



ARGENTINA

Social highlights: the cocktail party offered to the press and disk-jockeys by Odeon, celebrating the "gold temples" given to tropical music group **Los Wawanco** for being the label's top selling artists during 1963. As we had informed before, the group has sold very well several records of "cumbia" music, which has been very popular in Argentina for some time.

Visitors: from Chile, melodic singer **Marco Aurelio**, who will stay in town for about three months, performing on Radio Splendid and probably TV and dance parties. At Aurelio's premiere on radio were present, among others, **Lucho Gatica**, **Juan Ramon**, **Ben Molar**, **Argentino Ledesma** and several other top names. Expected from Mexico, **Los Hooligans**, for performances on TV and dance parties, and also **Manolo Muñoz**, who has several contracts to fulfill. Leaving Argentina is **Lucho Gatica**, who will visit Brazil once again after a ten year absence, and afterwards fly to Mexico and Los Angeles, to start a tour of the United States.

Enrique Iriberry of Surco informs that his company, representing United Artists in Argentina, will release a very interesting LP, "Voices of History," just appeared in the States. The album contains excerpts from speeches by **Franklin D. Roosevelt**, **Winston Churchill**, **Harry S. Truman**, **John F. Kennedy**, **Gen. Douglas MacArthur**, **Dwight D. Eisenhower** and **Lyndon B. Johnson**. Other UA releases include a series of albums tagged "50 Favorite Songs," cut by artists like **Ferrante** and **Teicher**, **Al Caiola**, **Tito Rodriguez** and **Ralph Marterie**.

Odeon has released a very interesting album by folk singer **Atahualpa Yupanqui**, titled "Coplas del Payador Perseguido." In this LP Yupanqui plays the guitar and sings and tells parts of the story of his musical career, and the whole record is devoted to this. It is a very unusual release, and a wonderful addition to the folk music catalog in Argentina, which has been badly in need of such outings. The album has been very well received by the trade, according to reports, and is under heavy air play.

New publishing firm: Ediciones Musicales Gaucho. Its address is **Juan Bautista Alberdi 3743, 1D**, and its first outings are two tunes included in the first film starred by new cinema actress **Vera Valdor**, "No Te Amare," and "Vera Tiene It." The Gaucho catalog features also several tangos ("Como Yo Te Quiero," "Locura Pasional," "Mi Vieja Esquina") and folk music.

Ricardo Castelblanco of Edami infos about several new songs he is promoting these days. The main one is an Italian product "Sabato Sera," from the San Remo Festival, and already recorded by **Palito Ortega** (RCA, in Italian), **Cecilia Rene** (Odeon Pops), **Jorge Darrie** (Music Hall), **Ricardo Roda** (CBS) and **Gina Cari** (Fenix). Also worth mentioning is "Cocodrilo" (Whirlpool), just released by CBS is the **Ornella Vanoni** recording; there are others by **Jorge Darrie** (Music Hall) and **Wanda Jackson** (Capitol).

Classical music: visiting Buenos Aires on these days is well known soprano **Regine Crespin**, who is offering several concerts at the Colon Theatre. Odeon has released several records by this artist, covering this visit.

Maria del Carmen Hajdenwurcel of Julio Korn Publishers infos that "El Gavilan," a cumbia written by **Marfil** and recorded successfully by **Los Wawanco**, has been requested from Mexico for publishing in that country. "La Mamma," the **Charles Aznavour** hit, has been now recorded also by **Eduardo Rodrigo** (RCA), **Danielo** (Odeon) and **Los Cava Bengal** (RCA). "El Patito," still on in the charts, will be sub-published by Reimsa in Mexico. "Non O'Leta," the San Remo winner, has also been recorded by **Los Tres Sudamericanos** (CBS).

Music Hall has inked several new artists for its cast. One of them is well known tango orchestra director **Fulvio Salamanca**; others are folk songstress **Eugenia Rocha** and teen singers **Marito Gonzalez**, **Fabio**, **Jorge Darrie** and little **Maria Christina**. Darrie has already made his first recordings, as we inform in another place in this column. **Los Santos** have been inked for a series of programs by TV Channel 11, and will also appear on Radio El Mundo. Their latest waxings are "Catalina" and "Cara Sucia."

Lila Muñoz of Tonodisc reports about the release of "Hello, Dolly!," the famous **Louis Armstrong** Beatle-fighting waxing. Also on desk is a new single by **Los Cuatro Para El Mundo**, featuring "La Gente" and "Graciela." Although **Los Cuatro** were started as a folk group, this is a teen-designed release. **Stirling Brandy**, an instrumental combo, has also a new waxing: "Charade" and "Dominique."

RCA has finished the recording of two LP's by some unusual artists: Japanese Tango orchestra **Tokyo**, currently on tour in South America. The group was started some time ago in Tokyo by **Ranko Fujisawa**, one of the first Japanese tango stars, who has been in Argentina once. Orchestra **Tokyo** has been performing in Buenos Aires and now is visiting Uruguay, Brazil and Chile. **Chico Novarro**, composer of "El Tero Tero," "El Camaleon" and "El Orangutan," has added a new title to his recording: "La Mula." It is interesting to note that **Novarro** has hit the charts with several songs with names of animals, and seems to be continuing this trend.

Argentina's Best Sellers

This Week	Last Week	*Local
1	1	Lita (Melograf) / Como Te Extraño Mi Amor (Mundo Musical) Leo Dan (CBS)
2	3	Que Suerte (Korn) Violeta Rivas (RCA); Los Tres Sudamericanos (CBS) Beto Fernan (Music Hall)
3	2	Sabor A Nada (Korn) Palito Ortega, Los Cava Bengal (RCA); Siro San Roman (Music Hall)
4	4	Mary Isabel (Mundo Musical) Leo Dan (CBS)
5	5	Es Un Secreto/Es Hermoso Vivir (Korn) Palito Ortega (RCA)
6	6	Beatriz (Melograf) Larry (CBS)
7	8	O Mio Signore (Cicero-Fermata) Juan Ramon (Disc Jockey); Edoardo Vianello (RCA); Blanquita Silvan (CBS)
8	7	El Patito (Korn) Chicote Lopez (Odeon Pops)
9	13	No Me Toques El Tambor (Korn) Ricardo Roda (CBS)
10	14	Love Me Do (Korn) The Beatles (Odeon Pops)
11	10	No Tengo Edad (Non Ho L'Eta Per Amarti) (Korn) Gigliola Cinquetti (Music Hall)
12	9	Dominique (Primavera-Fermata) Soeur Sourire, Sonia (Philips); Hermana Alegria (CBS); Angelica Maria (Odeon Pops); Stirling Brandy (Tonodisc); Las Dominic (Music Hall)
13	11	Si Tuviera Un Martillo (Fermata) Rita Pavone, Lalo Fransen (RCA); Trini Lopez (Reprise-Music Hall); Village Stompers, Brothers Four (CBS)
14	—	El Gavilan (Korn) Los Wawanco (Odeon Pops)
15	15	Un Millon De Tambores Tony Mitchell (Microfon)
15	12	En La Cima De La Montaña (Fermata) Rita Pavone (RCA); Ricky Gianco (Fermata); Blanquita Silvan (CBS); Juan Ramon (Disc Jockey)



MEXICO

The new Board of Directors of the Latin American Federation of Record Producers are: **Luis A. Aubry** (Perú), President; **José R. Bustillos** (México), first vice-president; **Máximo E. S. Wyngaard** (Argentina), second vice-president; **Luis Pino** (Ecuador), third vice-president; **Henry Jessen** (Brazil), general secretary; and as directors: **Enrique P. Lazcano** (Uruguay), **Héctor Urbina** (Chile), **Juan Reimbold** (Columbia), **Miguel Piña** (Venezuela), **Oscar Stupp** (Costa Rica), **Eduardo Tefel** (El Salvador). The fourth Congress will take place in Argentina in 1966.

Mexican idol **Enrique Guzmán** has signed an exclusive contract with Spanish record label Hispa-Vox. Enrique's records will be distributed in Latin American countries and some European countries, and in Japan by CBS Columbia. Enrique will continue, for the moment, to record at CBS with his usual A&R man **Edgardo Obregón** and his arranger **Chuck Anderson** and his orchestra. In a few weeks, Enrique will fly to Spain to do a picture with Spanish actress and singer **Rocío Dúrcal** and he probably will stay about four months in that country.

Los Hermanos Carrión, the most popular romantic group of the Mexican "new wave," will finish a new long play, for the Orfeon label before their first visit to Argentina. Ricardo, Lalo and their group will start very soon a tour through the country and after that will do their first movie.

A new rock and roll group is getting to the top in popularity ala **The Hooligans**. This group is **Los Apson Boys**, who record at Peerless label and has made several hits like "Popeye," "Atrás De La Raya," "Anoche Me Enamoré," "El Marciánito" and others.

And speaking about **Los Hooligans**, they just recorded the Mexican version of **Lalo Fransen's** hit "Desconfiada." **Los Hooligans** have left for Buenos Aires for their first performances in that South American city and the Orfeon label will release a new long play with them.

By this time, only trios and rock and roll group can record in México City. As we informed before, the musicians are on a labor strike, helping the mariachis musicians enter the Union, so they can ask for the same salary as professional musicians. By this time, there exist some points not in agreement between Record manufacturers and the Union.

From Spain we received letter from **Andy Russell**. He tells us that he just arrived from Bruselas, where he participated in a TV concert and one performance at the American Theater and four recordings. In Barcelona, where he is living, he saw again his old friend **George Albert** (Cash Box vice president).

Elvis Presley's "Suspicion" was released at RCA in its original version and also in its Spanish version by **Ricardo Rocca**. The same song also was recorded in a Spanish version at Peerless Records with the new rock and roll group **Los Seven Days**.

Chilean group **Los Hermanos Silva** recorded at RCA an extended play and it includes the songs "Perdóname Mi Vida" Mexican top hit (with **Alberto Vázquez**), "Mucho, Poquito Y Nada," "Sigo Siendo De Ti" and the Japanese song "Siempre Soñando" (Itsu Demo Yume O). **Los Hermanos Silva** will do a new tour through South American countries.

Top tropical female singer **Sonia López** recorded at CBS the new songs "Ave The Paso" with her own orchestra. Sonia just won a trophy as the best tropical seller in México and soon will appear in her first picture.

Twelve of the best Mexican artists of the CBS catalog participated in a great festivity in honor of Mother's Day (May 10) in Guadalajara. Among them were **Diana Marisca**, **Leda Moreno**, **Martin Plata**, **Jorge Valente**, **Irma Serrano**, **Joaquina**, **Dueto América**, etc. General coordinator of this music caravan was **Héctor Mejía**, CBS promotion manager.

French singer **Gloria Lasso** married in México City, French newspaperman **Jean Marcilly**. Thousands of congratulation cards have been received for Gloria from Europe because of this event. Gloria is now finishing a new long play recorded at Musart Records.

Salvador Suarez, owner of the principal record store chain in México, gave his annual trophy Discómetros to the best sellers in the last 12 months. These artists are:

- Enrique Guzman**: Best modern singer.
- Angelica Maria**: Best female singer.
- Javier Solis**: Best bolero ranchero singer.
- Miguel Aceves Majia**: Best male folk singer.
- Lola Beltra**: Best female folk singer.
- Hermanas Aguila**: Best duet.
- Los Panchos**: Best trio.
- Sonia Lopez**: Best tropical singer.
- Sonora Santanera**: Best tropical orchestra.
- Carlos Campos**: Best Danceable orchestra.
- Los Hooligans**: Best rock and roll group.
- Malu Reyes**: Best newcomer. (revelation).

Mexico's Best Sellers

- 1 **Las Cerezas** (La Celiege)—Hnos. Carrión (CBS)—(Orfeon) (Campei)
- 2 **Laberinto**—Sonia López (CBS) (PHAM)
- 3 **Perdoname Mi Vida**—Alberto Vázquez (Musart) (PHAM)
- 4 **Tijuana**—The Persuaders (Gamma)
- 5 **No Tengo Edad Para Amarte** (Non O'Leta Per Amarti)—Gigliola Cinquetti (Gamma)
- 6 **Entrega Total**—Javier Solis (CBS)—Alvaro Zermeño (Orfeon)—Jose Alfredo Jiménez (RCA)
- 7 **Muevanse Todos** (Twist And Shout)—Vianey Valdéz (Peerless)—Los Rebeldes Del Rock (Orfeon)
- 8 **El Martillito** (If I Had A Hammer)—Trini López (Reprise)—Los Mabers (Musart)
- 9 **Con Un Beso**—Sonora Santanera (CBS)
- 10 **Mira Como Me Balanceo**—Edoardo Vianello (RCA)—Los Yorsys-Lena y Lola (Musart)—Fabricio (RCA)

ARGENTINA (Cont'd)

Mauricio Brenner of Producciones Fermata reports that his label is releasing a new album by tropical music group **La Sonora Matancera**, this time with **Chelo Gonzalez**, also under the Seeco banner. On the singles side, the news is **Ubirajara** and the Copacabana Ambassadors, directed by **Waldemiro Lemke**, with two tangos: "Nostalgias" and "Caminito."

Mario Kaminsky of Microfon reports about new releases under the labels represented by his company. Now there is a new waxing by **Jo Jones** and his group, and several classical music novelties, like "Antigona," "Gayanne" and the "Concierto de Ebano" written by Stravinsky. On the local side, **Cholo Aguirre** is finishing his third album, with an orchestra directed by **Jorge Leone**. The main title from the album is "Rio De Sueños," which will also appear on a single.



SCANDINAVIA

NORWAY

New record manufacturer, music publisher and artist agency in Norway is Jorg-Fr. Ellertsen A/S, operating from Jernbanetorget 4 in Oslo. Head of the company is Jorg-Fr. Ellertsen, who was with Egil Monn Iversen A/S between 1957 and Feb. of this year. A & R man of the new company is Ivar Thorstensen. The new company debuts with eight singles pop music on the label Troll and two EP's with religious music by Kristne Toner. The two labels are distributed by A/S Nera, among others handling RCA Victor, Telefunken, Cupol, etc. in Norway.

The Bergen Beat, the series of recordings with local small combos from Bergen, the city on the west coast is Norway's reply to Britain's Liverpool Beat. Music life in Bergen is very active, according to Norsk Phonogram A/S (Philips), and there are at present more than 40 guitar groups in the town. Philips has made recordings with several of the best ones, and as reported in this column last week, the first three have been released.

Manu Records has distributed sample copies of a new record to retailers all over Norway. Linn Arnold is singing "Sentimental Journey" in English on one side and in Swedish on the other side. Manu has asked everybody to reply within eight days and advise which of the two versions they prefer.

Latest releases from Iversen & Frogh A/S (EMI in Norway) include three low price LP's on the Gloria label, two local low price LP's of local origin, one being "Greetings From Norway On A Midsummer Night," and the other "Minnes Melodier" (Songs Of Memories) including top selling numbers with the two blind singers Gunnar Engedahl and Erling Stordahl. There are also two new singles.

Coming up very strong here is "A World Without Love" with Peter and Gordon on Columbia, this week moving from 17 to eight on the charts. New on the top of the charts here this week is Jim Reeves on RCA Victor with "I Love You Because."

SWEDEN

Felix Stahl of Stockholms Musikproduktion, just completing his visit in New York, reported to this office that he has been very successful in placing his Yugoslavian hit "Drina" in the U.S., as well as obtaining some new good American numbers for Scandinavia. Mr. and Mrs. Stahl are now returning to their Stockholm headquarter via Hamburg.

Also back from the U.S. is Roland Ferneborg of Swe-Disc, who was satisfied with his trip to New York where he placed seven LP's and four singles of the Swe-Disc repertoire. He also discussed the coming tour by The Spotnicks in July with Allan Sherwood of Transworld Association. The Spotnicks will have another of their singles released in the U.S. within the next few days, the titles are "Endless Sleep" and "Sabeline."

