in the home offices. . . . While lunching t'other day in the very private Barclay Key Club with MOA's managing director, Fred Granger, we chatted about some of the exciting plans for the coming MOA Convention being considered by Prexy Lou Casola, et al. The annual trade show will be held in the Sherman House Hotel next Fall.

Over at Midway Mfg. Co. Hank Ross and "Iggy" Wolverton feel certain they have the current 'top hit' in Midway's "Top Hit" baseball amusement game. At least, Hank sez, that's what the firm's distribri are reporting these days. . . . The bright, new Spring season is more than welcome at World Wide Distribri, where Irv Ovitz, Harold Schwartz and Fred Skor are busy as blazes with sales on Seeburg's phonos and vending machines and ChiCoin amusement games.

When chatting with Art Weinand, prexy of, J. H. Keeney & Co., and sales chief Clayton Nemeroff we were advised that sales of uprights in Europe, and "Colorama" games in this country are on the upswing now. . . . Atlas Music's Eddie Ginsburg and Stan Levin are anticipating an even larger attendance this coming Wednesday (March 25) for the second service school session on Rowe-AMI's "M-200" phono that the class held a few weeks ago. Instructions will again be handled by Cliff Bitting and Hank Hoevenaar, who'll motor in from Grand Rapids. Atlas Music's Ray Grier, Frank Bach, and Johnny Havrilla will lend their assistance again.

Mazel tov (and all that jazz) to old buddy Erwin Barg (long time tinpan alley musician) and his lovely Gertrude who are celebrating their 41st anniversary. . . . While the gang at Wico Corp. is busy moving the firm's offices next door we chatted briefly with Ed Ruber and Denis Parsons. They info that a new brochure has been distributed internationally promoting Wico's new vending parts list and availabilities. . . . One of the rosier reports we received this week came from Chet and Bob Gore, of Exhibit Supply Co. They advise that they've revamped their picture cards for distribution in Exhibit's "Vacumatic" card vendors. Also, the plastic sealing machine is enjoying a sudden surge in sales now that the arcade and amusement park season is fast approaching.

Another factory pushing hard in production to meet heavy demands in shipping is J. F. Frantz Mfg. Co. Johnny Frantz predicts this will be a very good Spring season, especially in amusement equipment. . . . The heavy activity at National Coin Machine Exchange, according to Mort Levinson, is on sales of Gottlieb's "Ship-Mates" 4-player flipper amusement game and export biz. . . . We wish to thank all the great coinbiz pals who sent all those lovely get well cards and bouquets to our convalescing Harriette. They're sure helping to cheer her up. . . . Just a reminder to vending operators: Don't forget to attend the special NAMA area meeting in the LaSalle Hotel, on April 11.

Midway's 2 PLAYER
TOP HIT
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TWO TARGET LEVELS
UPPER AND LOWER LEVELS FOR GREATER NUMBER OF TARGETS

NEW...
2 PLAYFIELD RAMPS
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Wms. Official	225.00
Wms. Shortstop	195.00
Wms. Four Bagger	125.00
Wms. King of Swat	95.00
Bally Heavy Hitter	150.00
Un. Yankee	175.00
GUNS	
Bally Sharpshooter	\$195.00
Ge. Circus	225.00
Ge. Rifle Gallery	125.00
Wms. Titan	275.00
Wms. Crusader	225.00
C.C. Ray Gun	245.00
Midway DeLuxe Shooting Gallery	225.00
Midway Shooting Gallery	175.00
Ex. Pop Gun	195.00
Ex. Treasure Cove	125.00
ARCADE	
C.C. Pro Hockey	\$375.00
C.C. All Star Hockey	375.00
Midway Ski Fun	225.00
Midway Target Gallery	245.00
C.C. Twin Hockey	175.00
Southland Speedway	395.00
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Tavern Owners To Hold Annual Meet

CHICAGO—The Second Annual Tavern Owners Exposition will take place at McCormick Place in Chicago, from April 7th to the 9th. The Exposition is sponsored by forty Illinois Schlitz wholesalers for licensed beverage retailers and their personnel throughout Illinois, Indiana, Wisconsin and Michigan.

Among the highlights of the Exposition will be a dramatic presentation titled "A Tavern Revisited," a

film "Food for Thought" and a how-to discussion on good management practices.

Fifty cases of beer will be given away as door prizes each day of the three-day exposition. Attendance will be by invitation only and the public will not be admitted.

