

Weintraub Stresses 5-Point Program At NYS Ops Meeting

KINGSTON—The March meeting of the New York State Operators Guild, Inc. was held at the Governor Clinton Hotel here on the 18th. The regular business meeting was omitted to allow ample time for a report from Morris Weintraub, Managing Director, New York Automatic Vending Association, in which he urged operators to abide by the NAMA 6-Point Self-Regulation Program as it pertains to cigarette vendors.

Weintraub's talk highlighted the need for cooperation among operators as a unit, in removing cigarette vending machines from locations which are frequented by teen-agers and which are not supervised as far as machine sales are concerned.

Weintraub asked the ops to use the NAMA stickers which outline the "Minors Forbidden" law, and to remove machines in the upstate area which find themselves in vulnerable positions of attack from anti-teenage smoking groups. Weintraub covers the entire State regularly, urging operators to abide by all laws which concern automatic merchandise machines.

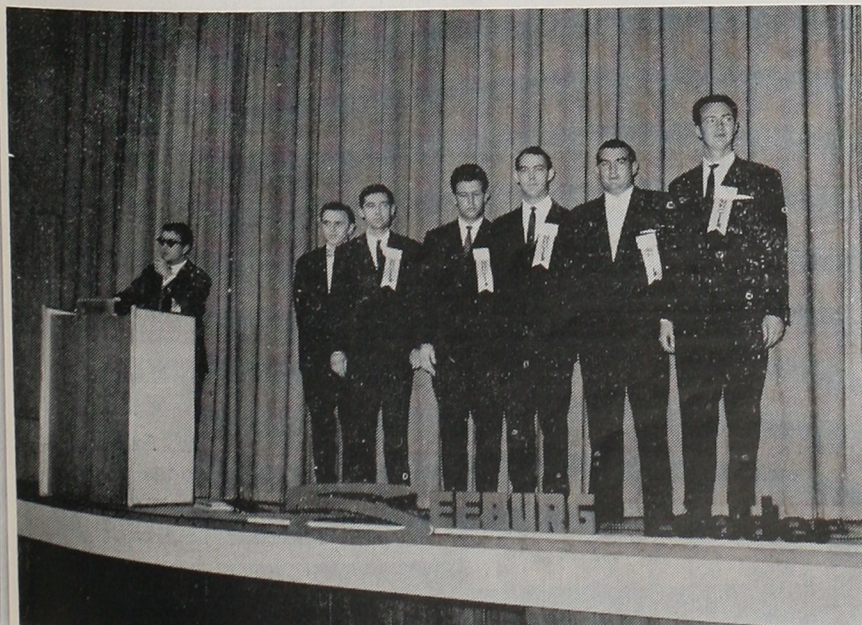
Guild members who were present at the Kingston meeting were: Mike Mulqueen, Jack Wilson, Lester Smith, Joe Reich, Mac Douglass, Tom Greco, Ed Rockwell, John Nuccitelli, Mike and Nick Kuprych, Al Mower, Jack Roen, Millie McCarthy, Jack Troy, Ann Koenig, Steve Nekos, G. Gregory, G. Browne and attorney Lou Werner.

Distributors and guests of the Guild who were also present at the gathering were: Nash Gordon, NYAVA; Irv Kempner, Runyon Sales Co.; Gordon Howard, Atlantic N.Y. Corp.; Frank Finnerin and Joel Brown, Seeburg Sales Co.; Frank Greco, Greco Bros. Amusement Co.; Charles O'Keefe, Dixie Cup Co.; Art Brusie and Marv Altman, Continental-Apco; Charles Baronski and Mert Rudolph, Pepsi-Cola; and Harvey Slawson, Redmond Tobacco Co.

Local distributors who attended the meeting were: Lou Gazzola, Newburg; Len Sickler, Kingston; C. P. Delavan, Middletown, and Anthony Vinchis, Hopewell.

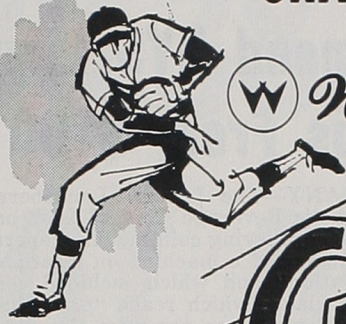
Seeburg's European Van Crew

ZURICH—At a recent Seeburg International convention held in the Spigarten Hotel, Zurich, Switzerland, Hansgeorg Krause (below, far left), from Seeburg's Chicago headquarters, introduces six young men trained to serve on Seeburg Mobile Demonstration Studios—special vans built to demonstrate the LP Console and Stereo Consolettes—now being toured in Germany. Standing with him left to right are: Edgar Minuke, Bruno Brandt, Jorg Thomas, Ludwig Haupt, Klaus Kuester, and Berthold Albers.