Gehrman has obtained "Angry At The Big Oak Tree" for Scandinavia and Finland, reports Bernt Baune to Cash Box. The song is doing well, particularly on the British charts these days.

Big Dee Irwin started his Scandinavian tour in southern Sweden May 6. While here he is booked for p.a.'s in Sweden and Denmark, and also for radio and TV in Sweden and Antti Einiö's TV show in Finland. His tour is arranged by Sonet Koncertbureau AB. He appeared in the popular Swedish teenage TV show Drop In on May 8th. The British group Sounds Inc. appeared in the same show.

New on the charts here is Terry Stafford on London with "Suspicion." At the same time a correction: "Good Golly Miss Molly" is published in Scandinavia by Southern Music AB and not by Imudico/Odeon as listed last week.

Stig Anderson has obtained the Finnish song "Letka" for Denmark, Norway and Sweden. First Swedish recording is with Britt Damberg on RCA Victor.

Charles Aznavour Toasted By Hollywood Celebs



HOLLYWOOD—Eddie Barclay recently threw a party for Charles Aznavour on his arrival in Hollywood for a Civic Auditorium concert. Affair, which was held in the home of flick producer Joe Pasternak, was attended by a host of filmdom celebs. Standing (left to right) in the top left pic are Rita Hayworth, Pasternak, Aznavour and Barclay. Pictured in the top right shot are Rita Hayworth, Barclay, Gina Lollobrigida and Glenn Ford. Shown in the bottom left photo are Barclay, Aznavour, Gloria Swanson, an unidentified guest and Gene Kelly. The chanter and Barclay are pictured talking to Zsa Zsa Gabor in the bottom right pic.

Sweden's Best Sellers

1	1	7	Can't Buy Me Love (The Beatles/Parlophone) Sonora Musikförlags AB
2	4	3	I Love You Because (Jim Reeves/RCA Victor) Reuter & Reuter AB
3	3	7	California Sun (The Rivas/Sonet) Robert Mellin (Scandinavia) AB
4	2	9	Bonnie B (Jerry Lee Lewis/London) Belinda (Scandinavia) AB
5	7	7	The Harem (Mr. Acker Bilk/Metronome) Reuter & Reuter AB
6	9	4	Little Children (Billy J. Kramer/Odeon) Belinda (Scandinavia) AB
7	6	4	Good Golly Miss Molly (The Swinging Blue Jeans/HMV) Southern Music AB
8	—	1	Suspicion (Terry Stafford/London) Belinda (Scandinavia) AB
9	5	5	Viva Las Vegas (Elvis Presley/RCA Victor) Belinda (Scandinavia) AB
10	8	11	All My Loving (The Beatles/Parlophone) Sonora Musikförlags AB

Norway's Best Sellers

1	2	7	I Love You Because (Jim Reeves/RCA Victor) Reuter & Reuter AB
2	1	7	*La Meg Vaere Ung (Wenche Myhre/Triola) Arne Bendiksen A/S
3	4	4	Non Ho L'Eta (Gigliola Cinquetti/Triola) Stockholms Musikproduktion
4	3	7	Can't Buy Me Love (The Beatles/Parlophone) Edition Lyche
5	8	3	My Boy Lollipop (Mille/Fontana) No publisher
6	6	11	Skona Mitt Hjärta (Pick Up The Pieces) (Siv Malmkvist/Metronome) Imudico A/S
7	5	9	All My Loving (The Beatles/Parlophone) Edition Lyche
8	—	1	A World Without Love (Peter & Gordon/Columbia) Edition Lyche
9	9	2	Good Golly Miss Molly (The Swinging Blue Jeans/HMV) Southern Music AB
10	7	5	Viva Las Vegas (Elvis Presley/RCA Victor) Belinda (Scandinavia) AB

Denmark's Best Sellers

1	1	5	Non Ho L'Eta (Gigliola Cinquetti/Triola) Stockholms Musikproduktion
2	2	6	Can't Buy Me Love (The Beatles/Parlophone) Multitone A/S
3	4	8	I Saw Her Standing There (The Beatles/Parlophone) Multitone A/S
4	3	5	Viva Las Vegas (Elvis Presley/RCA Victor) Belinda (Scandinavia) AB
5	7	2	Java (Al Hirt/RCA Victor) Broadway Music AB
6	5	2	Nu Rejser Jeg Hjem (Detroit City) (Gustav Winckler/Sonet) Cedarwood (Scandinavia) AB
7	6	8	*Det Er En Forskel (Vivian & Berit/Polydor) Multitone A/S
8	9	2	Good Golly Miss Molly (The Swinging Blue Jeans/HMV) Southern Music AB
9	8	8	Det Er Nerver (Who's Gonna Take Care Of The Caretaker's Daughter . . .) (Osvold Helmuth/Philips) Musikproduktion Winckler
10	10	9	*Sangen Om Dig (Bjorn Tidmand/Odeon) Imudico A/S

Finland's Best Sellers

1	All My Loving (The Beatles/Parlophone) Scandia-Musiikki Oy
2	Hippy Hippy Shake (The Swinging Blue Jeans/HMV) Edition Lyche
3	*Tähdet Meren Yllä (Reijo Taipale/Scandia) Scandia-Musiikki Oy
4	Seinillä On Korvat (The We Have Ears) (Eino Grön/Scandia) Belinda (Scandinavia) AB
5	She Loves You (The Beatles/Parlophone) Scandia-Musiikki Oy
6	I Want To Hold Your Hand (The Beatles/Parlophone) Scandia-Musiikki Oy
7	Non Ho L'Eta (Gigliola Cinquetti/Triola) Stockholms Musikproduktion
8	*Rakastan Sinua Elämä (Kari Käyhkö/Rytmi) Music Fazer
9	*Laiskotellen (Lasse Mårtensson/Philips) Music Fazer
10	Can't Buy Me Love (The Beatles/Parlophone) Music Fazer

*Local Copyright



ITALY

Richard Anthony, the EMI French artist, has fully confirmed his success on our record market by being at the top of our chart this week with his record, "Cin-Cin," Italian version of the American tune "Cheat-Cheat" (published by Southern). This is the first time that Richard has reached the top of our hit-parade. The record has sold during this period, considered as a standstill in the record business, more than 200,000 copies.

He is the only French artist who was able to reach the top of the Italian charts after many years.

With two records at the top of the charts, on the second and the third spots, our singing star **Mina** once again displays her strong value as a hit-maker. In the present market situation there are very few artists who are able to maintain a dominant position on the record scene years after their debut. Mina, along with **Adriano Celentano**, can be considered among these. Top recordings of the R.I.F.I. songstress are two Italian versions of US songs: "He Walks Like A Man" and "The Lonely Town." The first one is published in Italy by Connelly (Abbate), while the second one is published by Aberbach Corradini).

Fraser Jamieson, president of London Record of Canada, spent one day in Milan. He was accompanied by **Guy Bertrand**, international executive, and by his secretary **Alice Khoury**. He paid a visit to Durium, where he talked with **Elizabel & Krikor Mintangian** about the good success of the Durium repertoire in Canada. London Records has sold 60,000 copies of one of the instrumental LPs of the Durium catalog performed by the pop artist **Fausto Pasetti**. Mintangian told to Cash Box that London Records will soon release an EP record containing four numbers sung in French by the well known trio of **Los Marcellos Ferial**. This disk will be particularly devoted to the French speaking people of Quebec (Canada). London Records will do a strong promotion on this disk.

Other visits were paid by Jamieson to **Joe Giannini**, manager of CGD International, and he met also, during his short stay, **Paolo Tosi** of Decca Italiana. **Claude Henri Vic**, general manager of Editions Musicales Fantasia of France (the associated pubbery of Disques Festival), spent two days in Milan to pay visits to the different Italian publishers. He was accompanied by his wife. He had numerous business talks: he met **Ettore Carrera** of Sugarmusic, **Alfredo Rossi** of Ariston, **Elisabel and Krikor Mintangian** of Durium, **Guido Rignano** of Ricordi, **Nanni Ricordi** of Edizioni Redi, **Alessandro Celentano** (manager and brother of Adriano) of Clan Celentano.

The conclusion of the special sales campaign called "Festival In Casa" (Festival At Home) will be held by RCA Italiana on May 28, 29 and 30 at the Hotel Hilton in Rome, where RCA will present prizes to the artists and the winners of this special promotional contest, to which all the Italian public was invited to take part, expressing their preference on the different RCA recordings chosen for winter sales. At a conclusion of the events, RCA will organize a big show performed by all the RCA artists who took part in the record contest. The show will be televised and heard on radio. The list of the performers includes **Rita Pavone**, **Peggy March**, **Neil Sedaka**, **Alain Barriere**, **Silvie Vartan**, **Gino Paoli**, **Gianni Meccia**, **Sergio Endrigo**, **Jimmy Fontana**, **Rosy Miranda Martino**, **Edoardo Vianello**, **Gianni Morandi**, **Umberto Bindi** and **Nico Fidenco**. On this occasion, RCA will also present the new summer productions for which it will soon start a strong promotion.

For the first time, Phonogram has released on the Italian market a disk performed by the wellknown film artist **Jeanne Moreau**: this is the first album interpreted by the actress, who makes her debut as a songstress on our record scene. The twelve songs presented on such LP, under the Polydor label, were penned by **Cyrus Bassiak**.

Still on the subject of Phonogram, we can mention the release on our market of an LP from Audio Fidelity, which serves as an introduction and a presentation to the Italian public of Audio Fidelity stereo recordings. The album contains 32 different compositions (sound effects, light music numbers performed by different big orchestras, and folk tunes) all derived from some Audio Fidelity disks. The retail price of this LP will be of Lit. 2.250 (about \$3.50) and this release will mark the starting point of a larger promotion of the Audio Fidelity line in our market.

Fonit Cetra, too, takes part in the contest organized by our Radio and TV State Company, "A Record For The Summer." The list of the Fonit Cetra's artists presented to the contest includes the top songstress **Milva** and two new young talents who recently joined the Fonit Cetra group. Names of the two young people are **Daniela Casa** and **Elio Cipri**.

Milva will present at the contest a song penned by the same composers of the famous hit "Al Di La," **Donida & Mogol**. Title of the tune is "Quando Parto Per Il Mare" (When I Leave For The Beach). Publisher is Ricordi.

New female talent, **Daniela Casa**, 20 years old, will present "Beati Voi," while **Elio Cipri** performs a song entitled "Spara Gonzales" (Published by Sugarmusic).

In the classical field, there's a special release from Sprint Records of Rome. Sprint has put to sale a special LP called "Studi Per Ambientazioni Musicali" (Studies for Musical Environments). With this album, Sprint starts a series of recordings exclusively devoted to classical and symphonic releases. This album includes some compositions penned by **Renzo Rosellini**.

Rosellini, a composer and orchestra conductor, is well known for the music

Italy's Best Sellers

This Week	Last Week	Weeks On Charts	Title	Artist	Label
1	4	5	Cin Cin (Cheat-Cheat)	Richard Anthony	EMI Published by Southern
2	3	3	E' L'Uomo Per Me: (He Walks Like A Man)	Mina	R.I.F.I. Published by Connelly
3	5	14	La Citta' Vuota (It's A Lonely Town)	Mina	R.I.F.I. Gene McDaniels/EMI Published by Aberbach
4	1	14	*Una Lacrima Sul Viso	Bobby Solo	Ricordi Published by Ricordi
5	2	14	*Non Ho L'Eta' Per Amarti	Gigliola Cinquetti	CGD Published by Sugarmusic
6	6	14	*Ogni Volta	Paul Anka	RCA Published by RCA Italiana
7	7	10	Please Please Me	The Beatles	Carisch Published by Cielo Video
8	—	1	*Pieta'	Vasso Ovale	EMI Published by Southern
9	—	1	La Notte E' Fatta Per Amare	Neil Sedaka	RCA Published by RCA Italiana
10	8	14	*Quando Vedrai La Mia Ragazza	Gene Pitney	CGD International, Little Tony/Durium Published by Durium

*Denotes Original Italian Numbers



CANADA

Now a confirmed smash, and growing steadily daily is the good outing by **The Dixie Cups**, "Chapel Of Love." It seems to be a chart topper for sure if early Canadian reaction is any indication. It first began to kick up its heels on CKY, Winnipeg. At this writing, it holds down the number 23 spot on the CKY survey. It's under a full head of steam in Montreal where sales action to initial CKGM plays of the side out Beated **The Beatles**. It is beginning to happen in a big way in good old Toronto too. Currently the side holds down the number 47 spot on the CHUM chart and is headed for the top like a runaway rocket. The Quality folks have themselves a very big record on their Barry subsidiary.

Stan Dorling reportedly has exited the national promotion post at Quality. At this writing, no replacement has been named and Stan has not announced his plans for the future.

A new single by **The Romeos** on Columbia. Both sides have been lifted from their latest album outing on the label. Strongest side of the pairing seems to be an item entitled "Sorry Baby," a **Dave Grief** pick to click at Montreal's CKGM. Flip is a good sound, certainly worthy of consideration, "All I Want To Do Is Sing My Song." The Romeos are among the hardest working artists from the point of view of promotion that can be found anywhere in the trade. They have a very commercial outing with this new pairing—a sound that has not been captured on wax in Canada in a long long time—if ever. It deserves air exposure—not because it's Canadian, but because it's good. Jumping on the bandwagon to help plug the newbie by **The Romeos** is Leeds Music's **Al Allbutt**. Al's particularly proud of "Sorry Baby," as it represents a completely Canadian item, written, produced and recorded by Canadians, in Canada.

Some early deejay reaction—all good, noted on the newest side by **Bob Goulet** on Columbia, "Choose." It's a great ballad with a message and unlike most message type outings, it's extremely commercial. "Three Window Coupe" by the **Rip Chords** is happening in fine style for Columbia all across Canada.

Matt Heft of Southern Music in Montreal is delighted with action in his area on a couple of items in the Southern catalog. "Walk Walk" by **The Free-wheelers** and "Love Me With All Your Heart" by the **Ray Charles Singers** have both developed into solid chart items at Montreal's CKGM and as a result of concentrated air exposure over the outlet are doing really well sales wise in Montreal. The Ray Charles Singers side is also responsible for considerable action on the album from "Something Special For Young Lovers."

Broadcasting vet **Jack Stewart**, reportedly headed for Calgary to take over assistant manager's post at that city's CKXL. He exits the program manager's office at Winnipeg's CKY, a post he has held for a number of years.

"Hickory Dick And Doc," the latest **Bobby Vee** outing on Liberty, is winning early favor with this country's spinners. Another item that has **Hall Ross** and company over at London pretty hipped up of late is the Atco outing by **Bobby Darin**, "Milord." The Darin single is a real winner with lots of air play leading the way to good sales. Hal has shipped special sample EP's on the **Jilliane Harris** folk set, with the album itself due (5/25).

A tremendously commercial side is the result of the recent teaming of **Mary Wells** and **Marvin Gaye** for a great reading of "Once Upon A Time." It'll be a blockbuster for the Phonodisc folks from coast to coast.

Only just now getting started in Montreal, although it has reached top ten status in several other key markets, "You're Not A Goody Goody" by **Bobby Curtola** is winning solid support for the talented youngster in Canada's Largest City.

Fats Domino opened (5/11) at Montreal's Mocambo and demonstrated the winning style that has sold so many records over the years. His fans turned out in large numbers to welcome the fabulous fat man.