A Ballad Of The Beatles

SPRINGER. N.M.—John C. Wood, president of Zia Amusement, has two things he can be mighty proud of—his 100 piece amusement and music machine operation centered in and around the Red River Resort Area, and his talented daughter Jennifer, whose acute observations on the rock 'n roll scene appear in her poem below.

Jennifer, a fourteen year old freshman in Springer High School, originally wrote the poem for an English assignment.

THE BEATLES by Jennifer Wood

Perhaps you don't like the Rivas
And their "California Sun,"
Or you can't wait til the Rip Cords
And their "Little Cobra's" done.

"Talking About My Baby,"
Does it impress you? — No.
You can't stand that one called
"Come On"

As presented by Tommy Roe.

You think the "Bird Dance Beat" is lousy,
Presley's "Kissin' Cousins," too.
You don't like "Hi-Heel Sneakers"
Nor Rick Nelson's song, "For You."

The Markets are out of your limits;
Martha's "Live Wire's" not for you.
"Penetration" doesn't send you;
And you hate Al's "Java," too.

Or you've never gone in the back door
With the Baja Marimba Band,
But I bet you haven't been missin'
Those swingers from Merry England!

Yea Beatles!



California Clippings

Spring is in the air and reflecting a decided upswing in the business trend, according to reports from the distributors and operators along 'coin machine row.' . . . At R. F. Jones & Co. Chuck Klein said they are converting the Rowe RV-750 to a single cup brewer, and enjoying good acceptance from the operators. John Pentecost, Rowe AMI field service engineer, conducted a school for op's in Bakersfield, accompanied by Ed. Wilkes and Don Edwards. Fred Pollack, Vice Pres. Rowe A C Services, Chicago, visiting last week. R. F. Jones planning to stop by the local office en route to Palm Springs, spending Easter there with his family. Bill Gray traveling up the coast for a few days and Vinny Lanzy absent due to a siege of the flu.

Southland is shipping 'Little Pro' and both Bud Lurie and Harry Williams are delighted over initial response to this golf-putting game. . . . Amco Music & Vending, Inc. happy to be back on the Blvd. and reporting a healthy spurt in business, this week. Amco's one-stop has been discontinued but they will continue to handle Seeburg little LP's and 'artist of the week' packs. Mort Drootin, mgr. of the background music div., back on the job following a three month absence and looking great! Hank Tronick of C. A. Robinson & Co. said the advent of the spring season, brought a great deal of activity on used equipment practically deleting the present stock. Hank added, they are looking forward with optimism to the arrival of the spring & summer season with the array of new equipment that includes United's Tornado bowling alley, the increasingly popular Bank pool, Midway's 'Top Hit' baseball game, Irving Kaye & Valley pool tables—a formidable line up.

Russ Morgan paid a visit to the Leuenhagen 'record bar' telling the Solle girls how much he enjoyed his two week vacation in Hawaii. Russ will be appearing soon in Riverside, Calif. . . . At Vendart Distributing Co. Marshall Ames informed they are expecting the arrival of more new & used equipment in games and music, within the next week, to complete their stock. . . . A large export order is being prepared in the shop at Simon Distributing Co. for shipment to the Far East. Frank Mencuri said they received a card from Jack Simon and Henry Leyser, now in Japan, saying the trip is proving to be very successful.

Jack Leonard and Bob Portale of Advance Automatic Sales Co. mentioned how pleased they are the way business has shaped up, and progressed in such a short period of time. Dan Donahue was visiting last week and looking over the new premises. . . . Buddy Robison's wife, Nancy, is now working part time at California Music Co. Gabe Orland returned from a weeks fishing trip to Mexico. . . . Bob Hathway stopped by Paul Laymon, Inc. with his charming 4 yr. old daughter, Debbie, who became fascinated with the Bally Fun Phone. Bill Fritz, parts department, hospitalized with a broken bone in his heel. . . . Amie Addy, assistant credit manager, has returned to the Wurlitzer home office in No. Tonawanda, N.Y. following a two week stay on the West Coast. Bart Barthelomew is in San Diego and Cliff Nugent is covering the desert area. . . . Some of the visiting operators seen on Pico Blvd. this week were: Sheridan Thompson, Long Beach; Amos Hamady, Lancaster; Wynn Edling, Ojai; Harold Sharkey, Huntington Park; S. L. Griffin, Pomona; Nick Pulos and Cliff Jones, Long Beach.