Cash Box—April 4, 1964

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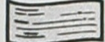
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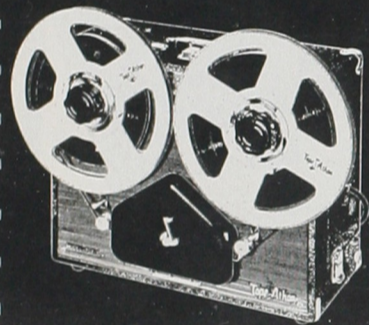
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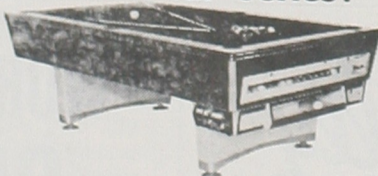


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Amend NYS Liquor Law To Exclude Ops From \$100 Alteration Fee

ALBANY—The Laverne-Lounsberry amendment to sub-division 99d of the Alcoholic Beverage Control Law passed through both houses here last week, thereby relieving coin machine operators of having to pay a \$100.00 fee for the placement of a machine on location. The law which referred to a "substantial alteration" and which included coin machines now excludes these machines via a clause which reads "providing any installation of equipment or amusement device does not alter the seating capacity . . . shall not require a fee." Details of the bill and the affects this legislation will have on operators in New York State will be published next week in Cash Box.

BULLETIN

N.Y.S. Senate and Assembly send Operators' Licensing Bill to Governor for Signature

The New York State Assembly, following approval by the Senate, unanimously approved the Laverne-Lounsberry amendment to the Robinson-Esquirol Bill 982, thereby sending to Governor Nelson Rockefeller for his signature within 30 days, a bill which will license games operators in New York State and which will legalize free-play where pin games are now permitted to operate. Earlier reports from Albany appear below.

ALBANY — The Laverne-Lounsberry Bill which calls for a license for operators of amusement machines in New York State, and which is industry-inspired, passed the Senate here late Wednesday afternoon, March 25. The substituted Senate Bill was then sent to the Assembly for a vote late Thursday afternoon and at press time there was no official word that the Assembly had acted on it. Industry leaders in Albany advised Cash Box that the License Bill stood "an excellent chance" of receiving the approval of the Congressmen, thereby establishing a license fee of \$600 payable every two years by owners and operators of "one or more machines." The bill also will legalize free-play pin-ball machines where pin games are now legal, thereby amending the Robinson-Esquirol Act 982 which prohibits the operation of a game which offers "a thing of value." The Laverne Bill changes a free play from a "thing of value" to a "legal offering which must be played out at once and can not be recorded."

The legislation received tremendous opposition from liquor dealers, hundreds of whom were on hand lobby-

ing against Governor Nelson Rockefeller's "Moreland Bills" which will radically change the liquor license laws in New York State. The liquor dealer-lobbyists fought the bill for dealer constituents.

Coin machine industry leaders here have spent the week attempting to inform the liquor dealers of the contents of the bill stressing that "this legislation will benefit the dealer or location owners possibly to a greater extent than it will the operator of games." Reasoning is that the amendment will automatically legalize all coin-operated equipment which heretofore was subjected to harrassment from police officials who enforced the previous legislation "to the letter of the law." It is expected that locations could now benefit from income from machines not heretofore permitted. They also said that locations lost income from machines which were removed after charges of "racketeering" were placed against ops. Licensing is designed to prevent hoodlum types from entering into the business of operating equipment. Complete details of both bills will be reported upon in Cash Box next week.

Pennsy Ops Unite

HARRISBURG—The Amusement Machine Operators of Pennsylvania held a meeting here Sunday, March 22nd, and voted to consolidate forces in a drive designed to strengthen the association's membership and its

standing before the state and local legislatures.

President Sam Daub succeeded in bringing together factions which heretofore reportedly weakened the association.

At the close of the meeting, all sides were working in harmony and the common goal was termed "strength in unity." Members elected James Amato, Treasurer, and Joseph LaSala, Business Manager.

Operator Phil Eisenberg, Chairman of the Board, asked for a vote of appreciation for Pres. Sam Daub. A massive change was made in by-laws, approval of expenditures, and aims of the AMOA. The cost of these changes must be borne by increased membership at \$120 per year (including MOA dues). Immediate plans call for presentation of industry-gathered figures, before the State legislature, highlighting the standing of the coin machine industry in the state, as an important segment of the economy.

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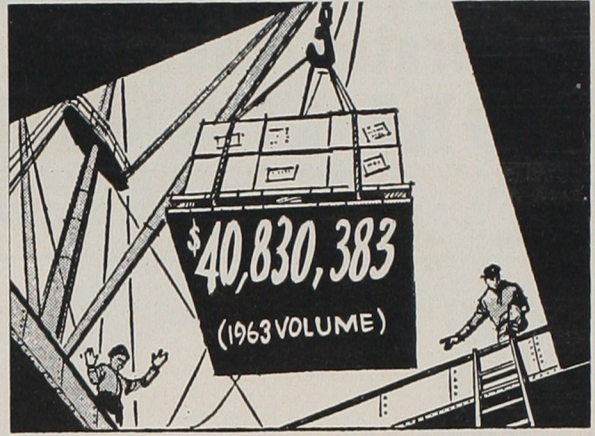
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The most economical way we know of reaching the buyers for the coin machine export market is with a Cash Box Advertising Program. Highlighting our export issues are four quarterly Export Volume Reports published the moment sales figures for machines are made available.

The Cash Box ANNUAL COIN MACHINE EXPORT VOLUME REPORT for 1963 will be published during the week of April 6th, as part of our regular April 11th issue.

