

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

World's Fair Uses Photo Machines For Employee Identification Job

■ Mutoscope Shoots 50,000 During 5-Week Project



EMPLOYEES AT THE JAPANESE PAVILION line up for identification photos used with badges.

N. Y. WORLD'S FAIR—Fair officials here used International Mutoscope's 'Photomatic 60' coin-operated photo machines to photograph 50,000 Fair employees in a five-week period, according to Mutoscope President Larry Galante.

"We are proud to have the honor to have been selected as the firm to do the security identification job for the World's Fair in order to enable the Pinkerton Agency to control the massive job of enforcing security rules during the two-year World's Fair schedule," said Galante during

an interview with Cash Box last week.

All those with official business at the Fair must wear identification badges bearing a photo of the card holder.

Five machines set up in a battery (see pictures) were used during the mass photographing. Galante claims that the machines turned out one photo per minute. "We have never been required to process photos at such a rapid rate," said the exec. Mutoscope also has several 'Voice-O-Grap' machines at Pavilions on the Fair grounds, according to Galante.



50,000 EMPLOYEES were photographed using Mutoscope's 'Photomatic 60'.

CMA Outing June 26-28

NEW YORK — Morris 'Tiny' Weintraub, Business Manager of the Cigarette Merchandisers Association, local city organization here, advised that ticket reservations for the Laurels Country Club outing will at least match last year's figure when the totals are in. Hundreds of vending and coin machine operators and suppliers spend the June weekend to-

gether in business and pleasure each year with special entertainment, a golf tourney and a softball game highlighting the weekend. A business session will take up part of Saturday's activities, according to Weintraub. Reservations may be made at 415 Lexington Avenue NYC, CMA's headquarters.

Leverone Receives Award



Nathaniel Leverone, Canteen Founder, accepts Horatio Alger award from Dr. Norman Vincent Peale.

Nathaniel Leverone (left), Founder-Chairman of Automatic Canteen Company of America, receives Horatio Alger Award from Dr. Norman Vincent Peale at ceremonies in the Waldorf-Astoria Hotel recently. Leverone was one of ten prominent Americans voted the coveted award by campus leaders of 500 colleges. The awards are sponsored each year by the non-profit Horatio Alger Awards Committee of the American Schools and Colleges Association. Leverone, prominent Chicago industrialist and civic leader, after a start at a \$12-a-week salesman, founded and developed Automatic Canteen into a nation-wide business now grossing sales of \$250,000,000 a year.

145 Exhibiting Firms Break Previous NAMA Convention Record

CHICAGO — The 1964 Convention-Exhibit of the National Automatic Merchandising Association — still more than four months off — is already a sellout, according to NAMA Trade Show Committee Chairman R. R. Saloman.

The annual automatic vending industry Show, managed by NAMA, is scheduled for October 17-20 at Chicago's McCormick Place Exposition Center. (The official NAMA Convention Hotel is the Conrad Hilton.)

Thus far, 145 companies have secured a total of 53,600 square feet of exhibit space, "an all-time NAMA record for exhibit sales in a comparable period," Saloman said.

He reported that only 11 booths remained to be sold as of May 27 and urged qualified exhibitors who may be "on the fence" to reserve space quickly, since booths are sold on a first-come, first-served basis.

Manufacturers of vending machines and firms which supply components or equipment to the vending industry, as well as companies which manufac-

ture products sold through vending machines, are eligible to exhibit in the Show, Saloman added.

He pointed out that companies joining NAMA receive a 55 per cent membership discount on booth space.

Inquiries should be addressed to Mr. Sidney J. Schapiro, Exhibit Manager, NAMA, 7 South Dearborn Street, Chicago, Illinois 60603 (Phone: Area Code 312, FInancial 6-0370).

NAMA is the national trade association of the \$3.2 billion merchandise, food and service vending industry.

Saloman is sales representative, vending products, of CONEX Division of Illinois Tool Works, Inc., Des Plaines, Ill.