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UPPER MID-WEST MUSINGS

Earl Porter of Mitchell, and Dean Schroeder of Aberdeen, spent a couple of days in Minneapolis last Sunday, visiting distributors and picking up their records and parts orders. . . . Mrs. Elsie Jenkins of Bath, So. Dakota, spent several days in bed with the Flu. . . . Jack Godfrey in town for the day picking up records and parts. . . . Mr. and Mrs. A. H. Pierson, Mitchell, are spending several months in Florida, after driving down in their house trailer. They're seeing quite a bit of America. . . . Mr. and Mrs. Tony Ratchford of Huron, spent a delightful three week vacation in Mexico City and Acapulco. They enjoyed it very much. . . . The Lyle Kestings of Benson had a very enjoyable trip to Honolulu. They also spent several days in Las Vegas and Los Angeles. . . . Just learned that the Porter Family spent their Christmas vacation in Los Angeles. . . . The Dean Schroeders moved into their new home last month. . . . Ted Salvason Jr. is up and around on the route after having throat surgery two weeks ago. . . . Pam Gefke, daughter of Mr. and Mrs. Norma Gefke, Sioux Falls, slipped on some ice last week and broke her leg. Though still in the hospital, she is getting along just fine.

Happy Birthday This Week To:

Paul A. Laymon, L.A., Calif. . . . Harry Koeppel, N.Y. . . . Ben Hofer, New Braunfels, Texas . . . Don Knott, Galesburg, Ill. . . . Chas. Harris, Cleveland, Ohio . . . Jerald D. Belsan, L.A., Calif. . . . George Carsley, Montreal, Canada . . . David Rosen, Phila., Pa. . . . George H. Reynolds, Columbia, S.C. . . . A. B. Cooper, Atlantic Beach, N.C. . . . Wm. E. Zelko, Columbus, Ohio . . . Benny Erdely, Grundy, Va. . . . Audrey Reynolds Hunter, Dallas, Texas . . . Palmer E. Burke, Youngstown, Ohio . . . Wm. E. Fitzgerald, Gd. Rapids, Mich. . . . Olie Shirey, Gulfport, Miss. . . . Mrs. Minnie M. Gregory, Madison, Wisc. . . . Albert S. Denver, N.Y. . . . J. W. Hooks, Brownwood, Texas . . . Ken C. Willis, Miami, Fla. . . . Chas. E. Rowlette, Leesburg, Ind. . . . Newton Nigicovoky, Canada . . . Carl Bennett Noto, S.F., Calif. . . . Real Pinsonneault, Marieville, Que., Canada . . . Autus D. Wagster, Lake Charles, La. . . . Carl Pavesi, White Plains, N.Y. . . . Geo. D. Sax, Chgo., Ill. . . . Joe Rothkop, Omaha, Nebr. . . . Stanley Piotraczk, Flint, Mich. . . . Howard Hancock, Australia.

Early Port Openings Seen For Great Lakes

DETROIT — The United States Weather Bureau has predicted an early opening for ports on the Great Lakes. The announcement, made during the early part of March, cited the limited ice accumulation from this Winter, as the main reason for the early prediction, and set the last week in March and the first two in April as the most likely period for the various port openings.

The Bureau said that Lakes Superior, Michigan and Huron have ice coverage ranging between twenty and thirty per cent, consisting mostly of drift ice. Ice still covers most of the St. Lawrence Seaway but there is considerable open water in the river channels.

Estimated opening dates which the Bureau cited are: Cleveland, March 22; Detroit, March 23; Alpena, March 24; Straits of Mackinac, March 30; Buffalo, April 3; Seaway, April 7; the Soo, April 9; Marquette, April 10, and Duluth, April 11.

Winding At "Joe's Place"



CHICAGO — Another popular artist pays a visit to "Joe's Place," home of the Seeburg Music Library Offices in Chicago. Kai Winding is displaying two of his new Verve album releases. "More!!," which also features Kenny Burrell, will soon be displayed as a Seeburg Little LP release.

Correction

WHITE PLAINS, N. Y. — Carl Pavesi, President of the Westchester Operators Guild, Westchester County's coin machine association, was quoted in a story which appeared in the March 21 issue of Cash Box, as having voted against support of the New York State Licensing Bill, currently in the Senate. Technically, Pavesi did not vote since he is not a member of the Music Operators of New York, the city-wide association, and therefore does not have a membership vote. He verbally presented the decision of his members, which was not to support the legislation, when asked by MONY President Albert Denver, to state the feelings of the out-of-town operator group.

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. . . And Sell It!

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LITE-A-LINE
with one busy ball*
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MATCH FEATURE

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C&W Material On Little LP

CHICAGO — Country and Western material finds its way into the "Artist of the Week" slot in the Seeburg Corporation's Little LP releases for the week of March 23rd, with the RCA Victor recording "Down in the Valley," which is performed by a variety of artists.