In addition to the four quarterly reports for the year 1963, a comparison between 1962 and 1963 complete fiscal years will be presented with an analysis. This ANNUAL EXPORT REPORT will also carry the valuable country-by-country listings with phonographs, amusement machines and vending equipment separated for quick reference. It is the only coin machine report of its kind and export firms advertising in this and other export issues published during the course of the year benefit from the invaluable readership among coin machine importing firms all over the world.

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Eastern Flashes

The combination Passover-Good Friday holidays brought the work week to an early end last week with some firms closing down all day Friday and most leaving before the close of the day's regular business schedule.

The Denise Darcel photo which appeared in Cash Box last week has brought more comment than any other feature which appeared in the coin machine section in the past month and we wonder if anyone noticed that the pool table that the well-endowed celebrity played on was a Valley bumper game (!)

Abe Green, Barney Sugerman and Irving Kaye have formed Scopitone Inc. U.S.A., and will manufacture the France-movie-music machine on these shores for consumption by the US coin machine industry. Alvin Malnick, a Miami attorney, is also part of the group which make up the firm's management. Jack Mitnick, veteran coin machine sales exec, is Managing Director of the company. Williams Morris Agency will produce the necessary films, which together with Scopitone's library of movies from Europe, is expected to be more than enough to keep locations jumping with the new entertainment medium.

Mike Munves heard from brother Joe who is heading eastbound via the northern return route and arcade sales really couldn't be better.

Meyer Parkoff and Murray Kaye and staff hosted about 25 operators at a Depreciation-Tax Forum last week and the boys are better informed on the financial end of the business, having listened to the experts for about two hours.

Bert Betti and family off on an Easter Holiday Cruise, to the Caribbean... Sam (Music Moments) Morrison stopped by the office to explain the shortage of coins all over the country: coin collectors are hoarding 'em and getting 10% and 15% more than they paid for them upon the resale. Who do they sell to? Other coin hoarders, states Sam, who collects coins himself. "The growing shortage of nickels will undoubtedly help my dime play business," observes Morrison.

UJA-Coin Division meeting April 8th will probably be held in a hotel so watch for the announcement or you'll be waiting for the meeting to start hours after it's over. Should you go to UJA headquarters by mistake? We'll carry the site and UJA will do a mailing to keep everyone informed.

Meanwhile, the list of ticket-holders for the June 6 Victory Dinner continues to grow as Harry Suskind, this year's guest-of-honor bowls over tables-full-of-guests. The recording artists and comic-entertainers are also lining up on Siskind's side, so look for a smash show.

Al D'Inzillo, who doubles on US Billiards actions as well as Albert Simon Inc. distrib business, has his hands full with orders for the new 'Pro' line. Art Daddis is still on the road and continues to sign up new distribs for the 6-pkt. line.

Games ops in the Metro NYC area aren't completely sold on the idea of a license to operate equipment, which is the heart of the Laverne Bill, a Senate bill which was, at press time, awaiting action last week. Many ops feel that the license may lead to governmental control and eventual loss of license due to violations brought about by infraction of rules similar to the situation the location owner has today—problems with minors, gambling, and other misdeeds of which the op has no control. On the other hand, some coinmen believe the license is the main step in the direction of legitimacy and a wedge against possible future taxation. At press time, no word from Albany.

Millie McCarthy addressed the Pennsylvania Amusement Machine Operators Association last Sunday and her talk was reportedly sprinkled with vital industry problems and the solution in most instances was seen through stronger association. Mrs. McCarthy was scheduled to fly back to Albany following the meet, in order to be on hand for the close of the State Legislative Session, and specifically the position of the two coin machine bills—concerning alterations and licenses.

Sol Lipkin of American Shuffleboard, and Clifford D. Oldham, of ARA, discussed recreation a la shuffleboards, and refreshment a la vending machines respectively, when they addressed the Eastern Regional Meeting of the Intl. Assoc. of Swim Clubs, Pools and Beaches, of which Bob Blundred is Executive Secretary. The meet was held March 18-19 in Atlantic City, NJ. American Shuffleboard will launch a promotional campaign directed at owners of swim clubs throughout the nation, according to Blundred.

The vending machine industry is in the headlines again. Sam Margolis, S&H Vending, Philadelphia, has been named by Sen. John L. McClellan (D. Ark.) as the vending machine operator who received 275 shares of Sonny Liston's stock in the promotion corporation which staged the Clay-Liston fight last month in Miami, for his help in setting up the corporation. McClellan said the stock was worth \$100,000. S&H operates cigarettes and candy in the Philly, Delaware and Chester County areas. Garland Cherry, an attorney, and secretary of Intercontinental Promotions Inc., told the Senate sub-committee investigating the boxing profession, that "according to hearsay" Liston gave the stock to Margolis.

Wurlitzer execs A. D. Palmer and Bob Bear delighted with the continued peak sales on the "2800" phonograph. Harold Kaufman, New York City distrib, agrees that the 'Top Ten Tunes' is one of the prime reasons for the machine's success.

Seeburg's swinging with 'Twin Packs' now and ops are taking the initial Sinatra release as quick as Atlantic NY Corp, can get 'em out. Evidently the Sinatra name is still magic on the machines and there is no end to the number of selections a machine will carry. Witness the jukes about this nation which feature nothing but Sinatra selections. No word on the artist named to carry the second Twin-Pack. Speaking of 'packs,' check the Seeburg 'Pick-a-Pac' next time you're in the showroom. The possibilities are unlimited. 15 selections, up to 315 items, handles twelve different prices.