Members of his NAMA Trade Show Committee are Robert Breither, The Seeburg Corporation, Chicago, Ill.; John Brookes, The Vendo Company, Kansas City, Mo.; Robert Bruder, Bruder Division—Litton Industries, Cleveland, O.; Dave Collings, The Coca-Cola Company, Atlanta, Ga.; J. B. Cooper, Royal Crown Cola Co., Columbus, Ga.; Ed Finneran, Pepsi-Cola Company, New York, N.Y.; Dave Howle, Rock-Ola Manufacturing Corporation, Chicago, Ill.; Fred Kuekes, Payne Products Company, Ann Arbor, Mich.; John B. Lanagan, Standard Change-Makers, Inc., Indianapolis, Ind.; Vern Mahoney, Dixie Cup Division of American Can Company, Easton, Pa.; K. C. Melikian, Rudd-Melikian, Inc., Warminster, Pa.; James P. Newlander, Rowe AC Manufacturing, Chicago, Ill.; Marvin Pierson, National Vendors, St. Louis, Mo.; E. P. Primus, P. Lorillard Company, New York, N.Y.; M. B. Rapp, Continental-APCO, Inc., Westbury, L.I., N.Y.; George H. Rausch, Mason, Au & Magenheimer Confectionery Mfg. Co., Inc., Mineola, L.I., N.Y.; Tom Drohan, Lily-Tulip Cup Corporation, Chicago, Ill., and NAMA President Carl Millman, Automatic Merchandising Corp., Milwaukee, Wis. (ex officio).

Lily Names Warne Midwest Region Mgr.

CHICAGO—Robert Warne has been appointed Division Manager of Vending, Feeding and Concessionaires in the Midwestern Region for Lily-Tulip Cup Corporation, effective immediately. Warne was formerly District Manager of Lily-Tulip's general line products in Cleveland, Ohio. He will be headquartered in Lily's Chicago office.

Einar Strand has been promoted to District Manager of the Vending, Feeding and Concession markets with headquarters in Indianapolis, Indiana. Strand's expanded duties will include supervision of the Ohio territory for the Vending, Feeding and Concession markets, as well as his previous assignment in this area for Indiana and northern Kentucky.

New Coinage Box For Car Washers

ST. LOUIS—National Rejectors, St. Louis, Missouri, has designed a new coinage unit (NRI 10-18-000 series) for the coin-operated automatic car wash industry. The coinage unit accepts nickels, dimes or quarters in any combination to a maximum of \$1.50 in nickel increments.

It will vend at a single settable price or multiple variable prices in that same range. This feature allows the customer a choice of optional services such as double wash cycle, wax application, etc. It also offers the coin-operated car wash operator the opportunity to build his business by promotional means, such as charging one rate during the normally slack morning and evening hours while charging a higher rate during the busy afternoon hours and on weekends. Price changing is accomplished directly on location and does not require additional kits, parts or tools.

Design provides capability to automatically return coins during non-business hours, when product (detergent, wax, water temperature or pressure, etc.) falls below acceptable levels, or if the customer should have an insufficient number of coins to complete the transaction.

The new coin unit, completely self-contained in a heavy duty vandal and water resistant housing, includes NRI's single or multiple price simplified credit system with 8000 Series Slug Rejector and Escrow. Optional

features available (all internally mounted) include a choice of the following: (a) Variable time meter allowing the operator to establish his own time cycle at any time value between 0-9.5 minutes in 15 second increments without requiring tools or parts. (b) Heavy duty motor starting relay rated at 25 amperes, non-inductive load. (c) Counter assembly to record number of operations. For multiple price installations a counter may be used for each price—maximum of four counters. (d) Separately locked cash box to deny access to coins even though the serviceman or location attendant may have keys to the external housing.

External dimensions of NRI Model 10-18-000 are 11¹¹/₃₂" wide, 4¹³/₃₂" deep, and 21¹/₁₆" high. The unit has a hard, baked-on black wrinkle finish to protect its appearance and assure a long life under exposed conditions. The unit is designed for surface mounting on wall or side of island control unit.

Besides use by the coin operated automatic car wash industry, the NRI Model 10-18-000 is applicable for bulk water dispensing, ice venders, and the vending of any product or service where the dispensation of products or services may be related to a single selected price or multiple variable prices, with or without a timed function. Contact Cash Box 1780 Broadway, New York 19, for further information.

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., Scranton 5, Penna.

BUY
Bally
FOR
TOP EARNINGS
IN
**EVERY TYPE OF LOCATION
EVERYWHERE**

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



PHILADELPHIA, PA.
1641 N. BROAD ST.
PITTSBURGH, PA.
1508 FIFTH AVE.
EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR

PHONOGRAPH SPECIALS

AMI-L200	\$599.50
Wurlitzer 2300S	395.00
Wurlitzer 2200	285.00
Seeburg M100C	225.00
Seeburg 3W1 Wall Box (100 Selection)	18.50
Wurlitzer 5210 Wall Box (200 Selection)	22.50

REFINISHED—RECONDITIONED

SHAFFER MUSIC COMPANY

849 N. High St.

Phone: (614) 294-4614

Columbus, Ohio 43215

SPECIALS! CLOSEOUTS!