Seeburg's selections for their "Pop Vocal" division are Eydie Gorme's "Gorme Country Style" on Columbia, and "Wow!" by the Kirby Stone Four on Warner Brothers.

The "Pop Instrumental" category has two bids — Tex Beneke, Ray Eberle and the Modernaires with "Something New" (Music in the Style Made Famous by Glen Miller), on Warner Brothers, and Percy Faith's "Great Folk Themes" on Columbia.

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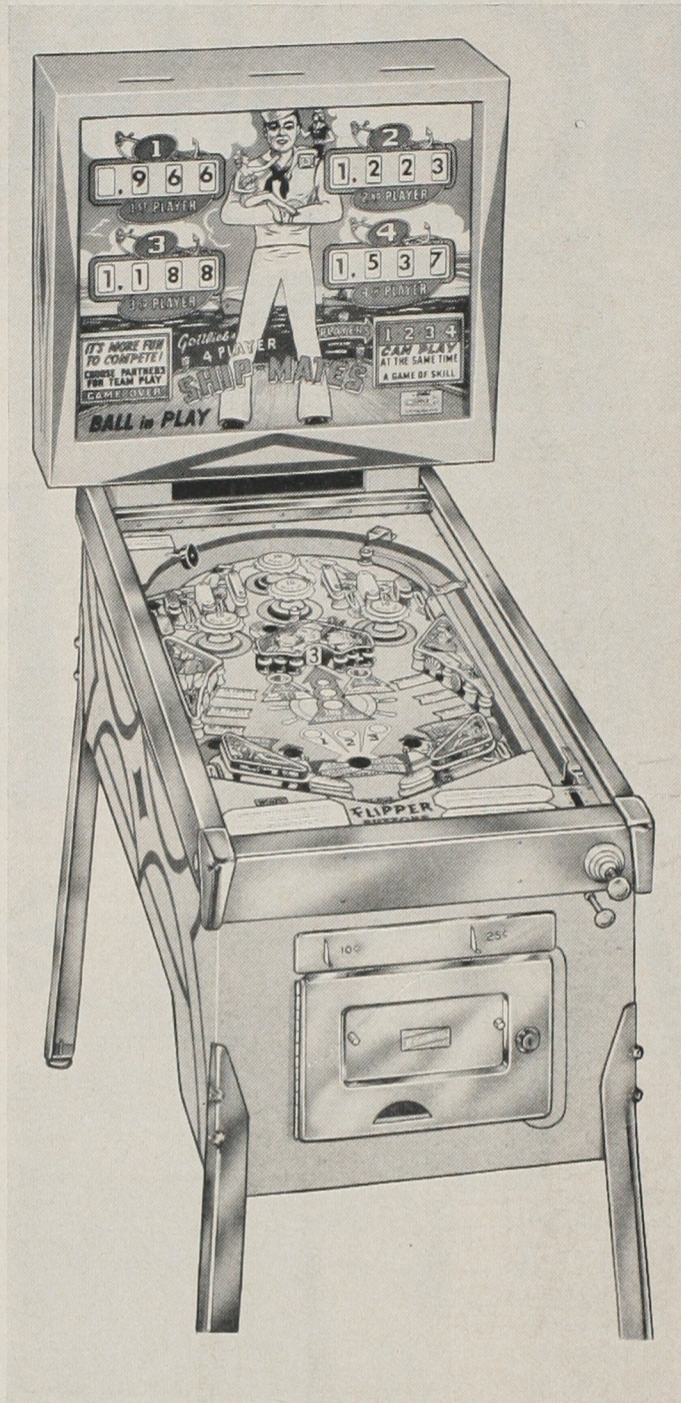
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That Extra Touch of Quality



Lowen Automaten Names Seven New Distributors

LONDON—While plans for the opening of a Lowen-Automaten office in London are nearing completion, the company named seven new distributors for the territories in and around Britain.

The newly appointed distributors are: Michael Beckett, Barrow Works, Pewsey; the North East Machine Supply, Marine Ave., Whitley Bay; P.&P.I. Palmer, Spencer Ave., Leek; Vending Automats Ltd., Builder Street, Llandudno; A. Taddei, High Street, Inverkeithing; Coughtrey, City Road, Dunkirk, Nottingham; and for Ireland, Moran's Music Company, Carlisle Circuit, Belfast.

An Englishman will be appointed to manage the London office which will provide assistance to the distributors and will incorporate a spare parts department. The first engineering course for London technicians on the company's latest juke boxes proved so successful that a second course has already been scheduled.