Suren Fesjian, President of Mondial Commercial Corp. and Mondial International Inc., will depart for Europe on Wednesday, April 1st. He'll visit the southern countries of Europe, following Dick Sarkisian's recent tour which covered the northern territory. Mondial is constantly in touch, in person, with its network of official distribs, all of which makes for smooth exporting of Gottlieb, Williams, ChiCoin, Midway, Southland and Urban equipment.

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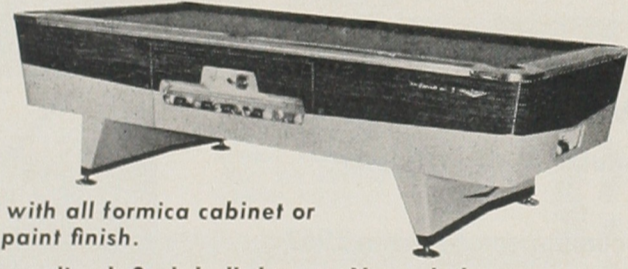
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Chicago Chatter

An on the spot tour along Chi's coinrow definitely reveals that Spring is here at last, with major activity in all types of amusement and vending equipment. Coinmen in all phases of coinbiz, manufacturing, distribution and operating, stress the approaching arcade and amusement park season, along with increased business in all other types of locations. . . . A spirited increase in sales is reported by Sam Stern, prexy of Williams Electronic Mfg. Corp.; and sales manager Jack Mittel, who state that Williams' "Grand Slam" baseball amusement game, and "Oh Boy" two-player flipper game are being pushed hard in production to meet the heavy demand in all territories in this country and overseas.

After chatting with J. H. Keeney president Art Weinand and Clayton Nemeroff t'other day we learned that sales have been steadily increasing on Keeney's "Colorama." Also export biz is booming at Keeney. . . . At this time there's no doubt, according to Alvin Gottlieb, that D. Gottlieb & Co's. very popular 4-player flipper skill amusement game, "Ship-Mates" is easily one of the most accepted and demanded amusement games ever created in the Gottlieb factory. To this, Nate Gottlieb and Judd Weinberg eagerly concur. . . . On the distrib level Joe Kline informs that the heavy operator traffic at First Coin Machine Exchange warms the cockles of his heart. Other busy First Coin staffers are Sam Kolber, Fred Kline and Cliff Mueller.

The music business is certainly not taking a back seat either these lovely Spring days. A visit at Rock-Ola Mfg. Corp. with Edward G. Doris, Dave Howle, George Hinner and Jack Barabash indicated that phono and vending machine sales are definitely up. . . . We received very optimistic sales reports from genial Stan Jarocki at the Seeburg Corp. We've known John A. Stewart, Seeburg vice president (Financial Division), for many years. Thus, it is a distinct pleasure to hear of his appointment last week, as announced by Jack C. Gordon, executive vice prexy, to the executive staff of the firm's Music Instrument Division in Laconia, New Hampshire.

Those happy grins on Atlas Music Co. prexy Eddie Ginsburg and Stan Levin tell us that business is great at Atlas Music. Stan reports that the Rowe-AMI "Tropicana" phono and Rowe vending machines are very popular among area operators. A second service school session was held in Atlas Music's show-rooms last Wednesday evening, March 25, with Cliff Bitting and Hank Hoeveaar conducting the classes, and Frank Bach, Ray Grier and Johnny Havrilla joining the "kibitzing." . . . Oops! Our typewriter slipped, when we referred to Bally's new "Bongo" as "Bingo" in last week's column. Herb Jones however, sez it this way: "'Bongo' or 'Bingo'—it's still the hottest amusement game in years! And, our sales figures easily bear this out!"

The outlook for this season is extremely good in Chicago Dynamic Industries, according to Mort Secore and Ralph Wyckoff. Amusement games receiving warm acceptance everywhere are ChiCoin's "Spotlite" puck shuffle alley, "Cadillac" big ball bowler, and "Champion" rifle-target range. . . . By the way: The word from hard working MOA director Fred Granger is that contracts and floor plan availabilities will be mailed during April to all prospective exhibitors for the 1964 MOA Convention, October 14-16, in the Sherman House Hotel. A massive area, 30,000 square feet of exhibit space will be available to exhibitors located on the easy-to-reach mezzanine floor of the Sherman.