NEW & USED GIEPEN COFFEE VENDORS
Vends Coffee • Tea • Hot Chocolate • Soup
Earnings equal to cigarettes, candy! Costs under \$100!

WRITE FOR THE AMAZING
'CINCH' INSTANT SHINE
SAMPLE PACK—FREE!

5 Bally BANK BALL
(2-can-play Skee Ball) \$195.00
10 Bally TABLE HOCKEY Brand New \$95.00
National 22' SHUFFLEBOARD
With Scoring (Like New) \$495.00
Wurlitzer 2710—1963 PHONE
ChiCoin SUN VALLEY
2-Plyr Add-A-Ball \$395.00
Bally 597 Coffee Machine \$150.00

Pan American Big Ball Bowlers \$140.00
ChiCoin Gold Crown 13' \$595.00
ChiCoin Continental 16' \$445.00
Bally Super Shuffle (Puck) \$350.00
Bally Official Jumbo \$125.00

DISTRIBUTORS! LET'S SWAP! PHONE!

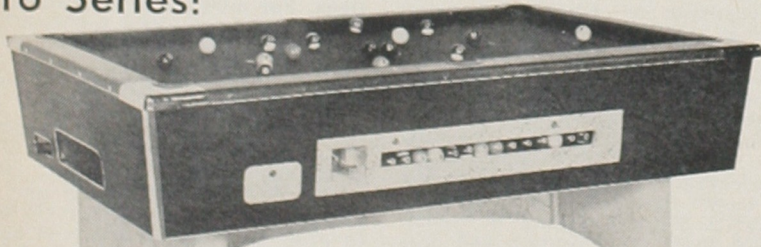
Phone or write

REDD DISTRIBUTING CO. INC.

80 Coolidge Hill Road
WATertown 6-2250

Watertown, Mass.
Cable: REDDINC

Pro Series!



CUE BALL LOCK (15th ball locks cue in)
PRE-ASSEMBLED PROFESSIONAL STURDY BASE (NO WEDGE)

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

CALL
(Area Code 516)
PY8-2626
or

Local Distributor

U S BILLIARDS, Inc.
Amityville, New York



Eastern Flashes

Seeburg's new machine unveiled this week complete with flashing lights and chimes (yet). . . . A. D. Palmer in town (Summit Hotel) for Wurlitzer distrib regional meets. . . . Celler Bill hearings postponed for two weeks. . . . Call Tiny Weintraub or Nash Gordon for Speno Bill stickers (or pay \$50 fines). . . . Rowe AC's George Klersey, who became a Belleville NJ man with the Whippany switch, at the UJA affair will attend all local events once again. . . . Si Redd closing out his fiscal June 30th. Call him for bargains. . . . Trimount's Marshall Caras will distribute 2500 copies of the Cash Box 40th Anniversary Dave Bond Special. . . . Suren Fesjian in Europe. No word yet on his juke box deal.

Among the many ops at the UJA dinner was Sam (Musical Moments) Morrison who had an entire table. His friends included a brother who is in the electronics field. . . . One-Stoppers complaining about the shortage of adult programming material for juke box ops. . . . Some Seeburg distributors are moving 2000 Little LP's per month, at \$1.50 per. Returns are traded for 50¢ which drops the net to \$1.

CORRECTION DEPARTMENT: Following the Seeburg-Williams story last week we reported that Runyon would no longer handle the Williams line in this area and we were wrong. In the words of Sam Stern: "We contemplate no overall changes at this time in our distributing set-up." Which means that if you want a Williams 'Palooka' or a 'San Francisco' just call Irv Kempner. He'll gladly service you.

We spoke with Tom Herrick, at Seeburg earlier, and he stated that he'd make a quick trip to Chatanooga before the week's end to visit with the Cavalier vending plant, another Seeburg acquisition. Jack Gordon is reported in Japan (but don't count on him staying there for long. This guy moves!).

Atlantic New York Corp. is showing the new 'flashing light' juke box to one and all and the LPC-480 Seeburg with the "impulse" light will be on display all week long. A special showing will be held at the Holiday Inn, 57th Street between 9th and 10th Avenues, on Tuesday, June 16th, between 3:00 PM and 7:00 PM. A Music Operators Of New York general meeting will be scheduled to start at 6:30 PM in the same Motor Hotel so the turnout should be larger than usual.