Terrific sales are reported by **Phil Najovits** and **Gerry Gordon** on the new **Louis Armstrong**, "Hello Dolly" album set. It has leaped to the top of the Montreal branch of Phonodisc's sales in practically no time at all. Solid air play from all broadcast formats is helping the Armstrong set to become a runaway best seller.

During their recent Montreal visit the **Gemtones**, currently clicking in several areas with their Melbourne outing of "Reno," recorded two new albums. A new single by the group was due week of (5/11).

It appears that "Sweet Lorraine," latest outing on Capitol by **Frank Ifield**, will keep the great young singer's string of hits in tact. Considerable early deejay action very much in evidence on the side.

Montreal's CJAD increased signal strength to 50,000 watts week of (5/4). Latest addition to the air personality ranks at Ottawa's CKOY, **Vik Armen**, hailing from CJCA in Edmonton enjoyed a double debut week of (5/4). He appeared for the first time on the CKOY morning show the same week that his latest Apex single became available. The song, "Kiss Me Quick," is a cover on the Elvis chart rider.

Henry Mancini opens at the O'Keefe Centre in Toronto (5/18). He'll appear for a week with **Johnny Mathis** and company. **Mike Doyle** indicates that **Rita Pavone** will be in Toronto (5/24). She'll meet tradesters and a concert is also possible. Another RCA artist makes the Toronto scene (5/18). **John Gary** begins a week's engagement at the Royal York Hotel.

"Bad To Me" by **Billy J. Kramer**, a separate release in Canada, has been a CHUM—Toronto battle winner for eighteen consecutive occasions—reports Capitol's **Paul White**. The side is stirring up considerable attention, meanwhile the **Billy J.** smash, "Little Children" holds down the second best seller spot on the list of Capitol singles for the week of (5/8).

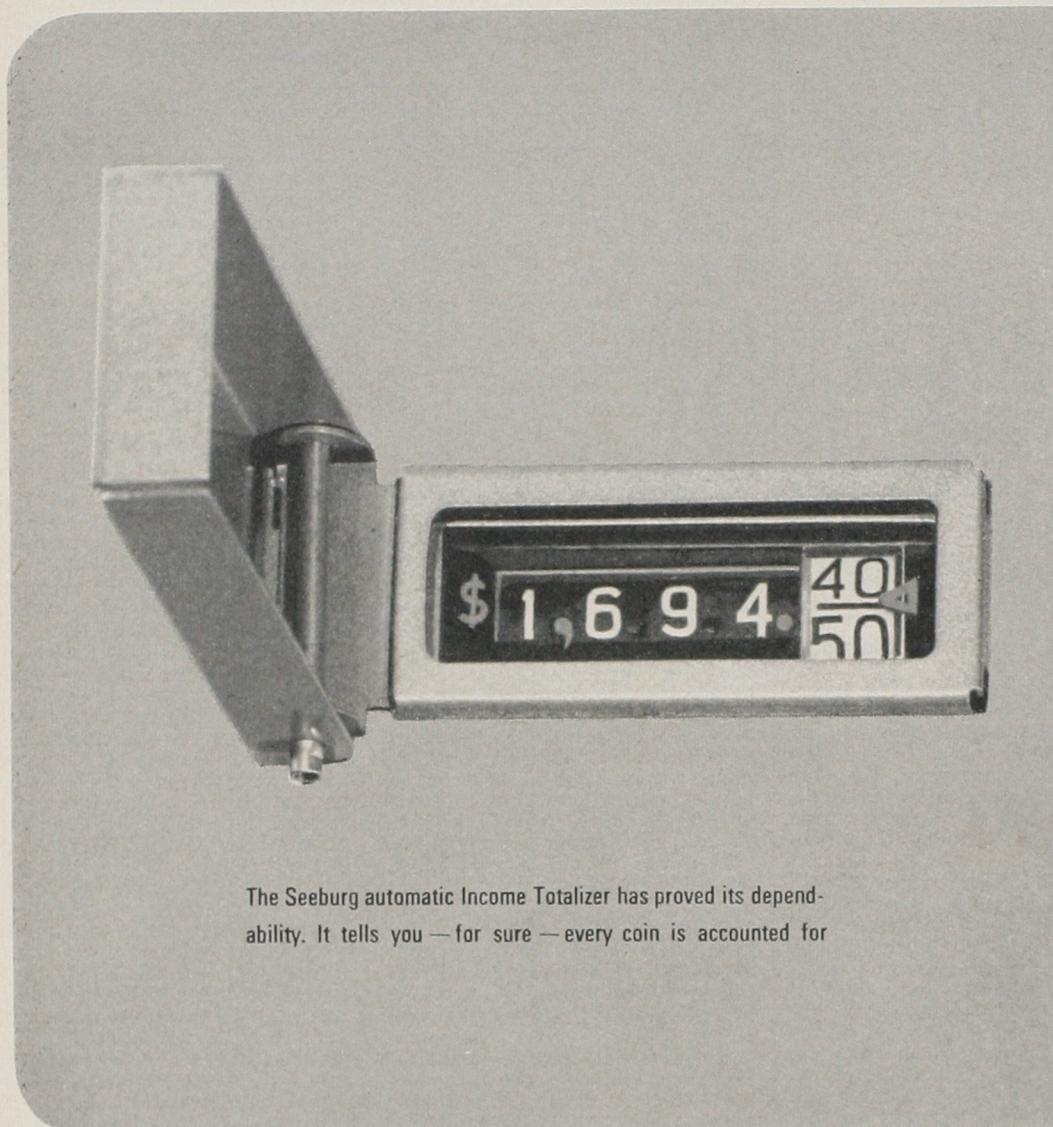
Just another word on the progress of "Alleluia" by **Les Alleluias** of Aylmer, Quebec. The Loma release, distributed by Allied, is developing into a sales giant in French speaking centres. **Whitey Haines** at BMI figures it for a country-wide breakout if it gets a fair shake on the exposure side of the ledger. "Buster" Munro of Ottawa's CKOY can take credit for a first class A&R and production job on the side.

"Yesterday's Hero" appears to be developing into an action side for **Gene Pitney**. Teens are beginning to list it on their favorite record reports to Montreal's CKGM.

Veteran music man **Ed Houston**, long a fixture at Toronto's CKEY is back in the broadcasting business as Operations Manager of CHVC, Niagara Falls. **Cash Box** extends a warm welcome on behalf of the entire biz. **Paul White** takes time out from plugging his car load of Capitol hits to report the following changes in deejay location: **Wes Sutton** from CHOW, Welland to CKWS, Kingston, and **Vern Rombough** exits CKWS to assume new duties at CHEX, Peterborough.

ITALY (Cont'd.)

he composed and conducted for some of the best Italian motion pictures. The album includes "Diagramma # 1, 2, 3, and 4," "Stati D'Animo," "Promenade," "Novelletta," "Spensierato E Brillante." All are modern short compositions performed by the **Rome Philharmonic Orchestra**, conducted by **Rosellini** himself. The album, as well as all in the Sprint line, is distributed by Durium.



The Seeburg automatic Income Totalizer has proved its dependability. It tells you — for sure — every coin is accounted for



Individual lock and key on the Totalizer give you extra protection.



Stereo Consolelets will not operate if the Totalizer circuitry is interrupted — more operator protection.

Only Seeburg has built-in income protection

Seeburg's Income Totalizer is safely built in—not merely plugged in. It is unpluggable and unalterable.

It provides operator protection that is thoroughly location-tested and location-proved.

Operators enjoy three proved benefits from Seeburg LP Consoles and Stereo Con-

solets equipped with built-in income totalizing.

First, collection costs are cut to the minimum. Collectors do not have to waste their time counting coins in locations.

Second, collectors gain extra time to invest in profitable location programming. They can keep phonographs programmed

at the peak of their earning power.

Third, your relations with locations are automatically put on a more businesslike basis. You deal only with undisputable facts.

A free booklet explains in detail how the operator benefits from the Income Totalizer. Ask your Seeburg Distributor for it.

SEEBURG

MUSIC FOR PROFITABLE PUBLIC ENTERTAINMENT



Editorial

And The NYC Operator Pays

The City Speaks

Last week it was Buffalo, with a per-machine tax on vending machines. This week it's New York City where operators of equipment in City-owned buildings will be asked to pick up the cost of electricity for the operation of vending machines serving New York City employees. You have to work real hard these days just to make sure you don't lose money.

That's about what will happen in some instances where operators have low-volume installations which show only a fair profit. The electrical charges will be figured, according to the Commissioner's office, on the "rating" of each machine. This is confusing and quite alarming, because in the case of a cigarette vendor the cost would probably amount to approximately \$2.00 per month, whereas a cold drink vendor, with compressor activated and additional amperage incurred when a patron drops a coin, could run as high as twenty-five amps when in full use. At \$1.08 per amp, the City's official cost figure, most of the machines would have to be removed.

Although the City claims that the program is a result of an economy drive, no thought is being given to the operator who pays a commission, incidentally, to the various City departments, depending on the location. The operator has already invested in equipment to serve the City employees and has placed additional equipment which may or not be profitable, only to hold the location. To skim from \$2 to a possible \$25 per month from the operator's net income is to turn many marginal locations into losers, and the City could be the ultimate loser on this one.

The New York State Automatic Vending Association will meet again with the Commissioner's office, armed with profit-loss statements, electrical ratings, costs of meters and other arguments which should aid the operator's cause. They have met before but with little success.

In the words of the Department of Water Supply, Gas and Electricity "we have a deadline to meet." They have no understanding of electrical power ratings for vending machines, nor do they seem to realize the losses which will be incurred should this ruling go through as is. But they do have a set charge, they think they have a per-machine rating, and of course, they do have a deadline.



ASSOCIATION OFFICERS: Left to right, sitting: James Mullins, Miami, vice president; Charles Byer, Daytona Beach, secretary; Lionel Louque, Perry, President; Fred Deeb, Tallahassee, Chairman of the Board. Standing: Ron Rood, Orlando, member of board; Wesley Lawson, Winter Haven, member of board; Jack Andrews, Gainesville, member of the board; Bill Owens, Vero Beach, member of the board; A. W. Fallin, Miami, member of the board; and George Peeples, Sarasota, member of the board.

Form Statewide Florida Association

■ Lionel J. Loque Elected President

DAYTONA BEACH — The Florida Amusement and Music Association was formed at Daytona Beach, Florida, at the Daytona Plaza Hotel during the first week of May by the coin machine operators in the state, it was announced from the Tallahassee office of the organization last week.

More than 100 operators representing about 25,000 locations attended the organizational meeting which lasted for two days and resulted in the adoption of a constitution setting forth that the objectives of the association, among other things, would be "to encourage, sponsor and build better public relations; and to secure the cooperation and assistance of the press in presenting the industry to the general public in its proper light."

Lionel J. Louque of Louque Amusements Company, Perry, Florida, was

elected president of the state organization and regional vice-presidents were elected from various sections of the state. The vice-presidents are George L. Peeples of Sarasota; Charles Livingston of Pensacola; Gleason Stambaugh, Sr. of West Palm Beach, James Mullins, of Miami; and D. J. Barton of Jacksonville. Charles Beyer of Beyer and Brown, Daytona Beach, was elected secretary and treasurer.

A board of directors of nineteen members was chosen at the convention and Fred E. Deeb of Tallahassee was elected chairman of the board of directors and Fletcher A. Blalock of Pensacola was elected vice-chairman.

Other directors are the officers and Joe P. Smith of Crestview; Jack Andrews of Gainesville; A. W. Fallin of Miami; Bill Owens of Vero Beach;

James Tolisano of Clearwater; Wesley Lawson of Winter Haven; James Kemp of Tampa; Maynard Ross of Miami, and Ron Rood of Orlando.

Deeb, in addressing the group at an installation banquet stressed, the need for the establishment of a center for the exchange of information between people engaged in the coin operated business and the need for a state office to coordinate the activities of the association members in seeking to guard against the passage of harmful or unjust state legislations.

An annual meeting at the Daytona Plaza Hotel is planned with frequent directors meetings to coordinate the activities of the organization.

The law firm of Leonard Pepper, Tallahassee, was retained as general counsel to the association.

'Cinebox' Will Attempt A Comeback

NEW YORK—Cinebox officials, advised Cash Box last week, that the company has been activated and will be manufacturing the audio-visual machine, now made in Italy "shortly." Cinebox, a product of the Cinevision Corporation Of America, a subsidiary of Estey Electronics Corporation, is headed by Stanley Green. The Estey firm filed bankruptcy proceedings last year but the proceedings did not affect Cinebox business, according to Hank Schwartz, a VP of the company. Details on Cinevision's plans will be announced later.

Scopitone, French-made audio-visual unit, is being distributed in the USA by Scopitone-USA, a firm which sold 80% of its stock to Tel-A-Sign Corp. two weeks ago (CB May 16). Scopitone will produce its own films here while Tel-A-Sign will begin making the machine in a Chicago plant in January. In the meantime, the CAMECA firm, manufacturers of the machine, will continue to provide the American firm with equipment.

MONEY Calls General Meet

NEW YORK—Ben Chicofsky, business manager of the Music Operators of New York, advised that association president Al Denver will soon be calling a general quarterly meeting of members of all five boroughs, the time and place to be announced shortly. The last meeting of MONEY was held during April, in the Holiday Inn.

Chicofsky also said that literature outlining the numerous activities and events of the MONEY Annual Outing, to be held Sept. 25-27, at the Nevele Hotel, Ellenville, N.Y., is available upon request. He also advised that 200 deluxe rooms have been set aside for those wishing to attend the outing, and requested all those planning on attending to make their reservations early.

Celler Hearings Postponed

WASHINGTON, D.C.—The suddenly scheduled Celler Bill hearings before the House Rules Committee, which was to take place last week, Tuesday, May 12, was canceled at the last moment when Congressman Emanuel Celler and Congressman Edwin Willis, Chairman, had to attend meetings elsewhere it was advised here last week.

The Celler Bill, which is designed to remove the present copyright exemption from juke box operators, passed a House Sub-Committee vote nine months ago and has been awaiting action by the Rules Committee since. The hearing scheduled for last week was called for by Rules at an eleventh hour, but had to be canceled. The postponement was termed "for an indefinite period."

CMA Meet June 26-28

NEW YORK—The Cigarette Merchandisers Association will hold their 28th Annual Outing at the Laurels Country Club, Monticello, N.Y., the week-end of June 26-28. Literature describing the many activities which will take place during the outing plus accommodation reservation blanks were issued to association members and their guests last week by Jackson Bloom, association president.

The primary purpose of this outing, Bloom said, "is for the meeting of business associates at informal get-togethers for the exchange of ideas, experiences and suggestions." Bloom further stated that the outing should enjoy "a good cross section representation of the industry by the presence of cigarette manufacturers, vending machine manufacturers, insurance firms, etc."



Amusement Machine Exhibitor List For MOA Convention Grows

CHICAGO—MOA officers lunched with amusement game manufacturers on Thursday, May 7, (complete story in Cash Box, May 16 issue) to mull over plans and exhibit space determination during the forthcoming MOA Convention, October 14-16, in the Sherman

House. The luncheon-meeting was held in the Sherman's Jade Room.

Among those on hand were: (Left to right) Herb Jones, Bally Mfg. Co.; MOA Prexy Lou Casola, Hank Ross, Midway Mfg. Co.; Nick Biro of Billboard; MOA vice pres. Clint Pierce,

Dick Boylan, Logan Dists.; (standing) Ed Ratajack, L. T. Patterson Dist. Co.; MOA Managing Director Fred Granger, Johnny Casola and Herb Oettinger, of United Mfg. Co.; (standing) Dick Wilson, Billboard; Sol Lipkin, American Shuffleboard Co.; (standing) Lee Brooks, Cash Box; Ross Scheer, of Western Trails Amusement Co.; Jack Mittel, Williams Electronic Mfg. Corp.; Pat Parris, Fischer Sales & Mfg. Co.; Bill Perry, of Frederic R. Kleiman Advertising, representing Valley Sales Co.; and Mort Secore of Chicago Dynamic Industries Co.