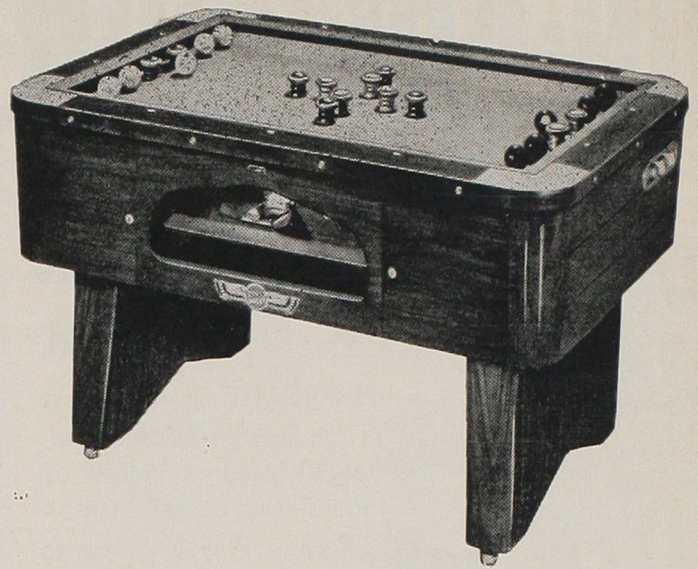
During a brief visit at Empire Coin Machine Exchange with Gil Kitt (Empire's owner) and sales chief Joe Robbins we noted that there is a sharp increase in sales to equip arcades. Jack Burns and Bill Milner are kept plenty busy these days chatting with ops. Jack also spends much of his time calling on the trade out in the field. . . . The big sellers at United Mfg. Co., according to Bill DeSelm and Herb Oettinger, are United's "Tempest" puck shuffle alley, "Tornado" big ball bowler, and "BankPool" billiard-type shuffle alley. . . . How's this for success: the gang at Midway Mfg. Co. is spelling it out in high style that Midway's new "Top Hit" baseball amusement game is proving as just that—a 'top hit.' Hank Ross and "Iggy" Wolverton know they have a winner in this one (no pun intended, Hank).

Another factory enjoying the benefits of a prospective excellent Spring season is Marvel Mfg. Co., where prexy Ted Rubey reports heavy production in Relays, switch assemblies and electrical scoreboards for shuffleboards. Also, Marvel's "Slugger" counter amusement game is selling well, according to Estelle Bye. . . . Chet Gore, of Exhibit Supply Co., always looks forward to the coming of Spring with eager anticipation. His "Vacumatic" card vendors and plastic sealer machines are much in demand these days.

Rowe AC vice prexy Fred Pollak and Paul Huebsch just returned from a tour of the eastern seaboard. While there they visited the Whippany plant. Jack Harper is out of town on business. . . . The mad sales activity at Wico Corp. was heightened last week when the general offices were moved next door in an expansion of the facilities, according to Ed Ruber. Ed tells us that he and Denis Parsons are enjoying fine activity with the new Wico vending parts dept. . . . There was a heavily attended service school class at World Wide Distributors on Wednesday evening, March 18, hosted by Irv Ovitz, Howie Freer, Dan Garapola and Ted Dadal. Equipment studied was Seeburg's "Marquee" and "Modular" line of cold drink vending machines. Al Getlitz, Seeburg's vice prexy, and midwestern regional manager, was on hand also. Ed Jorgenson, Seeburg field engineer conducted the classes.

Bernie Shapiro, a longtime exec in vending business, advised last week that he exited his post at Interstate Vending Co. He'll shortly announce his new connection. . . . Over at National Coin Machine Exchange we noted that the action that's usually generated by Spring is very much in evidence. Mort Levinson infos that export business is exceptionally good this year. Prexy Joe Schwartz expects a banner Spring season this year.

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J-120	\$325.00	F-120	\$95.00
G-120	150.00	E-120	95.00
D-8	75.00	120	95.00

WURLITZER	
2200	\$295.00

SHUFFLES FOR SALE

Bally-Deluxe Club	\$195.00
Chicago Coin Pro Bowl	295.00

AMUSEMENT GAMES FOR SALE

BALLY	
Moon Shot	\$295.00
Cross Country	265.00
3 In Line	375.00
Spinner	95.00
Heavy Hitter	195.00

GOTTLIEB	
Show Boat	\$225.00

WILLIAMS	
Vagabond	\$295.00
Reserve	225.00
Magic Clock	225.00
Space Ship	195.00

MIDWAY	
Baseball	\$325.00
Shooting Gallery	195.00

BOWLERS FOR SALE

BALLY	
Challenger	\$345
Lucky Alley	\$200.00

CHICAGO	
Royal Crown	\$745.00
Continental	\$595.00
Duchess	345.00
Official Spare Lite	895.00

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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!

- SPOTLITE Skill Game! Plays without visible pins. (Pro's call it "shadow bowling").

Rear scoreframe goes all the way to floor

AT YOUR CHICAGO COIN DISTRIBUTOR!

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



California Clippings

Business continues to hold up very well this week, with pool tables again the leader in sales, and in turn creating traffic for the many new models being displayed on showroom floors. . . .

At Duarte International Sales Co., service man Nelson Bonilla succeeded in gaining entry into this country for his fiancée from his home town in Colombia, South America. The happy couple plan to be married here this week. . . . The new model Seeburg Pick-A-Pac all-purpose merchandise vendor arrived at Amco Music and Vending this week, and Bill Happel reported initial reaction from the vending operators most gratifying. The new machine is equipped to handle items ranging in price from 10 cents to \$1.50. Amco president, Don Ross, back East in Chicago on business. Leo Simone, Seeburg representative spending this week in Seattle.

At Vendart Distributing Co., manager Marshall Ames busy setting up the parts department which will be devoted exclusively to handling pool table supplies. Marshall reported used equipment business very good during the new firm's first few weeks in business. . . . The Wurlitzer Factory Branch received the new shipment of Wurlitzer '2800' phonographs that they had been waiting for. Cliff Nugent spending the week in Barstow and the high desert country. . . . Jack Leonard at Advance Automatic Sales Co. getting stock in for their extensive parts department. Jack said the department will handle all types of parts to give the operators everything that they need. Jack's son, Rick Leonard helping out at Advance during his Easter holidays from school. Bob Portale said that Lou Wolcher from the Advance home office in San Francisco was in town and very pleased with the local operation.