For the ops who haven't seen the new Seeburg juke box, the flashing light feature appears on a narrow panel fitted out with fifteen small LP cover decals. The light moves from LP to LP. When the final selection is made by a patron who may play 1 (10¢), 3 (25¢) or 6 (50¢) selections, the light stops and remains on which ever LP it happens to be on at that moment. For the next 40 seconds you may play that Little LP for 25¢ instead of 50¢. Clear? Well then go over to the Holiday Inn on Tuesday and see for yourself. Or stop at Atlantic's showrooms where Murray Kaye and Myer Parkoff will greet you gladly.

The UJA-Harry Siskind affair was the most successful yet. 674 guests attended. The biggest one before this was Al "Senator" Bodkin's affair which attracted 470, the record for that time. Tony Bennett, the pro you can count on, sang his heart out for close friend Harry and Evelyn Siskind while a full house listened. More operators, distributors and distributor personnel than we've seen in years. Congrats, Harry. You deserved all the accolades.

For a while the names Lomenzo (Guest Speaker) Monsignor Carroll Abbing (Boys Town of Italy), John Bilotta (distributor) and Al Miniaci (Operator) gave Secretary of State Lomenzo the impression he was in the wrong place. "The Ecumenical Council is really making changes!" he observed. DeeJay Wally King (WNEW) joked that a news bulletin had just arrived "Christian Brothers Wine and Manichewitz Wine have merged. The new firm—Manishegets!"

Myron Sugerman left for South America five hours after the UJA affair ended (and he attended). . . . Check out some antique and ancient Mike Munves equipment and be arty at the same time. Visit the Bianchini Gallery at 16 East 78 Street in NYC and see the American Penny Machine Show. The Herald Tribune covered it in a full page Sunday supplement story. Photos of the gripper, a grandma and a card machine were shown. Mike supplies these and other outside-industry events with equipment whenever they need it.

Southland Engineering's Bud Lurie joined Williams right after the acquisition. He's on the road this week. . . . Seeburg's Stan Jarocki attended budget meetings all week long and opined that no matter how much money the company has there's never enuf to go around.

Leon Minogue in from Long Branch, New Jersey visits with Munves and some old friends and rushes back to care for the playland-arcade center.

Operator Jim Sherry looks fine considering the shape he was in three years ago following an auto accident. Its a miracle the man is alive let alone smiling and enjoying life. Guess that's why he's smiling.

Murray Weiner, Weiner Bros. Sales, happy as a lark over the Universal Vendors Candimat machine. The price is \$219 and the capacity is 192 columns. Samples went out to one dozen of the top ops in town. The machine has been manufactured and guaranteed by Westinghouse although Marty Berger's factory is distributing it. Weiner has it for NYC-NJ-Conn and expects to do a good job. Charlie Brinkmann supervised the engineering at Westinghouse so it should be a success.

The Continental-APCO deal was made with that metal fabricating plant in the midwest but at press time a technicality held up the details.

Smokeshop's Art Brier, recuperating from that accident, was at the plant and up and around last week. He's coming along fine. Bill Herbord was filling in with showings in upper New York at the Bilotta showrooms.

Cash Box staffer Ed Adlum has another week to go before returning from Camp Drum where he is ever on the alert. It gives you a feeling of security to know he's probably cleaning his rifle and standing at the ready even now.

Too bad about Ruth Holzman, Irv's wife. The holdup men were not caught at presstime but DA Bill Cahn had a staff working around the clock trying to locate the thieves who broke into the Holzman home on Long Island and tried to bound and gag Irv's wife. They left without taking anything but Mrs. Holzman was quite shaken up.

Al Simon, US Billiards exec head (when he's not heading the distributing organization) commuting back and forth to Amityville keeping deliveries and production at a peak on the four 6-pocket "Pro" series models.

Harry Berger planning an open house for ops at the new quarters on Tenth Avenue. Large display space will permit pool tables and big ball bowler equipment.

United East Coast's Lou Druckman handling 'Pacer' and 'Thunder' sales in Holzman's absence. . . . Dave, the man behind the back glass, keeping games moving out the door as Druckman reads off the line-up for the day's deliveries.

Big crowd at Joe Connors funeral from Our Lady of Martyrs Church in Forest Hills last Monday. Joe was a likable guy.