Fred Granger, MOA Business Manager, advised the trade that Duncan Sales Company, distributors of The Bergmann's 'Arizona' gun game and other imported machines, agreed to exhibit late last week. This brought the total commitment for exhibit booths at MOA to sixty.

The Convention (Sherman House Oct. 14-16) will feature a souvenir program containing a list of MOA members. Advanced registration procedures with tickets ready for arrival will also be a new innovation. Registration lists will be provided to each exhibitor.



A PANORAMIC COMPOSITE OF AMUSEMENT MACHINE FACTORY EXECS AT MOA CONVENTION LUNCHEON TOUR IN CHICAGO'S SHERMAN HOUSE ON MAY 7th.



OPPORTUNITIES FOR PROFIT IN CUSTOMUSIC™

*If you want to get into the background music business...
or, if you're in it but would like better equipment or better music or both...
then you should know about the profit you can make in Customusic*

◆ This great new music system plays from endless tape cartridges — plays more than 60 hours without repetition — needs minimum servicing.

◆ Three brand-new music libraries, especially selected from the great music centers of the world — Production, Atmosphere, Commercial.

◆ Every business in your area is a prospect, with unlimited opportunities.

◆ You build recurring income with every lease or rental.

And you are backed by one of the nation's largest vending and music companies — by hard-hitting national advertising — by promotional programs tailored for your own use.

For further information, write
CUSTOMUSIC DIVISION.



ROWE
AC
MANUFACTURING

The Merchandise Mart
Chicago 54, Illinois

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

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

The Cost Of Electricity In City Buildings

New York City Says Operators Should Pay

NEW YORK—Operators of vending machines in New York City-owned buildings will have to pay for the electricity they use beginning July 1st, according to Armand D'Angelo, Commissioner of Water Supply, Gas and Electricity. Representatives of the New York State Automatic Vending Association, led by Morris Weintraub, have met repeatedly with D'Angelo in order to arrange for an orderly transition and an equitable electric charge, but at press time, D'Angelo told Cash Box that the machines would be charged at \$1.08 per ampere. The charge would be based on the "rating" of each machine.

Vending service engineers have advised that while cigarette machines may be rated at 2 amps, thereby bringing the monthly cost of electrici-

ty to \$2.16, the amperage of a drink machine may run as high as 25 amps when a compressor is on and the machine is activated by a patron dropping a coin. The charge here, according to D'Angelo's figures, would therefore be \$27.00, an exorbitant monthly fee which would result in many of the machines being pulled from the locations.

There was no clear-cut explanation from the Department as to what standards would be used to figure electrical charges on various machines. Ratings which appear on the metal plates affixed to each machine breakdown the amperage by compressor, heating element, amps used when idle, and so forth. To total all of the amps would be to rate the machine at its peak for the 24-hour period, seven days each week when actually the machine would reach this peak only at various intervals.

Weintraub was expected to meet with City officials again, armed with pertinent information and materials concerning the machines and their respective amperage ratings.

D'Angelo, in speaking with the press, told the New York Times that the cost to operators would be "between \$6 and \$8 per month," but this of course, would apply to machines using 6-7 amps. How this figure was determined was not explained.

Under the new plan, D'Angelo said that the City would collect approximately \$70,000 annually from the op-

erators and refund \$60,000 to the utility with \$10,000 remaining in the City treasury. Originally, the City set a May 1st deadline for payment of electrical charges. However, it was determined that a new deadline of July 1st was set last week.

Originally, it was advised that operators were to install individual kilowatt meters for each machine. The cost of installation would have been prohibitive, however, and this new system of charging operators was set up. According to Consolidated Edison, the major utility here, meters would be supplied at no cost to the operator. The charge for installing the necessary wiring would be up to the private electrical firm retained. In addition, permission would have to be granted by each City building superintendent.

Operators with vending equipment in City buildings pay a commission to the Department using the building. In the case of the Police Department, for instance, the commission payment would be made to the Police Benefit Fund. In addition, the machines in many buildings were installed at the request of the City to assist in 'coffee break' periods and luncheon service. In the opinion of more than one observer, many machines now on location in City buildings will have to be removed and electrical cigarette vendors will be replaced with mechanical models. Approximately 850 machines are on City locations.

Gen. Vending Corp. Appointed Rock-Ola Vending Distrib

CHICAGO—David P. Howle, Vice-President and Director of Sales for Rock-Ola Manufacturing Corporation, Chicago, has announced the appointment of General Vending Corporation of Baltimore, Maryland, as the Rock-Ola distributor for its vending machine line. The appointment is effective immediately and the franchise covers the territory now covered for Rock-Ola phonographs.

Frank Q. Doyle, Rock-Ola's Vice-President of Vending Sales, pointed out that the appointment of General a long time Rock-Ola phonograph distributor, to handle the Rock-Ola vending line is just one of the many steps Rock-Ola has taken to further improve the distribution of its fast growing vending line and to offer the local operator on-the-spot sales and service assistance.

Messrs. Irvin F. Blumenfeld, George Goldman, and Harry Hoffman, owners of General Vending, all agreed that their entrance into the vending distribution business is a natural extension of their present business and are anxiously looking forward to meeting and demonstrating the Rock-Ola line to all the operators in their territory as soon as possible.

Buffalo Operators To Select Legal Counsel

BUFFALO—Buffalo operators will meet on Tuesday or Wednesday, May 19 or 20, to decide on legal counsel to represent the newly formed Western New York Vending Machine Association, according to President Henry Waters.

The City of Buffalo passed an amendment to the City Ordinance two weeks ago calling for a per-machine-tax (CB May 16) on vending machines. The Association has decided to fight the constitutionality of the amendment since it rules against licensees under 21 years of age, does not apply to all machines equally, and permits only U.S. citizens to receive a license to operate upon application. The Association will adapt the by-laws of the NYS Automatic Vending Association and will be counseled also by Richard Funk, NAMA counselor.

Benroy Elected President Of Md. Ops Council

CHICAGO—Herbert L. Bent, Benroy Vending Co., Inc., Baltimore, has been elected president of the Maryland Automatic Merchandising Council, according to Gilbert H. Tansey, NAMA state council secretary.

He succeeds Gordon Eldridge, Canteen Division of Automatic Canteen Company of America, Baltimore.

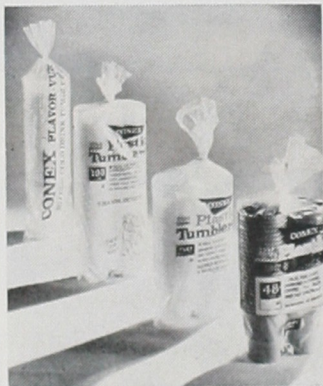
Announcement of the election was made at the vending group's annual meeting in Baltimore, May 2.

Other officers elected are Vice President Stanley S. Lesnick, Midfield Vending Co., Baltimore, and Secretary John Kalbfeld, A. L. Mathias Co., Division of Servomation Corp., Baltimore. J. Gilbert Stine, Serv-U-Vending Corporation, Hagerstown, was re-elected treasurer.

Members of the Maryland council's board of governors, in addition to the newly elected officers, are Meyer Gelfand, Macke Vending Co., Washington, D.C.; Gordon Eldridge; Robert Piker, Coffee Time, Inc., Brentwood; Robert F. Frank, ARA Service of Baltimore, and Richard Collier, Automatic Sales, Inc., Aberdeen.

Maryland Automatic Merchandising Council is a state council of NAMA.

Conex Produces Styrene Hot Drink Cup



DES PLAINES, ILL.—A new disposable thin-walled hot drink cup, formed of high-impact, heat-resistant Bakelite styrene, was introduced recently by the Conex Division of the Illinois Tool Works. The cup is russet-colored, handle-less, with raised ribs encircling the middle section of the container to insulate the drinker's hand from the cup's hot contents and to give a sure grasp.

The russet-colored hot drink cup is pressure-formed from styrene sheets, the ribs being formed by a complex manufacturing method which involves 1600 moving parts, officials at Conex stated. These 7-ounce capacity cups are available in resale packages of

Cig Sales Dip Again

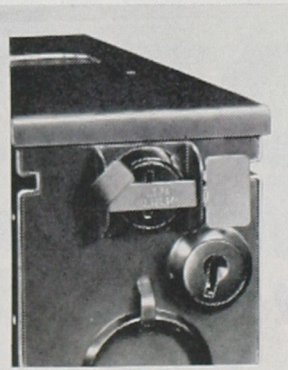
NEW YORK — The cigarette sales downtrend which mushroomed in January and February, but reportedly abated during March, has apparently resumed again judging from low April cigarette tax collections released recently from many areas of the country. Reductions in tax revenues in those states reporting a drop when compared to April, 1963, averaged around 10%. A 17.5% dip was reported by Nebraska, while a 7.4% decrease was noted in the returns of New York State.

However, tax collections from the sale of other tobacco products such as cigars and pipe tobacco, have continued their steady climb begun the first of the year, in the wake of the Surgeon General's tobacco-health report.

24 and 48, and in conventional commercial packs for use in vending machines, according to Conex officials.

The high-impact, high heat-resistant Bakelite styrene from which the cups are pressure-formed draws into extremely thin, strong walls. The styrene is formulated to resist temperature well above normal hot drink temperatures, Conex stated.

New Products



NEW COIN BOX SEAL

A NEW SEAL FOR COIN MACHINE CASH BOXES has been developed by Inter-County Industries, Inc. The seal can be inserted without tools and is designed to prevent loss in the event a key to a coin box falls into unauthorized hands.

Made of a patented alloy, the seals are designed to bend into position by hand but break if an attempt is made to straighten them out. A slotted bracket is mounted behind the front flange of the lock, into which the seal is slipped and bent so as to prevent removal. This prevents a key from being inserted into the lock and the undetected opening of cash boxes.

Brackets to accommodate these new seals are being installed without additional cost on Security Coin Boxes now being manufactured. The use of the actual patented seal strip is optional. Models that lock the cash box into the vending machine may also be protected by this sealing arrangement. The seal strips may be stamped with special code numbers, if desired.

Ads On Cig Machines To Be Increased

NEW YORK—A test experiment involving the point-of-purchase display of Carstairs Whiskey advertisements on cigarette vending machines located in bars and clubs was initiated six months ago by Victor Fischel, Inc., distributors for Carstairs and for Wolfschmidt Vodka, and has proven sufficiently successful, according to officials at Fischel, to warrant trial of a similar program in Rochester, N. Y. and eventually in other areas of the country.

Nearly 1000 cigarette venders on locations in the New York metropolitan area were selected for the experiment according to the advertising agency which promoted the new medium, and have evoked an even better reaction from consumers than had originally been hoped for. The agency advised Cash Box that the idea of promoting products on vending machines, at the point of purchase, is still technically in the test stage, but that results thus far have definitely warranted continued experiment.

Leroy Glucksberg, vice president and general sales manager at Fischel said the idea of advertising on venders at point of sale "is a relatively new medium which we entered into tentatively at first and found to have considerably greater effect upon the consumer than we had originally thought." Glucksberg said that further expansion is also planned for the New York area.

The advertisements themselves are adhesive paste-ups displaying the image of the Carstairs product. This is attached to a conspicuous spot on the vending machine. Al Miniaci, general manager of the Paramount Vending Company, said that approximately 300 of his cigarette machines in Manhattan have been carrying the signs, and that he would accept a proposal to add to this number.

Tom Gallagher, account executive at the A. Asch Company, the firm which manufactures the cards, said that the originally planned 1000 signs for the New York metropolitan area has almost been reached and that new 5000 machine figure has been proposed, which should include Wolfschmidt Vodka decals as well as Carstairs ad.

Cash Box

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

NYSAVA Outing Has Serious Moments

WAN LAKE, N.Y.—New York state vending operators were treated to an excellent business-pleasure meet at Stevensville Resort last weekend. The pleasures included golf, fine food and top-flight entertainment. The business segment offered NAMA counsel Dick Funk and his penetrating film "Achilles and His Heel," a film which deals with legislation and the businessman, a timely topic. NYSAVA manager Morris "Tiny" Weintraub discussed the present Buffalo situation (see story CB May 16) and advised ops that 1965 "will be a crucial year for vendors." 300 attended the meet in spite of the tempting social activities outside the meeting room. Harold Polz, NYSAVA President, was awarded a plaque on behalf of the association, by Marty Winter, Committee Chairman. Photos of softball and golf tourney winners will appear next week.



KEYSPEAKERS Dick Funk (l.) and Morris Weintraub discussed legislation and taxes before packed meeting room.

Monroe To Add 7000 Sq. Feet For Vending

CLEVELAND—Norman Goldstein, Monroe Coin Machine Exchange Inc., will expand AC music and vending distributors here, will expand present facilities by 7000 square feet with an addition to house full-line vending equipment and supplies, it was announced last week. Monroe was awarded the Lowe AC vending line last February 1st, after having distributed the music machine line for several years. Goldstein expects the firm to expand all vending aspects of the business. Before Feb. 1 the firm distributed the cigarette machine only. He commented on the new Rowe AC coffee vendor, Iodel SK-9 single-cup coffee vendor, 20-consecutive cup, 750-cup capacity machine, saying that the vendor has already helped establish the Rowe AC line as a prime vending line for full-line ops.

Van Myers Heads So. Florida Assoc.

MIAMI—Van Meyers, Senior VP of Wometco Enterprises here, was elected President of a newly formed association called the South Florida Vending Association. Also elected were: Mel Chasen, Ace Saxon Co., VP; John Saxon, Smoke King, Treasurer; and Wm. Blatt, Smokes Inc., Exec. Sec.

Named to the Board were: Sol Tabb, Mar-Tab; Bud Kaufman, C&L Vending; Mort Steuber, Pan-American Vending; Jerry Weiner, So. Vending; Jimmy Fielding, Miami Tobacco; Eddie Katzin, Richard Vending.

Association officials said that the organization will adapt a chattel mortgage contract for operator-members, maintain a reliable list of servicemen and study current legislative programs in the State. The association will also initiate a credit bureau to check out locations and attempt to eliminate bad risks for operators.

FTC Tells ABC To Sell Sweets and Confection Cab.

NEW YORK—An order by a Federal Trade Commission hearing examiner announced last week would require ABC Vending Corporation to sell two competitors it acquired in 1957. The order would also forbid ABC to acquire any other movie concessionaire for a ten-year period with prior FTC approval. Berlo Vending, a Philadelphia sub-sid of ABC, is joined in this order, according to Examiner Edgar A. Buttle.

The two concessions in question are Confection Cabinet Corp., East Orange, N.J., its 34 wholly-owned subsidiaries and interests in four other cor-

HERE'S THE LOW-PRICED GAME YOU'VE BEEN WAITING FOR! RETURNS INVESTMENT IN A FEW WEEKS!
Bally
TABLE HOCKEY \$95.00



Brand New—Special Price!—Order Now!
Earns up to \$50 a week in average location, twin automatic electric scoreboards, priced to open countless new locations for you, patrons play the game with miniature hockey sticks, glass ball puck on illuminated playfield! No free-play coin-chute or counter. Game is legal everywhere!

Instant Coffee
Machines—Write!

The Amazing
CINCH "INSTANT SHOE SHINE" VENDOR
Write For Sample "CINCH" Packs!