At California Music, Buddy Robinson's wife, Nancy, is now working part time for two days a week. Len Levy, Epic Records topper in from New York, getting the local business picture from Sammy Ricklin. . . . R. F. Jones spent two days this week with Chuck Klein at the local offices of the R. F. Jones Co. Also in visiting Jones Co. this week was Ralph Cragen of the Seattle office. . . . Jimmie Wilkens at Paul A. Laymon Inc., had to postpone his Eastern vacation for two weeks due to parts manager Bill Fritz's injury. Jimmie taking a few days locally in the meantime. Service man Phillip Gianonne's six month old baby boy suffered second degree burns when he accidentally tipped over a coffee pot at home.

Al Bettelman of C. A. Robinson & Co., enjoying a vacation in Las Vegas. Hank Tronick said he received the first shipment of Midway's new "Top Hit" baseball game, and the operators expect it to be one of their best new spring items. Hank's son, Steve, accompanied his alma mater, UCLA's basketball team cross-country as a member of the band and drummed them on to victory and the national championship. Jack Simon and Henry Leyser due back this week from a business trip to the Far East. Frank Mencuri and George Muraoka at Simon Distributing Co. busy getting off two large export orders, one to the Orient and one for the European market. . . . Friends in the business saddened by the sudden passing of Elmer Benjamin, long-time operator in the Los Angeles and San Pedro areas. . . . John Davidson and Hal Hains of RCA-Victor called on the Solle sisters at Leuenhagen's Record Bar to promote Henry Mancini's new hit, "Pink Panther Theme." Tom Virzi in to report The New Christy Minstrels' new single, "Today" looks like another big record for Columbia.

If you are reading someone else's copy of **Cash Box** why not mail this coupon today!

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UPPER MID-WEST MUSINGS

Art Hagness, Grand Forks, was in town for the day making the rounds. The highways were pretty slick and Art found himself in the ditch twice. However, he was not driving fast and there was no damage to either him or his car. . . . Fred Norberg, Mankato, back to work after spending a two week vacation in Texas visiting his daughter. . . . Our deepest sympathy to the McCormack family, So. St. Paul, on the death of Frank McCormack last week in Phoenix while on vacation. Burial was held in So. St. Paul, Monday, March 16th. Frank McCormack was the owner of the Concord Novelty Co. and was one of the old timers in the coin machine business. Having reached the age of 70, he retired, and his son-in-law, Bob O'Brien, took charge. . . . Happy birthday to Archie LaBeau, St. Paul. . . . Elgin McDaniel, Wadena, Minn., was in town for the day, making the rounds, as were Frank Phillips and Lloyd Williamson, Winona. . . . Gordon Runnberg, Moose Lake, was also in the cities for the day as was Bob Keese, of Forest Lake.

Happy Birthday This Week To:

Louis S. Buckley, Nashville, Tenn. . . . Ray B. Williams, Dallas, Texas. . . . Dave Taub, Hillside, N.J. . . . Ralph Elefante, Brooklyn, N.Y. . . . Lawrence F. LeSturgeon, Charlotte, N.C. . . . Jack Gutshall, Corona, Calif. . . . John W. O'Brien, Chgo., Ill. . . . Bill Marvel, Poplar Bluff, Mo. . . . Irving Sandler, Des Moines, Ia. . . . Frank Yeary, Coeburn Va. . . . James F. Hupp, Cumberland, Md. . . . Walter M. Cobb, St. Joseph, Mo. . . . Howard N. Bailey, Towanda, Pa. . . . Gus Knierien, Cumberland, Md. . . . Fred A. Gardella, Detroit, Mich. . . . John L. Clemens, Cranston, R. I. . . . Earl Berkowitz, Superior, Wisc. . . . Clarence E. Vawter, Moberly, Mo. . . . Lewis Paulakos, Johnstown, Pa. . . . Walter Wentzlaff, Chicago, Ill. . . . Walter C. Tetting, Oconomoc, Wisc. . . . John E. Rondeau, Lynn, Mass. . . . David R. Franco, Montgomery, Ala. . . . Palmerini A. Scalzi, Blackstone, Mass. . . . Morris Steinberg, Hialeah, Fla. . . . James Leonard Barnes, Selma, Ala. . . . Joseph Kochansky, Bklyn, N.Y. . . . Charlie Rincker, Dallas, Texas. . . . Lora (Quackenbush) Eby, Detroit, Mich. . . . Kenneth L. Staninger, Missoula, Mont. . . . Carl Marcy, Boonville, N.Y. . . . Joseph L. Kirbo, Dawson, Ga.

World Wide Hosts Service Class On Seeburg Equipment



IRV OVITZ

CHICAGO—Irv Ovitz, head of the Chicago Department of World Wide Distributing Company, distributors for the Seeburg Corporation's music and vending equipment in this wide area, hosted a heavily attended service school class, Wednesday evening, March 18, on trouble-shooting, etc., featuring Seeburg's cold drink coin-operated vending machines in the "Marquee" and "Modular" lines.