NAMED ROCK-OLA SALES VP: Dave Howle, veteran coin machine and vending sales exec, was named Vice President in charge of sales by David Rockola, President of Rock-Ola Manufacturing Corporation, in an announcement last month. Howle has been associated with the development of the Rock-Ola 'Shop-O-Mat' all-purpose vending machine which is also used as a soft-cover book vending machine.

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Phone: HEMlock 4-5500

Eyes On The Ball Please!

CHICAGO—The well-endowed Miss Denise Darcel takes aim, in the photo at the right, during her Valley Bumper Pool bout with Playboy Club champion Bunny Kathy. Most visitors to the Playmate Bar get a kick out of challenging Bunny Kathy—to this Valley Mfg. Co. game. Miss Darcel lost the match to Kathy but she's way out in front in our book.



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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

USED 45 RPM RECORDS. WE PAY freight & top prices. KING SALES—1415 WASHINGTON STREET—BOSTON, MASS.

45 RPM RECORDS. PLEASE SEND LIST for quick reply. Masters also purchased. Please state what you have. PARAMOUNT RECORD CO.—16 CHERRY LANE—N. BETHPAGE, L.I., N.Y. (Tel. 516—MY 4-4178).

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.

SURPLUS 45 RPM RECORDS. WE BUY large quantities, on a very steady basis. We are the nation's foremost packager of promotional priced and packed 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).

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

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).

LATE BINGOS, GOTT: 2-4 PLAYERS, SEEBURG CV200, Large Ball-roller Bowlers. Unchopped complete, working packed original cartons. We pay CASH in Dollars. Prices FOB nearest seaport. MAX LOBO & CO.—MEIR 23, ANTWERP, BELGIUM. (Tel. 33.81.33—cable LOBOMA).

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PANORAMS AND PANORAM PARTS. United Triple Plays Wanted. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO, CALIF. (Tel. HEMlock 1-1750).

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BALLY GUN SMOKE; C. C. BULL'S EYE Drop Balls with 5000 feature; Midway Red Ball; Rock-Ola 1464; Super Jumbo; Keeney Black Dragon; Seeburg L-100. CROSSE-DUNHAM & CO.—350 GREENDALE ROAD—YORK, PA.

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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).

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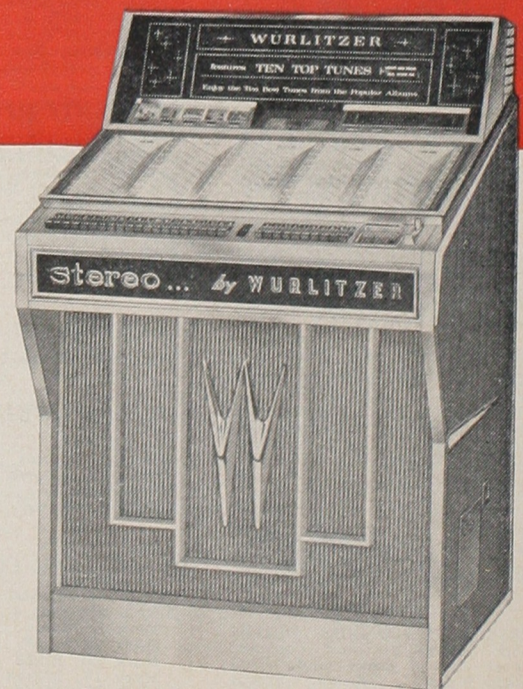
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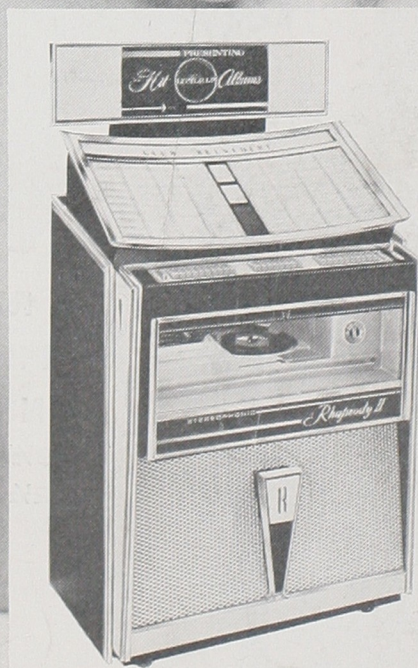
A firm grip on profits depends on fast, easy servicing, long-term dependability.

Which is our big reason for telling you about our "snap-in" needle cartridge.

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

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

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