VENDING

Rowe Pastry . . . \$185
(refrigerated)
Bally 597 — Batch 175
Bally 662 550
Universal
Candimat 150
Seeburg 45CD-
2210 1300

BIG BALL BOWLERS

Pan American . . . \$195
ChiCoin Royal
Crown 13' 695
ChiCoin Continental
16' 550

MUSIC SEEBURG

Seeburg AY \$750
Seeburg 222 525
Seeburg 220 500
Seeburg 161 450

WURLITZER

WURLITZER 2710 Phone
AMI

AMI K120 \$395
AMI I120 295
AMI H200 250
AMI G120 150
AMI G80 150
AMI F120 95
AMI F80 95

ARCADE

Southland
Speedway . . . \$345
Capitol Auto-Test . 550
(Factory Record.)
Bally Bank Ball
(Skee Ball) . . . 250
Bally Spinner . . . 95

FOR EXPORT!

All Types Of Equipment
Ready For Delivery.
Inquiries Invited.

Phone or write

REDD DISTRIBUTING CO. INC.

80 Coolidge Hill Road
WATertown 6-2250

Watertown, Mass.
Cable: REDDINC

PHONOGRAPH SPECIALS

Seeburg AY 160 SH . . . \$875.00
Wurlitzer 2410S . . . 495.00
Seeburg HF100R . . . 325.00
Seeburg M100C . . . 225.00
Seeburg 3W100 (Square) Wall Box . 89.50
Seeburg D3WA Wall Box . . . 39.50

REFINISHED — RECONDITIONED

Write or Call for other makes and models

SHAFFER MUSIC CO.

849 N. HIGH ST.

Phone: (614) 294-4614

COLUMBUS 15, OHIO

NOW DELIVERING UNITED'S "PACER" AND "TORNADO"



PHILADELPHIA, PA.
1641 N. BROAD ST.

PITTSBURGH, PA.
1508 FIFTH AVE.

EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR

VENDING MECHANIC

FOR LARGE MID-WESTERN DISTRIBUTOR. MUST HAVE A THOROUGH KNOWLEDGE OF ALL VENDING EQUIPMENT. STATE AGE; MARITAL STATUS; AND A COMPLETE WORK RESUME. REPLY TO BOX #702.

KEENEY'S ALL-NEW COLORAMA

the DIFFERENT 2-PLAYER FLIPPER GAME!

See your Distributor or contact

J. H. KEENEY & CO., Inc.

2600 W. 50th St., Chicago 32, Ill.
Phone: HEmlock 4-5500

VENDORS

Corsair 20 Sel. \$145
Corsair 30 Sel. 175
National 11 ML 150
National 111 175
National 113ML 195
Rowe Roweboteria 595
Rowe Celebrity 895
Seeburg 45CD210-1095
Icemaker

GAMES

Astroscope \$95
Exhibit HI Ball 95
Muto. Drivemobile 95
Ba. Big Inning 95
Mid. Slugger BB 325
Mid. Target Gallery 225

Bally 662CH—Coffee 695
Apco Coffee—700 Cup 550
Vendo Post Sel. Milk-Pure Pak 425
Mechanical Valet Stoner 10 Col. W/ Gum & Mint 250
Mid. Shooting Gallery 145
Mid. Rifle Gallery 175
Mid. Bazooka 150
Ba. Challenger 295
Campbell Bumper Golf 195

CONTINENTAL COIN Machine Exchange
1827 Adams St., Toledo 2, Ohio, CH 8-3359

porations and two partnerships acquired by ABC in October of 1957 for \$1,700,000. The second acquisition, Charles Sweets Co. and Charles Sweets Concession Co., Philadelphia, purchased Dec. 1957 for \$180,000.

Just prior to the acquisitions ABC had concessions in 2484 of the 14,490 motion picture theaters (17%) in the 39-state ABC operation. Confection Cabinet was the second largest movie concession in the country (453 con-

cessions in 25 states) and was, with one exception, the only one that competed with ABC on other than a local basis.

In the New York Film Exchange area, ABC ranked number one with 255 concessions and Confection Cabinet was second with 125. The Charles Sweets operation was the only movie concessionaire competitor of ABC in the Philly metro area, according to FTC.

NEW BOWLING PIN!

Fits All United Bowling Alleys!

Lasts four times as long as any other pin. Costs about the same! Eliminates repeated costly service calls! Doesn't split, crack, bend! Tested and proven best on market!



Only
70c
ea.

LARGE SELECTION OF ARCADE EQUIPMENT ON HAND FOR IMMEDIATE DELIVERY! DISTRIBUTORS—CALL OR WRITE FOR OUR CONFIDENTIAL DISTRIBUTOR'S PRICE LIST!

ROYAL

DISTRIBUTING, INC.
CINCINNATI: 1210 Glendale-Milford Rd. 771-4250
COLUMBUS: 1112 North High Street

Chicago Dynamic Releases 'Bronco' To Pin Markets

■ Corral 'Kick-Out' Featured



ChiCOIN'S BRONCO 2-PLYR

CHICAGO—Sam Wolberg, co-head of Chicago Dynamic Industries, Incorporated, in this city, announced the introduction to the coin machine trade last week of Chicago Coin's "Bronco" two-player pinball amusement game.

One of the most exciting features Wolberg showed the Cash Box reporter, during a visit to the factory last Wednesday, May 13, is a "Corral" kick-out feature at the center of the playfield, where the ball is constantly bumped against a high scoring, rapid action bumper (in the center). The only points of egress are at the top and bottom of the 'corral'.

This is referred to by Mort Secore, director of sales, and by Ralph Wycokoff as "wild bucking 'Bronco' kicking action." The balls enter the corral from all four sides.

Wolberg advised in addition that there is a novel 'Special Roll-Over,' which is adjustable for the first, third, or fifth ball in motion. There are two scoring targets, and two action kicker holes.

The score-frame has stainless steel trim at the front, and protective metal corners at the back to prevent damage to the area. In other cabinet features front hand rests are made of Cyclocac Plastic (this is the same material from which telephones are made. It will not tarnish, has an amazing longevity, and remains clean at all times).

As an exclusive ChiCoin feature there is a "Lift-Out" self-locking unit on the playfield. It reportedly offers instant access to the interior mechanism. It has no screws or levers.

Another interesting innovation was incorporated into "Bronco," according to Mort Secore, whereby the "tilt" is easily adjustable by the operator or location owner for one ball tilt or complete game tilt, whichever is most desirable for the particular location.

"Bronco" is adjustable also for three or five ball play. It has the Chicago Coin "Match Feature," and a brilliant "long-life" playfield finish. This game is also available in a two-player add-a-ball model for certain areas.

In added ball play balls are added in this manner: One ball each for 500, 1000, 1500, 2000, and 2500 points. Furthermore, an additional ball is available when the player hits the "Special Roll-Over" button when it is lit.

Secore stated that the Chicago Coin factory is operating at peak effort in production to meet the extremely heavy shipping schedules because of "Bronco" pinball game's popularity in all markets.



Eastern Flashes

Nash Gordon and Tiny Weintraub devoting mucho time to vending problems in the state and when we say problems we mean problems from Buffalo (per-machine-tax) to the City of New York (where ops'll get hit with electric bills for machines installed in City buildings).

Millie McCarthy working diligently on her project for the UJA dinner—more dignitaries and politicians than ever before. One big obstacle—the Nassau County Democratic Dinner skedded for the same June 6th eve. Most politicians will have to choose the political affair. . . . One politician (who isn't democratic) will be at the Statler-Hilton Siskind affair—Richard Nixon, former VP of the USA. Nixon will attend the cocktail reception. Sec. of State John P. Lomenzo is Guest Speaker. . . . The word from Coca-Cola is that those tropical drink machines (Minute Maid—a Coke subsid) are giving the servicemen headaches out at the Florida Pavilion of the Fair. . . . Dave Rosen expects the recent Scopitone excitement to spark collections (and maybe more films) for his Cinebox route in Philly. . . . Looks like Carstairs will expand its point-of-purchase promotion via cig machines. They're going into Rochester shortly.

Murray Kaye of Atlantic New York spent the week-end of May 8th-10th in Stevensville, N.Y. with other members and guests of the New York Automatic Venders' Association's annual outing. He said the outing was one of the best yet and that these informal gatherings of industry members provide an indispensable function for the coin machine business. Among those attending were a large percentage of manufacturers, distributors and suppliers. Naturally the ace of the links managed to put in a few hours on the resort's golf course. In a frank self-criticism of his golfing prowess, Murray says that he'll be breaking his clubs soon unless he breaks ninety.

Musical Distributors' Sid Greenfield was echoing the words of most along the Tenth Ave. beat last week when he said that business was never better. On a less happy note, Sid reported that his wife was scheduled to enter Columbia Presbyterian Hospital last Wed. for an operation. Naturally, all our best wishes are sent along for complete success and a speedy recovery for Mrs. Greenfield.

Eric Bernay of A-1 Record Sales reports that two of his operator-customers' favorite disks these days are Tracy Dey's 'Gonna Get Along Without You Now' and the Dixie Cups' 'Chapel Of Love.' While reminiscing on his days as a record manufacturer, Eric said that one reason for the success of his current enterprise has been the application of basic business principles learned from every side of the record industry.

'Berger Buddie R.', believe it or not, is the name of a dog belonging, as some of you already know, to Harry Berger of Westside Distribs. The 22-month old dog, a brindle colored Boston Terrier, is of the flat-nosed variety, Harry advised, and has the makings of a future champion. Harry's already been offered \$1,500 for the pooch but turned the offer down. 'Buddie', as the dog is called by the family, owes his good health partly to regular visits to the vet, which Harry insists upon, saying, "If I turned down \$1,500 for him, he must be worth more than that to me." Between the time consuming activities of putting a new business into shape, and a bout with the virus, Harry hasn't had much chance to prepare for an official open house party for his new showrooms, but he's sure that one will be forthcoming in the very near future.

Irving Holzman reports that United's new 'Pacer' shuffle alley is proving to be a consistent block-buster in the sales department. Irv's showroom is jammed with the new game but he advises confidently that they won't be there for very long—especially since back orders have already claimed many of them. Irv seems to be dabbling a little in the banking business now—at least as far as attending the opening ceremonies of the new Franklin National Bank on Madison Ave., at the personal invitation of the Bank's president. Irv, in his capacity as chairman of the UJA-Coin Division's executive committee, hinted that he may have a little extra surprise in the line of entertainment for the June 6th dinner, but he's not talkin' yet.

Al D'Inzillo, down at Al Simon Distribs, is still contending that the 'Grand Prix' is one of the best received phonographs they have ever distributed. He also advised that the much anticipated 'Phonette' is due within weeks. Verle Van Nattan, national sales manager for the Auto-Phono Company, was in to visit Al Simon last week, and the two took time out to pay a call on the World's Fair. Verle filled Al in on operations out in the Auto-Phono factory in California, from which the sales manager just returned.

Louie Wolberg at Runyon Sales was smiling broadly last week over two modest triumphs—the Rowe AMI service school which was held in their Tenth Ave. headquarters on Monday evening and the signing of 'Sonny Allen and the Rockets', a variety act, for the Harry Siskind UJA testimonial. Lou said he originally caught Sonny Allen's act when they played a date at a Catskill resort last summer and when he spied them one night in the Wagon Wheel of 45th St., he just had to sign them up.

Convinced that six-pocket pool is America's fastest growing family sport Ed Martell, president of the Tri-State Amusement Co., Manchester, N.H., is busy these days equipping billiard parlors with tables and accessories. Beside this, Ed finds time to actively engage in the arrangement of shuffleboard tournaments in the New England and Eastern New York area, and run his normal business. Ed is one of the many coin men who appreciate the value of promotion in running a consistently successful enterprise.

Abe Lipsky advised all to be on the lookout for a new All-Tech table with the next few weeks. . . . Irv Holzman's granddaughter Jill-Jill (that's Dolore and Ronnie Billings' 3½ year old daughter) was screen tested for TV and the movies last Wed. . . . Irv and close friend Hon. Speaker of the House Joseph Carlino attended a "Fall Guy" luncheon last week in honor of Nassau County District Attorney Bill Cahn, and reported that the DA took a good-natured razzing for his recent vice-crackdown out in Long Island. Another luncheon partner for Irv earlier in the week was License Commissioner DiCarlo.

Presents

YOUR GREATEST PROFIT OPPORTUNITY for 1964

—DELUXE 6-POCKET and BUMPER POOL®

—The Dependable Tables!

See Your Distributor or Write.

Complete Selection Parts and Accessories.

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

Bowlers

All Machines Like New
GUARANTEED
Cleaned & Checked
Ready to Go

5	UN Bowling Alley 14'	\$100.00
3	UN Team Bowler 14'	100.00
1	UN Bonus Bowling Alley 14'	175.00
3	Keeney Bowllarama 12'	100.00
1	Keeney True Score	100.00
1	Bally ABC Bowl Lanes 14'	100.00
4	Bally Strike Bowler 14'	100.00
1	Bally Strike Bowler 15'	100.00
2	CC Bowling League 11'	125.00
6	Bowling League 14'	125.00
2	CC Classic 12'	225.00
2	CC Lucky Strike 16'	250.00
2	CC Player Choice 16'	250.00
2	Duchess 16'	495.00
12	CC King Bowlers	345.00
2	CC T.V. Bowlers	125.00

Wire • Phone • Write Today

Exclusive Rowe AMI Distributor
Ea. Pa. - S. Jersey - Del. - Md. - D.C.

DAVID ROSEN, INC.

855 N. BROAD ST., PHILA., PA. 19123
Phone: (215) CEnter 2-2903



Coinbiz Activity was considerably sparked this week by the introduction of three new pinball models by Chicago based manufacturers for distribution to the world markets. **Bill O'Donnell** and **Herb Jones** heralded the intro of Bally's new "Mad World" amusement game. Also, Chicago Dynamic Industries is singing the praises this week of the "Bronco" two-player. Another new release on the fire is Williams Electronic Mfg. Corp.'s "Palooka" flipper game. Initial reports from the offices of Williams' prexy **Sam Stern** and sales manager **Jack Mittel** indicate that "Palooka" is a 'knockout.' . . . Speaking of Chicago Coin: **Suren Fesjian**, president of Mondial, dropped into the ChiCoin factory last Wednesday during a visit to Chi. He huddled with **Sam Wolberg**, **Jerry Koci**, **Mort Secore** and **Ralph Wyckoff**.

We're tickled to see **Joe Kline**, prexy of First Coin Machine Exchange, looking chipper after his painful bout with his dentist. Meanwhile, **Sam Kolber** tells us sales are still booming out at First Coin on Wurlitzer phonos and export biz.

The joyous anticipation by **Joe and Marian Robbins** over their eldest son's (**Mark Jay Robbins**) Bar Mitzvah reception, scheduled for the Covenant Club, Sunday evening, May 17, was tragically and abruptly postponed when Joe's father, **Louis Robbins**, age 65, died in a West Haven, Connecticut hospital late Friday evening (5/8). Joe and Marian jetted to West Haven for the funeral services which were held on Sunday. Meanwhile the religious services marking Mark Jay's Bar Mitzvah were on schedule Saturday morning in Beth El Temple in Lincolnwood.

ICMOA Prexy **Les Montooth** info's there will shortly be a meeting of the Illinois operator group (no date set as yet). A visitor in Les' Peoria offices May 14 was **M. H. Town**, sales manager for Ditchburn Equipment, Ltd., of London, England. Town also planned to call on **Fred Granger**, managing director of MOA during his midwestern jaunt.

When we chatted with **Nate Gottlieb**, D. Gottlieb & Co., last week we weren't surprised to learn that Gottlieb's "World Fair" is a hit in all markets. Nate's report is considerably backed up by **Dave Gottlieb**, **Alvin Gottlieb** and **Judd Weinberg**.