The session was conducted in the East main showroom at World Wide Distributors. A buffet dinner was served to the operators and their service personnel before the class was kicked-off. Ed Jorgenson, of Seeburg's field engineering staff, conducted the classes, aided by Ted Dadal, of World Wide's ending dept. technical staff. World Wide was also represented by Howie Greer and Don Garapola. Al Getliz, vice president and midwestern regional manager of Seeburg's vending division, was also on hand to greet and meet the "students" in attendance.

Among the operators present during the class were: Al Pastin, Ray Anthony II, Roger Ward, Danny McNeill, R. H. Ericson, Jim Darby, Jim Lonergan, Bob Jacobson, Louis Kantor, Bill Liggett, Tim Wilson, and Tom Schirmer.

Also, Ed Mildenberger, Ray Beckman, Tom MacDonald, Larry Monheim, Ken Bernhard, George Kadersek, Paul Paterkiewicz, Jim Novak, Larry Fehsenfeld, Joe De Vita, Keith Simon, Sam Guildo, Fritz Von Holtz and Frank Salerno.

New Offices For D. Fielding & Co.

WINDSOR—Donald Fielding & Company, operators of music and amusement equipment in Playland Park and Vasaga Beach, Ontario, officially opened new offices, March 16th, at 857 Howard Ave. in Windsor. The firm, which also operates machines in Ottawa, Chatham and Hamilton, was previously headquartered at 4315 Seminole Street, Windsor.

Page Fund Helps Needy Students

ROANOKE—Sixty financially needy Montgomery County students will be able to attend college this fall because of the Frank E. Page Educational Fund, named for the man who headed Roanoke Vending Machine Inc. until his death in 1954.

This \$700,000 perpetual education fund was set up in 1954 after Page's death. The Mountain Trust Bank of Roanoke, an associate of Roanoke Vending Machine Inc., was named trustee for the fund.

The sixty students will either begin or continue to attend fifteen colleges, mostly Virginia schools. The usual per semester payment which the fund meets is \$500 for day students and \$850 for boarders.

NOW HEAR THIS!

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

SHIP-MATES COLOR!!!

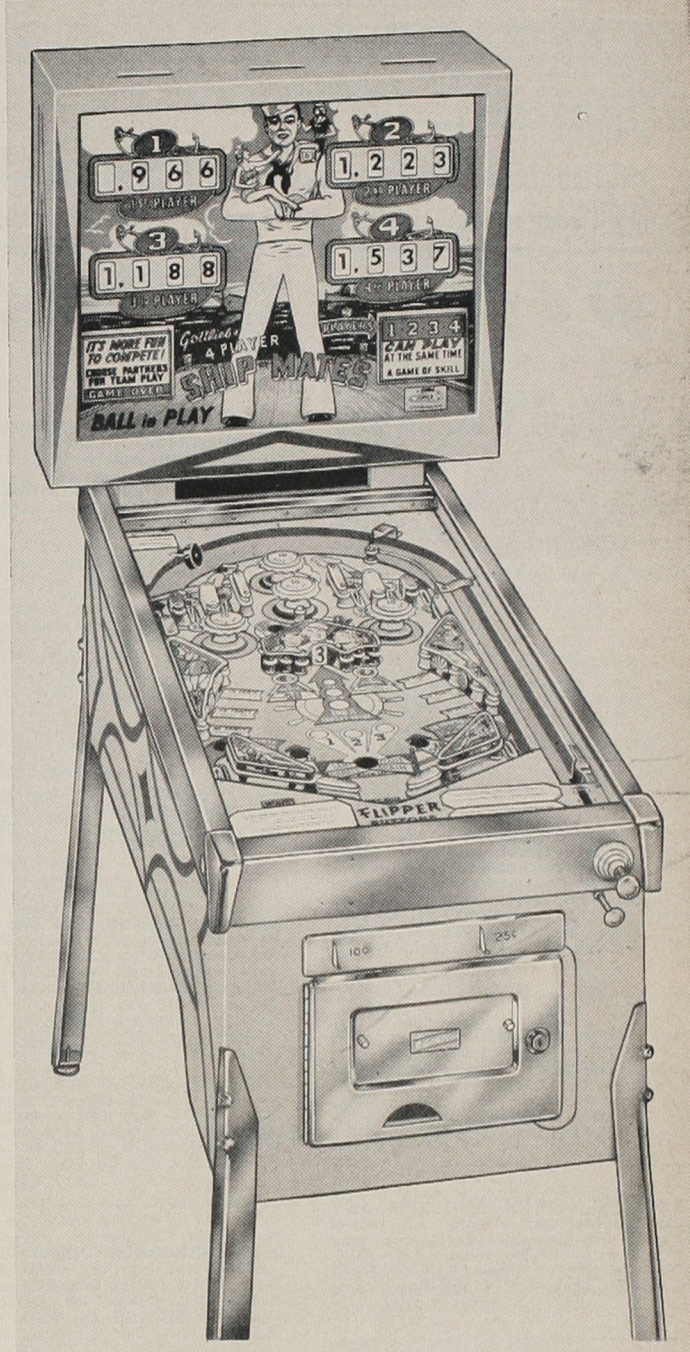
APPEAL!!!