Bill DeSelm, sales vice prexy of United Mfg. Co. expressed his joy over the recent appointment of **Diamond Coin**, in Norfolk, Virginia to handle distribution of United's shuffle alleys, big ball bowlers, and "Bankpool" amusement games in Virginia and North Carolina. Diamond toppers are **Harold Christensen**, **Jim Donnelly** and **Bernard Christensen**.

One of the busiest beats in Chi these days is World Wide Distribs, where there's terrific action on Seeburg phonos and vending machines and ChiCoin amusement games. While there we spotted **Nate Feinstein**, **Irv Ovitz**, **Harold Schwartz** and **Fred Skor** hard at work on the phonos.

We spent a delightful (but too brief) period last week visiting with **Fred Pollak**, **Paul Huebsch**, **Don Lunday**, **Jim Newlander** and **Bob MacGregor** at Rowe AC Mfg. Merchandise Mart headquarters. There's considerable activity of late on Rowe AC's "Customusic" background music unit and music library, and—of course—the "Tropicana" model M-200 phono.

Eddie Ginsburg (healthy and well tanned after his recent Florida vacation) and **Stan Levin**, manager of Atlas Music's music dept., hosted a service school session on Rowe AMI's M-200 phono, last Wednesday evening, May 6, in the firm's showrooms. **Cliff Bitting** and **Hank Hoevenaar** came in from Grand Rapids, Michigan to conduct the classes. Other Atlas staffers on hand were **Sam Gersh**, **Frank Bach**, **Johnny Havrilla**, **Ray Grier** and **Mort Jacobs**. . . . How could we have missed seeing Atlas Music's **Morris Minkus** at the recent CJA Dinner. (Sorry, Morry, but you're so little!)

Dave Howle and **Frank Doyle**, of Rock-Ola Mfg. Corp., were on hand t'other day in Baltimore to sign up General Vending Corp. for distribution of the Rock-Ola vending equipment line, in addition to Rock-Ola's phono line. General's heads are: coinjets **Irv Blumenfeld**, **George Goldman** and **Harry Hoffman**.

When **Gil Kitt**, owner and prexy of Empire Coin Machine Exchange, reaches Florence, Italy on his European jaunt he'll stay at the Villa Medici instead of his previously scheduled plans in the Hotel Excelsior.

You'd think that after all the hectic activities at the Seeburg Corp. of late that the normal day-to-day simple life would be the order of the day. Fact is that everyone's still busy as blazes, and all the execs from **Delbert Coleman**, **Jack Gordon**, **Bill Adair**, **Tom Herrick**, on down look forward eagerly to Seeburg's biggest profit year. **Stan Jarocki** is all smiles over these happy facts.

MOA now has 60 booths committed for the '64 show, and managing director **Fred Granger** intimates that all available exhibit space will be needed (and that's an understatement!). On the dotted line is **Joseph Nemesh**, of Duncan Sales in Cleveland. A delightful innovation **Fred** tells us about is an advance registration procedure. Badges of those registering well in advance (by mail) will be ready and waiting. So all operators are urged to use this procedure.

Bill Racoosin popped into town to visit with **Ross Scheer** at Western Trails Amusement Co. t'other day. **Billie Eichenbaum**, Ross' gal Friday, returned from her lengthy vacation. . . . **Hank Ross** made the scene at the recent MOA luncheon, and expressed his, "Iggy" **Wolverton's** and **Bob Jonesi's** happy anticipation of the upcoming MOA Convention.

FOR THE FIRST TIME...
A REALISTIC GOLF GAME UNDER GLASS

Little Pro

Lou Wolcher, smiling Prexy of Advance Automatic Sales, San Francisco, says:
"Little Pro is a little wonder. No hooking, no slicing. Straight down the fairway for profits!"

A GAME OF SKILL!

Player turns "Little Pro" toward lighted hole. Player controls "Little Pro's" stroke with "hard" or "easy" button. Player strives to finish all 9 holes in par or under.

ADJUSTABLE
EXTENDED
PLAY



Manufactured by
SOUTHLAND
Engineering, Inc.
"THE HOUSE OF ORIGINAL IDEAS"
1657 Euclid St., Santa Monica, Calif.
Telephone: EXbrook 3-3724

Attention EUROPEAN IMPORTERS!



GIL KITT

"The Man from EMPIRE" is coming your way on a tour of the continent. EMPIRE COIN is offering the complete line of coin machine equipment, including:

- PHONOGRAPHS
- FIVE BALLS
- BOWLERS
- SHUFFLE ALLEYS
- ARCADE EQUIPMENT

Mr. Kitt's itinerary, as reported in Cash Box, May 16 issue:

May 19 Leave Chicago; May 20 Arrive London Hilton Hotel; May 23 Leave London Arrive Paris at 2:00 PM Transfer Claridge Hotel; May 31 Leave Paris Arrive Rome Transfer Flora Hotel; June 4 Leave Rome by train Arrive Florence Transfer Vill Medici Hotel; June 6 Leave Florence by train Arrive Milan Transfer Principio & Savoia Hotel; June 8 Leave

Milan Arrive Vienna Transfer Bristol Hotel; June 10 Leave Vienna Arrive Brussels Transfer Amigo Hotel; June 10 to June 17 In Brussels (Also Matz, France); June 17 Leave Brussels Arrive Rotterdam Transfer Rotterdam Hilton Hotel; June 19 Leave Rotterdam Arrive Hamburg Transfer Atlantic Hotel; June 22 Leave Hamburg Arrive Copenhagen Transfer Royal Hotel; June 25 Leave Copenhagen Arrive Stockholm Transfer Grand Hotel; June 27 Leave Stockholm Arrive Oslo Transfer Grand Hotel; June 30 Leave Oslo for Chicago.



Division of **EMPIRE COIN MACHINE EXCHANGE, INC.**
CHICAGO: 1012 N. Milwaukee • EV 4-2600
DETROIT: 7743 Puritan • DI 1-5800

DOMESTIC DISTRIBUTORS FOR:
Rock-Ola • United
Williams • Midway

CABLE: EMCOMACH

Williams Ships 2-Player 'Palooka' Flipper Game



Williams PALOOKA 1-Plr

CHICAGO—"POW-erful" is the way Sam Stern, president of Williams Electronic Manufacturing Corporation, retorted when we inquired about the new Williams "Palooka"

add-a-ball flipper-type amusement game this past week. This new production number is being released to the coin machine trade in most of the international—as well as the domestic territories this week, and is in full production in the Williams Electronic factory in this city.

The beautifully designed cabinet is tastefully embellished with stainless steel trim, and has a contoured light-box. Such Williams innovations as the "Latch-Lock playboard, a newer and larger (extra-safe) cash box, the super strong "Plastikote" finish on the playfield, and other attractive cabinet features have been utilized in "Palooka." Furthermore, Stern advised, there are the new "Drum-Type" scoring units in the backbox, and another mechanical innovation in the new motor design for greater improvement in scoring.

Jack Mittel, sales manager at Williams Electronic Mfg., explained that there are more ways to get extra balls for higher scores in "Palooka." He said players will find that this is one of the most exciting amusement flipper games ever designed for locations everywhere.

"Palooka" (as the name implies) has a prizefighting theme. Two shooters at the bottom of the playfield shoot the ball back into the playfield for extra play and much higher scoring possibilities.

There are five drop targets, three jet bumpers, and two flippers on the playfield.

Mittel stated in conclusion that Williams distributors advise that operators are showing keen interest in "Palooka" already, and that production is geared to meet the anticipated heavy demand.

Seeburg Names Ex-Pepsi Exec Operations Head



MARC A. LEFEBVRE

CHICAGO — J. Cameron Gordon, President of The Seeburg Corporation, has announced the appointment of Marc A. Lefebvre as Vice President in charge of Field Operations.

In this position Lefebvre will work closely with the Seeburg distributing organization on all Seeburg vending and music products in the areas of sales and merchandising.

He was formerly Vice President in charge of Field Operations for the Pepsi Cola Company, and prior to that time, manager of the Pepsi Cola Eastern Division in Washington, D. C.

At one time he was manager of the Woonsocket, Rhode Island, Coca Cola Bottling Company, having started his career as a driver-salesman. He had been with Pepsi Cola since 1953, starting as Marketing Manager in the Columbus, Ohio region. He moved progressively to Regional Manager in the Chicago region, Vice President and Division Manager of the company's Central Division, and finally Division Manager of the Eastern Division where he was in charge of parent company liaison with more than 145 franchised bottlers in a sixteen state area.

"Mr. Lefebvre's broad experience in all phases of the soft drink market, including bottle and cup vending, will be a particular asset to The Seeburg Corporation," said Gordon in commenting upon the appointment. "However, his sphere of activity with the company will be much broader and all-inclusive. We are looking forward to this association with great anticipation."

Lefebvre currently resides in Manhasset, Long Island, New York. He is married to the former Doris Allaire and is the father of three children.

Betti Off To Europe On Buying Trip



BERT BETTI

UNION CITY, N.J.—Bert Betti, head of Eastern Novelty Distributors, leading pool table supply house here, left Saturday, May 16, for a buying trip throughout Europe. Betti's pool table supplies are imported from Italian and French sources and are in addition to domestic products also distributed by the firm. He will join his father Humbert in Milan where the two coinmen will travel to Rome and then to Paris. Slate, cloth and cue sticks are among the items on Betti's shopping list. He will return May 28.

Meeting Dates and Trade Events

MAY

- 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
- 25-28 National Restaurant Association and American Motor Hotel Association, Annual Convention
Place: McCormick Place, Chicago, Ill.
- 27 New Jersey Operators Council
Place: The Brunswick Inn, East Brunswick, N.J.

JUNE

- 5-7 Coin-Operated Industry of Nebraska, Annual Meeting
Place: Paxton Hotel, Omaha, Neb.
- 5-7 California Automatic Vendors Association
Place: Mark Thomas Inn, Monterey, California
- 6 Wisconsin Automatic Merchandising Council
Place: Park Motor Inn, Madison, Wisconsin
- 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: Dinkler Plaza Hotel, Atlanta, Georgia
- 16 Music Operators of New York Quarterly Meeting (General)
Place: To Be Announced
- 18 National Association of Coin Laundry Equipment Operators, Inc.
Place: Beverly-Hilton Hotel, Los Angeles, Calif.
- 18-20 Indiana Tobacco-Candy Distributors & Vendors, Inc.
Place: Claypool Hotel, Indianapolis, Ind.
- 20-23 Southern Wholesale Tobacco and Candy Association, Inc.
Place: Dinkler Plaza Hotel, Atlanta, Georgia
- 21 Music & Vending Association of South Dakota
Place: Lieberman Music Co., Minneapolis, Minn.
- 22-25 Catholic Hospital Association, Convention
Place: New York Hilton, N.Y.C.
- 26-28 Cigarette Merchandisers Association, Inc.
Place: Laurels Country Club, Sackett Lake, Monticello, N.Y.

AUGUST

- 2-4 National Candy Wholesalers Association
Place: Sheraton Park Hotel, Washington, D.C.
- 3-5 American Management Association
Place: 135 W. 50th St., N.Y.C.
- 26-30 National Automatic Laundry & Cleaning Council
Place: N. Y. Coliseum (exhibits); Bartz-Bizon-Plaza (meetings), New York City

SEPTEMBER

- 24-26 Michigan Tobacco & Candy Distributors and Vendors Association
Place: Statler-Hilton Hotel, Detroit, Mich.
- 24-26 Texas Merchandising Vending Association—Texas and Oklahoma Tobacco Distributors (joint meet)
- 25-27 Music Operators of America Annual Outing
Place: Nevele Hotel, Ellenville, N.Y.
- 27-Oct. 2 National Association of Concessionaires
Place: Conrad Hilton Hotel, Chicago, Annual Convention
- 28-Oct. 1 Motion Picture & Concessions Industries Trade Show
Place: Conrad Hilton Hotel, Chicago

OCTOBER

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

American Displays Games & Equipment At AAHPER Meet

UNION CITY, N.J.—The American Shuffleboard Corporation displayed shuffleboard and pool table equipment at the AAHPER Convention in Wash DC at the Sheraton Park May 8-12. The American Association Of Health, Physical Education and Recreation is responsible for the purchase of this type equipment for use in hospitals and recreation centers. Earlier this month, American displayed its coin-operated line at the Associated College Union Convention at Indiana University during the Student Union Building Activities. 700 attended. American, led by Sales Manager Sol Lipkin, has increased its convention participation in recent years to include many non-coin-industry shows.

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.
666 No. Broad Street, Phila. 30, Pa. P0plar 9-4495
1101 Pittston Ave., Seranton 5, Penna.

BUY
Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

GET READY FOR SUMMER!

COUNTER GAMES

25 ABT CHALLENGERS—10 ABT TOTALIZERS—2 Kicker & Catcher—10 BATTERY SHOCKERS—2 SHIPMAN'S ART SHOW—12 ASSORTED LOVE METERS—8 MERCURY GRIPPERS—2 SCRAM BALLS—2 PLAY BALLS—6 TRADING CARD VENDORS 3 & 4 Selections—\$35.00 each, 3 for \$100.00, 7 for \$200.00, while they last.

BASEBALL GAMES

- Bally Big Inning...\$150
- Bally Heavy Hitter...175
- Bally Ball Park...245
- Bally Batting Practice...225
- Bally Targette...195
- Bally Del. Batting Practice...335
- C.C. Big Hit...395
- C.C. Bulls Eye...145
- C.C. Super Home Run...95
- C.C. All Star...395
- Midway Slagger...375
- Midway Deluxe...325
- Midway Top Hit...475
- Un. Bonus Baseball...350
- Un. Star Slugger...125
- Un. Super Slugger...125
- Un. Yankee...245
- Wms. Four Bagger...125
- Wms. King of Swat...110
- Wms. Official Baseball...275
- Wms. Pinch Hitter...275
- Wms. Short Stop...195
- Wms. 57 Baseball...195
- Wms. Major League...495
- Wms. World Series...375
- Wms. Deluxe...85
- Wms. Batting Champ...225
- Wms. Grand Slam...495
- Keeney League Leader...125

GUNS & RIFLES

- Atomic Bomber...\$100
- Bally Sharp Shooter...225
- Bally Spook...250
- Bally Moon Raider...225
- C. C. Ray Gun...295
- C.C. Long Range Gun...450
- C.C. Pony Express...295
- C.C. Playland...495
- C.C. Riot Gun...495
- Desert Hunter, new...375
- Dale Gun...65
- Ex. Space Gun...95
- Ex. Gun Patrol...110
- Ex. Six Shooter...110
- Ex. 510 Shooting Gallery...125
- Genco Super Big Top...175
- Genco Nite Filter...110
- Genco Sky Gunner...100
- Genco Big Top...175
- Keeney Sportsman...150
- Keeney Air Raider...150
- Keeney Two Gun Fun...250
- Mid. Del. Shoot'g Gallery...225
- Mid. Rifle Range...450
- Mid. Bazooka...195
- Pistol Pete...75
- Un. Bonus Gun...195
- Un. Carnival...135
- Un. Pirate Gun...195
- Mato. Sky Filter...125

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

Exclusive Chicago Area
Distributors for WURLITZER
PHONOGRAPHS and PARTS
FIRST
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

IMPORTERS—
Send for **FREE**
LATEST CATALOG
64 PAGES—Fully Illustrated
COIN MACHINE EXCHANGE, INC.

Joe Kline • Cable: "FIRSTCOIN"—Chicago

Wurlitzer Closes A Bright Fiscal Year



R. C. ROLWING
 CHICAGO—R. C. Rolwing, President, of Wurlitzer Company, reported last week that net earnings for the fiscal year ended March 31, 1964 (including foreign subsidiaries) were \$24,608, equal to \$2.26 per share on 897,626 shares outstanding on March 31, 1964. For the preceding year, net earnings were \$1,598,957, or \$1.79 per share on 894,519 shares. Earnings for the fiscal year ended March 31, 1963 have been restated to include foreign subsidiaries. Sales for the fiscal year ended March 31, 1964 were \$41,104,225, compared with sales of \$40,743,330 for the preceding year. "It was a fine year for Wurlitzer, with sales and profits of civilian products showing satisfactory increases," Rolwing stated, "and with prospects for increased sales and profits for the fiscal year ending March 31, 1965 looking very good."

Atlas Hosts Service Class
 CHICAGO — Atlas Music Company, distributors in this wide area for Rowe AC Manufacturing Corporation's music and vending (coin-operated) products, presented another in a series of service school sessions for music operators in the tri-state region of Illinois, Indiana and Iowa, at the firm's showrooms in this city Wednesday evening, May 6. The session, featuring Rowe-AMI's Model M-200, "Tropicana" coin-operated phonograph, was preceded at Atlas Music by a buffet dinner served to the operators. Eddie Ginsburg, president of Atlas Music Company, advised that the service school—as its predecessors—was well attended. Assisting Ginsburg as hosts were: Stan Levin, sales manager of the Music Division; Frank Bach, Mort Jacobs, Ray Grier, and Johnny Havrilla. The classes—on timing phases, and important aspects in trouble shooting—were conducted by Rowe-AMI's Cliff Bitting and Hank Hoevenaar, who came into Chicago from Rowe-AMI's Grand Rapids factory for the Atlas Music service school session.

The Men Behind The AJA Drive
 CHICAGO—The smiling faces shown here (r.) during the recent Sports & Amusement Dinner in the Carnegie Center to raise funds for Combined Wish Appeal (CB May 16) belong (seated, left) Leonard Sherman, car broker; (standing, left) Leonard Sherman, car broker; (Kup) Leonard Sherman, car broker; (Rear, from left) Raymond J. Marks, chairman of the Amusement Parks, Amusement Division; Arthur Schoenstadt, president of D. Gottlieb & Co.; and Sam Stern, president of Williams Electronic Mfg. Corp. (Stern appeared in Cash Box last week (May 16))

Riding HIGH!
Chicago Coin's
NEW BRONCO!

EXCLUSIVE!

BUCK'N ACTION CORRAL!

AVAILABLE IN 2-PLAYER ADD-A-BALL MODEL

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

- Hold on to your hats for blazing fast, sustained high-scoring action when balls are "flipped-up" or "kicked" into BUCK'N CORRAL!
- Double-barreled, "front-gate" targets light-up Corral center bumper for EXTRA score when hit!
- Special "roll-over" button!
- Exclusive "lift-out", self-locking playfield! Instant access to interior mechanism! No screws! No levers!
- "Perma-Gard" finish on playfield retains bright new appearance longer.
- Protective stainless trim around scoreframe and playfield!
- Re-set tilt features!

"Lasso your share of the BIG PAYLOAD!"



PHONOGRAPH SPECIALS

RECONDITIONED	GUARANTEED
2 Wurl. 2100	\$185.00 ea.
2 Wurl. 2300 Stereo	375.00
1 Wurl. 2410 Stereo	425.00
2 Wurl. 2500 Stereo	545.00
2 Wurl. 2610 Stereo	645.00
2 Wurl. 2710 Stereo	745.00
2 Wurl. 2700 Stereo	885.00
1 AMI Cont. II Stereo	
Round-200 selection	495.00

Call or Write
UNITED DISTRIBUTORS, INC.
 902 West Second St.
 Wichita, Kansas 67203
 AM 4-6111—AM 4-43504

Bally's New 'Mad World' 2-Plyr Satires Madness Of Human Race

■ Pin Game Features Free-Ball Alley



BALLY MAD WORLD 2-PLAYER

CHICAGO—Gay satire of the world scene provides a change of pace in the theme and decoration of "Mad World," new 2-player flipper-type pinball game, introduced this week by Bally Manufacturing Company. A little man in fur cap and Cossack boots sits on the horn of a crescent moon on the backglass, peering at the "Mad World" below through binoculars. The moon, providentially equipped with arms and hands, covers his eyes in dismay. Elsewhere on the glass, a man in a modern space suit labelled "Satellite Emergency Crew" prepares to blast-off into space with a cluster of toy balloons as his motive power. A little bird hitch-hikes a ride atop his space-helmet. World pre-occupation with money is cheerfully satirized in two figures, one a top-hatted "cap-

italist" reading the "Wild Street Journal" while riding a bicycle to the rear of which is attached the inevitable "Interval" sign, the other a scrub-woman who pauses in her task of mopping to study the ticker-tape. Another foible of the human race is kidded by a gorgeous gal (with blue hair) discharging a fire-extinguisher at a "wolf" in a real wolf's skin.

Commenting on "Mad World," Bill O'Donnell, Bally president, pointed out that the pay-appeal of the game is as refreshing as a "mad" art. "Fast, exciting action," he said, "is insured by exclusive Bally actionizing features, providing strong last-ball suspense and the 'come-close-try-again' fascination that keeps players coming back.

"The new Free-Ball Alley is, without question the strongest carry-over idea ever built into a 2-players game. A ball shot through the Free-Ball Gate remains in the Free-Ball Alley, from player to player and from game to game, inching closer and closer to final escape. Players in duo competition 'cash in' on each other's skill, and, if they quit with a ball in the Alley, other players are quick to try for the 'left-over' ball.

"An indication of the impact of 'Mad World' on the coin-machine world is the fact that one distributor for only one country of Europe has placed a firm order for close to 1,000 games. And, from Helsinki in Finland to Tokyo in Japan, from Portland, Maine to Portland, Oregon, pre-production orders for 'Mad World', based solely on location testing samples, top anything we've seen since Bally entered the flipper-field. Thanks to 'Mad World,' we're not mad at anybody!"



California Clippings

Pool tables continue to be the lead item with most distributors and wholesalers this week, with operator traffic heavy as new model games appear on the showroom floors, with the result that everyone is reporting business holding up extremely well.

Hans Von Reydt, regional sales manager for Rowe AC Manufacturing Co. in visiting with Chuck Klein at the R. F. Jones Co. Von Reydt formerly worked out of Houston, Texas, but will now be covering the thirteen western states and Alaska for Rowe AC. Hans reported that Zollie Gancz of Cheyenne Music Co. in Cheyenne, Wyoming, who previously handled only phonographs and cigarette machines, is now using a full line of vending equipment through the Denver office of the R. F. Jones Co. Rowe AC is currently conducting a big sales contest for ninety days with cash prizes and paid vacations offered to winning sales managers and salesmen throughout the country. Chuck Klein returned from a successful business trip to Blythe and Palm Springs. John Malone, head of the background music department attending the Altec-Lansing Sound Seminar held at the Disneyland Hotel for one week. New employee Tom Thompson and wife, Marie the proud parents of a baby boy, Kevin Michael born April 27, and weighing in at 7 pounds 4 ounces.

Sonny Lomberg, well known in local coin machine circles has joined the staff at Advance Automatic Sales Co. in the sales department. Sonny worked locally at Simon Distributing Co., and most recently was with the Dan Stewart Co. in Salt Lake City. A truckload of Irving Kaye pool tables being unloaded at Advance and Jack Leonard said most of them would be shipped right out on orders waiting to be filled. Bob Portale reported Williams new single player Soccer one of the hottest games on the market at this time.

Pool tables and arcade equipment leading sales at Paul A. Laymon, Inc. this week according to Charlie Daniels. Jimmie Wilkens returned from a fast four day trip to Chicago to visit family and relatives.

Lou Dunis, of Dunis Distributing Co. of Portland, Oregon in town and visiting with Bill Happel of Amco Music and Vending Co. Bill reporting the action from the operators on the new Seeburg Selecta-Cigar vending machine has been exceptionally good. . . . Used equipment market largely responsible for the big rise in sales at C. A. Robinson Co., prompting Han Tronick to, place several phone calls to various points in an attempt to locate more equipment. Hank's daughter Nancy celebrated her ninth birthday, with brother Steve on drums and his group entertaining the guests with a 'Beatles' type performance which made the party the hit of the neighborhood.

At Vendart Distributing Co., Marshall Ames' failure to get a cholera shot delayed his trip to the Orient for one week. New employee at Vendart Ben Rasmussen who hails from Copenhagen, Denmark.

A new showroom has been set up at Simon Distributing Co. to display the new Rock-Ola Grand Prix phonograph. The shop at Simons busy crating equipment set to fill export orders. . . . Singer Bob Grabeau visiting Leuehagens Record Bar with pretty Japanese model, Satchi Mijaji, posing a "Japanese Doll," the title of Bob's latest record on 49th State Hawaii Record Co. . . . At the Wurlitzer Factory Branch Clayton Ballard expecting a visit from Al Dietrich, Assistant Sales Manager of the Wurlitzer Manufacturing Co., and Ed Ziemer head of the credit department, which will mark the first visit to the local branch from both in a long time.

Visiting distributors and wholesalers on Pico this week were: Lloyd Barrett, Pomona; Harold Leiberman, Granada Hills; Larry Spraw, Fontana; S. L. Griffin, Pomona; and Rudolfo Romo from Baja, California.



UPPER MID-WEST MUSINGS

Al Smart, Bemidji, Minn., was in town with friends for a few days last week, making the rounds and picking up records and parts. . . . Mr. and Mrs. Norman Kady, Grand Forks, stopped off in Minneapolis one day last week catch a plane for the West Coast and a two week visit with their son and family. . . . Mayo Priebe, Rochester, is building a new fire-proof barn on his farm. His original barn burned down last winter killing nearly thirty prize show horses which he owned. . . . The Vendall Company in Minneapolis almost burned out last week due to a freak fire. A gasoline truck turned over and exploded in front of the Vendall office but the blaze only blackened the front of the building. Earl Grout, the owner, said the fire did very little damage and business is being conducted as usual. . . . Jon Strauch, manager at the Sandler Distributing Company, Minneapolis, is spending two week vacation at the New York's World's Fair. . . . Leonard Anders Hudson, was in town for the day picking up parts and records. . . . Richards Roberts, Hurley, was also in town for the day making the rounds. . . . Rich Hawkins, Rochester, was in the cities for the day. . . . Clayton Norbeck Mankato, was also in the cities for the day picking up records and parts.

ATTENTION TRADE ASSOCIATIONS!

Publicize your activities through the pages of



and stimulate interest in association membership

Send all information to:

Cash Box

1780 Broadway

New York 19, N.Y.

JUDson 6-2640 (Area code 212)

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

CASH BOX
1780 BROADWAY
NEW YORK 19, N. Y.

Enclosed find my check.

- \$15 for a full year (52 weeks) subscription
- \$30 for a full year (Airmail in United States)
- \$30 for a full year (outside United States)
- \$45 for a full year (Airmail outside U.S.)

NAME
FIRM
ADDRESS
CITY ZONE ... STATE

Be Sure To Check Business Classification Above!

(Check One)

- I AM A
- DEALER.....
 - ONE STOP.....
 - DISTRIB.....
 - RACK JOBBER.....
 - COIN FIRM.....
 - OTHER.....

Rowe AC Promotes All Aspects Of 'Customusic' Unit

Distributor Relations And Service Training Emphasized

CHICAGO—Rowe AC Manufacturing Corporation, of this city, has recently gone all out to promote the firm's "Customusic" background music unit with strong emphasis on equipment, distributor relations (training, general orientation, etc.), and in music programming.

Fred Pollak, vice president of Rowe AC; and Don Lunday, director of the Background Music Division, asserted last week that many great strides in programming were made with the recent expansion and development of the music department located on the West Coast. This operation is supervised by H. A. (Slim) Tanner, music director.

Pollak further stated that Rowe AC Mfg. is presently engrossed in a distributor training program which—"in conjunction with the knowledge that we have the finest equipment available in 'Customusic,' and the most versatile music library for our customers"—will certainly open up countless excellent locations in all markets throughout this country.

Lunday explained that Rowe AC Mfg. Corp. will deal strictly (and only) with distributors on "Customusic." He said that all dealings with operators or locations must be made with the Rowe AC distributor in any given area.

He further stated that "Customusic" plays from endless tape cartridges for more than 60 hours without repetition, and requires the very minimum of servicing.

He said: "A large part of the music was composed especially for specific 'Customusic' libraries. Also, there are a great variety of selections from the world's great music. Only music which can serve a specific programming purpose is selected for 'Customusic'."

There are three separate and distinct libraries: "Commercial," "Atmosphere," and "Production."


The "Commercial" library consists of a balanced program, recorded by medium-sized orchestra groups in medium tempo. It creates a harmonious background without distracting attention. This library is considered ideal for banks, stores, lobbies, transportation terminals and restaurants.

The "Atmosphere" library consists of melodic music with somewhat more lilt recorded by larger orchestras. It offers a medium-slow tempo, and is particularly suitable for intimate cocktail lounges, fashionable restaurants, private clubs, and exclusive retail shops and stores.

The "Production" library offers lively rhythms with greater emphasis on brass, woodwind and percussion sections. It has a medium-fast tempo. Programming is for industrial plants, and is widely used for amusement parks, shopping centers and sports arenas.

Recently, a set of three distinctive, hard-hitting brochures were developed by Rowe AC Mfg., which are now available to all of the firm's distributor outlets. The brochures have convenient, easy-to-use return mailer cards. The obvious purpose, according to Don Lunday, is to aid distributors, and to facilitate the development of a strong prospect and customer following in the shortest possible time.

BIG PRIZE MONEY TO BE MADE

with  Williams® great add-a-ball game

PALOOKA

add-a-ball



Real Excitement

**MORE WAYS TO GET X-TRA BALLS
HIGHER SCORES • X-TRA PLAY**

Two shooters at bottom of playfield shoot ball back into playfield for extra play and extra scores.

WITH THESE IMPORTANT FEATURES:

- 5 drop targets
- 3 jet bumpers
- 2 flippers
- Super strong Plastikote finish playfield
- Stainless steel cabinet trim

AND IMPROVED WITH

- New Larger Cash Box
- New Motor Design
- New Drum Type Scoring Units
- New Latch Lock Playfield

BUY THE BEST—BUY WILLIAMS



Williams® ELECTRONIC MANUFACTURING CORP.
4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS

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

Runyon's 'Tropicana' Service Class Scores High With Mechs And Ops

NEW YORK—The first of three scheduled service schools, designed to completely familiarize mechanics on the construction of the Rowe AMI "Tropicana" phonograph, was held Monday night, May 11, at the Runyon Sales Company. The class was conducted by Rowe AMI regional service engineer Art Segland and presided over by Runyon officials Nate Sugerman, Lou Wolberg and Irv Kempner.

Lou Wolberg termed the session "an absolute success," saying that the interest of operators and mechanics was so aroused during the fast paced meeting that they were still asking questions after the session ended at 9:00 P.M. Also in attendance from Runyon were Sid Gerber, Jack Milz, Wally Zucker and James Gough.

Operators and mechanics from throughout the New York metropolitan area were present for the session, at which food and refreshments were served. Among those present were: Si and Eddie from Bronx Maintenance, Mario of Majestic, Lenny and Joe of Friendly Vending, Leo and Neal Rosenberg, Sam Lerner, Karl Halpern, Phil Swartz, Henry Getzoff, Alex Miller, Joe Keighey, Jerry Besile, Ruby of Maxwell Music, Al Douglass, Harold Monroe, Art, Bud, Jim, Freddy Arthur and Tony Kalibash from LaSalle Music.

Wolberg said that this was the first of three classes for the purpose of acquainting operators and mechanics with the entire mechanism of the Rowe AMI machine. The next class will be held in two weeks.