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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 1140-50 N. Kostner Avenue
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That Extra Touch of Quality



SERVICE SCHOOL 'TROPICANA' STYLE: Hank Hoevenaar conducts a service class on the Rowe-AMI "Tropicana" phonograph, in the photo above, in the rear showroom of the Atlas Music Co., Chicago. (CB March 14) Another class on the music machine was being directed in the front showroom by Cliff Biting. Both classes commenced Feb. 26th with the resumption of service school sessions by Atlas.

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4-Reel
Score Totalizers

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SCORING

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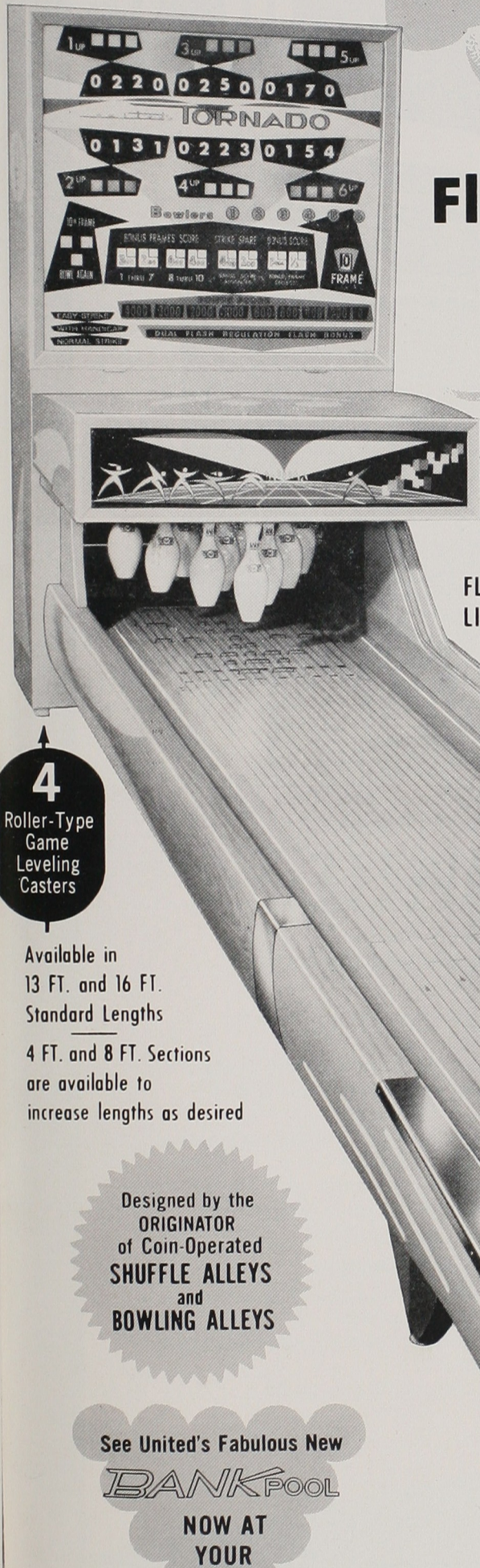
Regulation
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EASY STRIKE OR **NORMAL STRIKE**

Standard
10¢ Play
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DOUBLE-NICKEL-DIME-QUARTER
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ENCLOSURE

1 TO 6
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Roller-Type
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Available in
13 FT. and 16 FT.
Standard Lengths
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increase lengths as desired

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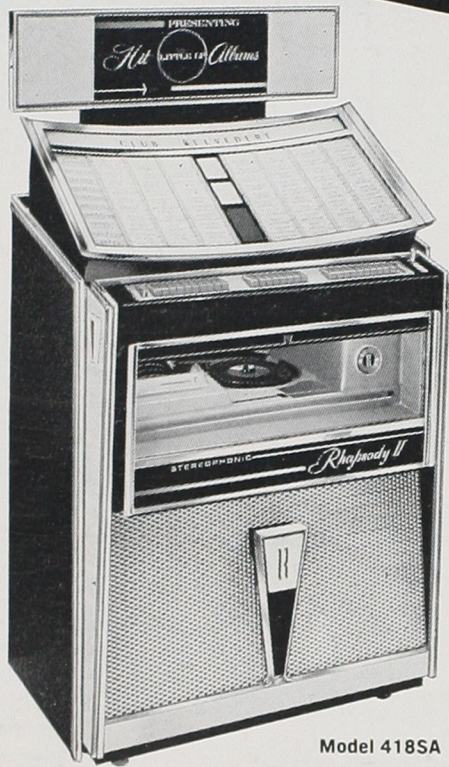
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Model 418SA

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RHAPSODY II

160 play de luxe
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 Now with 7" LP Feature!

Here at last is the phonograph that truly has everything! Superbly crafted cabinetry, now with new stain and mar resistant "Conolite" plastic laminate finish . . . famous Rock-Ola design simplicity . . . full dimensional stereo sound adaptable to any location from a small cafe to a concert hall . . . *plus*, greatest possible selection versatility, now with the new 7" LP feature!

Rock-Ola also offers the distinctive new 100 play Capri II de luxe stereo-monastral phonograph. Equally remarkable as the Rhapsody II, in both play-appeal and performance, the compact Capri II is engineered for easiest possible servicing . . . is designed for perfect compatibility with smaller locations . . . at top profits! The Capri II is available with famous Rock-Ola full dimensional stereo sound.



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