HAVE YOU HEARD

YOUR OLD SEEBURG 200 DUAL CREDIT 25¢ WALL BOX CAN OPERATE YOUR NEW ALBUM PLAYING WURLITZER

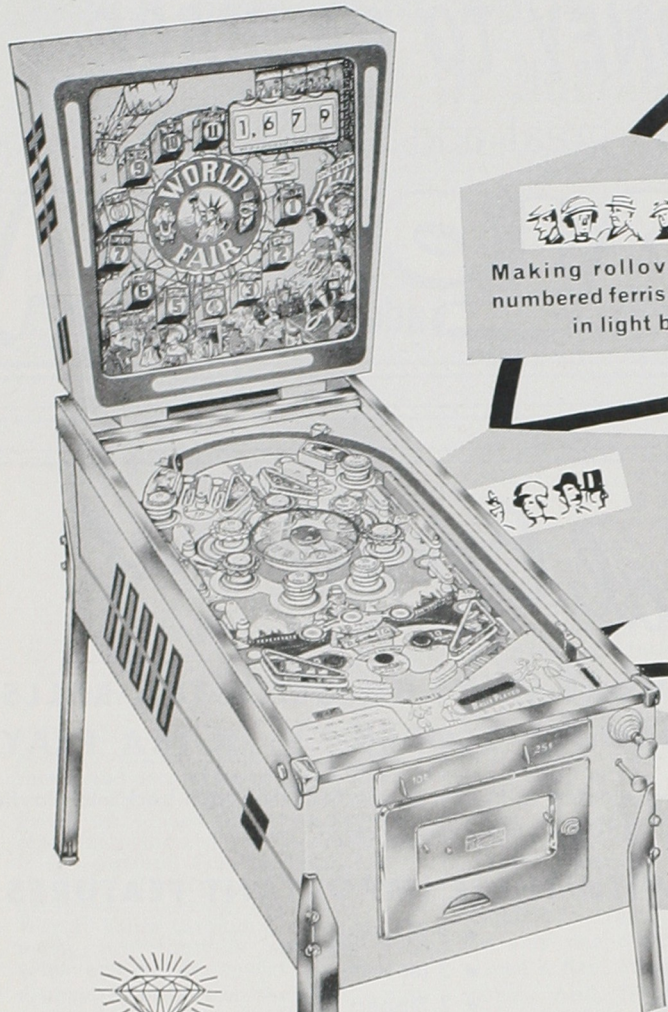
— LOOK HOW EASY IT IS —

NO HOLES TO DRILL—ONLY 4 JOINTS TO SOLDER AND 2 TWIST CONNECTIONS—YOU CAN CONVERT IT IN 25 MINUTES

**ORDER TODAY
WURLITZER 25¢ KIT**

\$10.00 PER KIT
SAMPLE KIT AVAILABLE FOR
\$2.50 ADDTL., HANDLING CHARGE
COIN MACHINE IMPROVEMENT
& MFG. CO.

3018 W. DAVIS DALLAS, TEXAS 72511
Tel. FE 7-1979



New "Spin-Disc" Feature spots any one of 11 numbered cars.

Making rollovers lights numbered ferris wheel cars in light box.

Lighted red bumpers and out hole activate "Spin-Disc."

Lighting all cars awards special and relights one rollover for additional special scoring.

Playboard Auto-Clamp. Stainless cabinet trim. Match feature.

Just in time for the New York World's Fair!

D. Gottlieb & Co.

1140-50 N. Kostner Avenue • Chicago, Illinois 60651

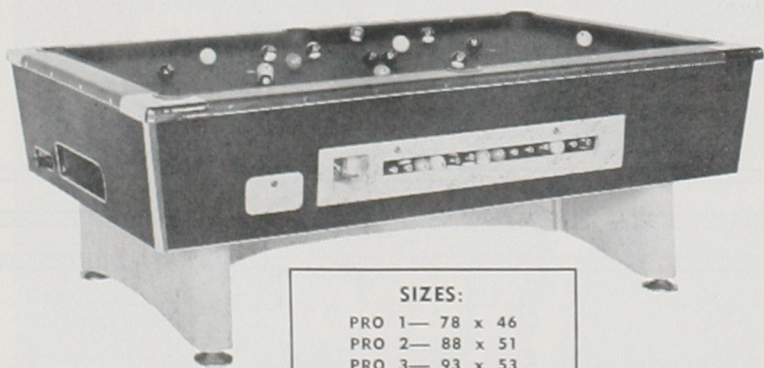
That Extra Touch of Quality

New "Hard-Cote" Finish Extends Playboard Life to an All-Time High!



The U.S. Billiards Professional Series!

The ultimate in professional construction and design.



SIZES:

- PRO 1— 78 x 46
- PRO 2— 88 x 51
- PRO 3— 93 x 53
- PRO 4—103 x 58

Professional Features:

1. CUE BALL LOCK (15th ball locks cue in)
2. Extra wide mica post-formed rail
3. Elimination of bulky troublesome drawer
4. FULL SIZE professional rails and cushions of first quality rubber
5. Silent polyethylene runways
6. Maximum security—separate cashbox
7. PRE-ASSEMBLED PROFESSIONAL STURDY BASE (NO WEDGE)
8. First quality slate tops
9. Heavy gauge full-size high-polished plated metal corners
10. Molded rubber boots and pocket liners
11. Heavy-duty 5 inch diameter caster. Adjustable height and self-leveling
12. Genuine mica cabinets
13. Streamline cabinet design
14. Recessed coin chute
15. First quality wool rubber-backed cloth
16. Trouble-free ball release and viewer, simple unitized design

CALL
(Area Code 516)
PY8-2626
or
Local Distributor

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

Bess Named Roanoke Chairman, Moseley Elected President

■ Bess To Concentrate On PR Efforts



JACK G. BESS



HARRY D. MOSELEY

RICHMOND—Major changes in executive positions at Roanoke Vending Machine Exchange Inc. has resulted in the election of Jack G. Bess to the post of Chairman of the Board, and Harry D. Moseley, President, of the coin machine distributing firm. Roanoke's Board of Directors met last week and following the decision, made public the announcement.

Roanoke is Rowe AC Services distributor for the coin-operated phonograph, vending, and background music lines and has branch offices in Charleston, West Virginia and representatives in Charlotte, North Carolina.

According to Chairman Bess, the move will enable him to spend more time with public relations and legislative programs thereby unloading some of his executive responsibilities in the equipment sales area on the shoulders of newly-elected President Moseley. The company recently held an open house party here celebrating the expansion of the firm and the addition of newly acquired warehouse and storage facilities. "We expect to

continue to roll along at an even faster pace," said Bess in an interview with Cash Box last week.

Bess, who has helped to increase sales on the Rowe vending line here, said that he expects to see greater diversification on the part of the music and amusement operator into the vending field as time goes by. "We are selling more coin machine operators with each passing month," stated Bess, "and of course, with the introduction of our new Rowe Model SK-9 Coffee Vendor, we look to quick acceptance of all Rowe equipment. We have always enjoyed sales on our cold drink vendors. The SK-9 should make for a powerful sales combination."

In addition to Rowe, Roanoke also distributes the following lines: American Shuffleboard; Automatic Products; Chicago Dynamics; J. H. Keeney; J. F. Frantz; Bally; Valley; Midway; Irving Kaye; Victor Vending; Standard Changemakers; Williams; Klopp; and Watling.

Roanoke's territory includes Virginia, West Virginia, North Carolina, and Eastern Tennessee.



**IT'S THE
BIGGEST
THING IN
AUTOMATIC
MUSIC**

Wurlitzer Ten Top Tunes Feature

**NO OTHER FEATURE
EQUALS ITS EARNING POWER**

The Ten Top Tunes Feature has it all over other phonograph features like a tent when it comes to producing extra pay and extra profits.

NO OTHER PHONOGRAPH HAS IT!

Proof again that the big money-makers come from Wurlitzer. Get the full story from your Wurlitzer Distributor.

**MAKE THE SWING
TO HIGHER EARNINGS**

Step up the income from your music route. Replace old phonographs with WURLITZER 2800's and see how quickly and substantially your investment pays off.

WURLITZER 2800



LOOKS BETTER • SOUNDS BETTER • EARNS BETTER

THE WURLITZER COMPANY • 108 Years of Musical Experience • NORTH TONAWANDA, NEW YORK

UNITED'S

Pacer

SHUFFLE ALLEY



**NEW LOOK
CABINET DESIGN**

★
Easier Installation



New, one-piece (top to bottom) back cabinet. One man and a "2-wheeler" can install it in a jiffy. No lifting.

**PLAYER'S FAVORITE
TYPES OF SCORING**

- Flash-Bonus
-
- Bonus
-
- Dual-Flash
-
- Flash
-
- Regulation

**BIG
4-Reel and 3-Reel
SCORE TOTALIZERS**

Handicap Feature
EASY STRIKE OR NORMAL STRIKE

•
**1 to 6
Can Play**

Also Delivering
SHUFFLE-TYPE
BANK POOL

★
**ORDER FROM YOUR
UNITED DISTRIBUTOR
TODAY!**

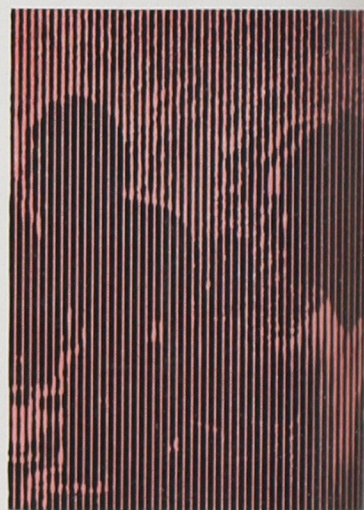
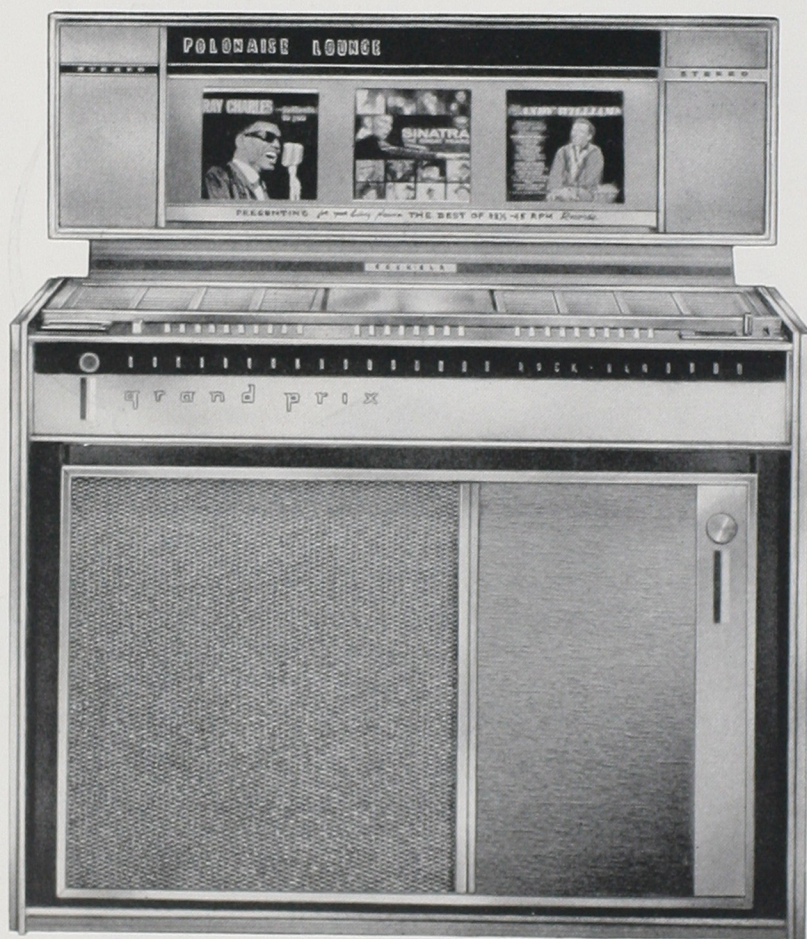
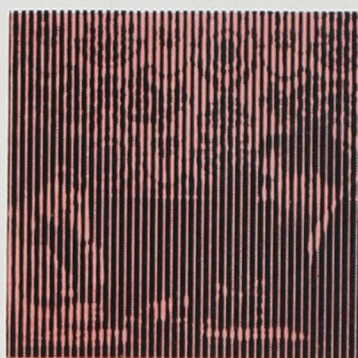
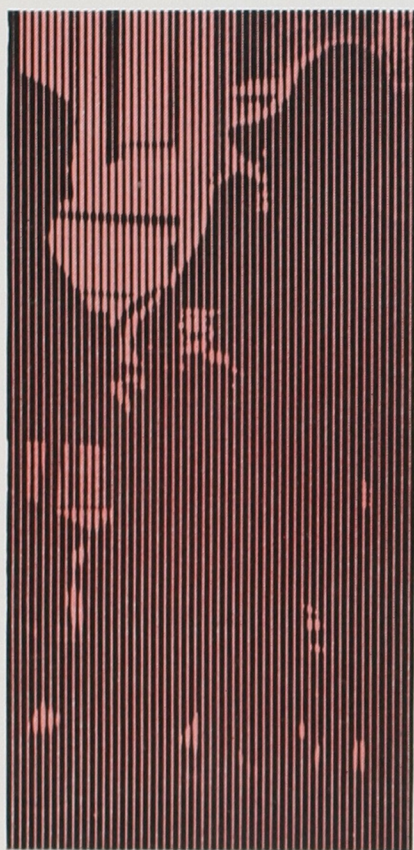
★
United Games
are
ALWAYS WANTED
at
Trade-In Time

**RUGGED
Pilfer-Proof
CONSTRUCTION**

8½ FT. LONG
2½ FT. WIDE
SHIPPING
WEIGHT
(CRATED)
500 lbs.

Designed by the
ORIGINATOR
of Coin-Operated
SHUFFLE ALLEYS
and
BOWLING ALLEYS

UNITED OPERATORS ARE SUCCESSFUL OPERATORS



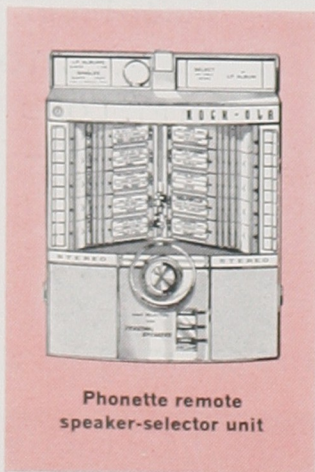
new world of sound from ROCK-OLA the 1964 **grand prix**...the prestige phonograph for all locations

160 PLAY STEREO MONAURAL PHONOGRAPH WITH 7" LP FEATURE—MODEL NO. 425

SPLENDOR OF STYLING Rock-Ola design simplicity distinguishes the new Grand Prix, versatile stereo sound center for any location. It takes up to 80 records, singles or albums, in any combination.

Its fine furniture styling in a mellow walnut tone imparts the warmth that inspires more frequent plays. And its mar-resistant, stain-resistant "Conolite" plastic laminate finish makes it easy to clean, gives it the rugged durability that keeps it smooth and gleaming.

Here at last is the ultimate in outstanding design, built-in Rock-Ola quality, and profitable Rock-Ola versatility. The mechanism itself is a triumph of Rock-Ola simplicity, engineered for the finest possible performance and the easiest possible servicing.



Phonette remote speaker-selector unit

NEW WAY TO PROFIT . . . Twin stereo speakers in the new coin-activated Phonette remote speaker-selector unit beam the music to booth or bar for private listening pleasure—and more profits for you. Simple selector panel and personal volume controls add play appeal. Use the Phonette with any current model Rock-Ola phonograph, and boost profits right down the line.

Look to
ROCK-OLA for advanced products for profit

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago, Illinois 60651