Willie Aaronson is giving more attention to the possibilities of vending candy again. Hadn't the time for it up until now.

Sad note at the UJA affair when coinmen honored Mrs. Molly Sugerman with a plaque posthumously awarded to her late husband, Shugy. . . . Monsignor John Patrick Carroll Abbing talk was eloquent and moving. . . . Rabbi Meyer Ostrinsky gave the benediction. . . . In all the affair was wonderful.



Chicago Chatter

It's like old home week whenever coinmen meet in any old place in these United States during a trade show, and that's the way it was in Omaha the weekend of June 6-7, when the Coin Operated Industries of Nebraska assn. held a 7 state regional conclave in the Paxton Hotel. We were greeted by many old coinbiz buddies, including representatives from coin machine manufacturers. . . . It occurs to us that coinvet Hymie Zorinsky, of H. Z. Vending & Sales in Omaha, is the "cigar-smokingest" guy we've ever had the pleasure of associating with. Hymie polishes off about 20 seegars a day (and that ain't hay!).

With all the excitement surrounding the new Seeburg "LP Console 480" phono Phil Moss, head of Philip Moss Distribs, of Des Moines, had a suite of rooms in the Paxton where the new Seeburg beauty was the star attraction. On hand in the suite were Bob Dunlap, regional vice prexy for the Seeburg Corp.; Joe Blend and Barney Luchman, of the Moss distrib, and plenty of guests.

Just before enplaning to Omaha we spent a few hours with A. D. Palmer and Bob Bear, of the Wurlitzer Company, who gathered in the Executive House with some of their staffers and distribs. Also on hand were Bert Davidson, C. B. Ross, Gary Sinclair and Bud Wischerath. Among the distribs who greeted us were: Clint Shockey, Joe Westerhaus, R. B. Williams, Harry Jacobs, Jr., "Woody" Johnson, Ron W. Pepple, Marshall McKee, Walt Huber, Clayton Ballard, Fletcher Blalock, Shorty Culp, and Irv Sandler, who came in with sons, Ron and Warren Sandler. Also on hand were Les Godwin and Harold Christenson.

The philanthropic Gottlieb family is working hard on a new \$800,000 building fund drive for further expansion of patient care facilities at Gottlieb Memorial Hospital. At a time like this a person has to move quite fast to keep up with Dave, Nate or Alvin Gottlieb, and Judd Weinberg. We hear that the much needed funds are pouring in, in the last report we received.

Lou Casola graciously offered a spacious room at the Sherman House during the MOA Convention to the COIN group in Omaha for their next meeting, October 16. Incidentally, Fred Granger, MOA's managing director, has been empowered to offer similar facilities and support to any other state or regional coinbiz association if they wish to hold their meetings in Chi during the conclave. . . . Harold Klein, veteran Omaha operator (Ace Amusements) recently opened a swank nitery, Club New York, on the strip. Heading his floor show is lovely Peggy Sterling and a smooth combo.

We finally learned why Lou Singer, of Central Distribs in Omaha, didn't attend the Wurlitzer meet in Chi last week. He was hospitalized with a painful gallbladder condition, according to Mike Feldman, his sidekick. . . . Among the manufacturers' reps who attended the COIN bash were: Jack Mittel & Bud Lurie, of Williams Mfg.; Larry Patterson, of "Foosball"; Bob Dunlap, of the Seeburg Corp.; Les Rieck and George Bell, Rock-Ola Mfg. Corp.; Bill DeSelm, United Mfg. Co.; and Sol Lipkin, American Shuffleboard & Billiard Co. Somehow Johnny Frantz, of J. F. Frantz Mfg. Co.; and Bill Weikel, of Fischer Sales & Mfg. Co., had to bow out the last moment. . . . Best wishes to COIN's new officers: Dick Taylor, president; Randall Theis, vice prexy; Howard Ellis, the perennial secretary-treasurer; directors Jerry Witt, Ralph Reeves, and George Prell.

Seeburg vice prexy Tom Herrick enplaned t'other day to Chattanooga, Tenn. to visit with Cavalier Vending Co. execs. . . . Nate Feinstein advised last week that the new Seeburg "LP Console 480" will be formally introduced to areawide operators Tuesday and Wednesday, June 16 & 17, in World Wide Distribs' showrooms. A buffet table of refreshments will be set up for both days.

Les Montooth, prexy of the Illinois Coin Machine Operators' Assn. (ICMOA) advised last week that there will be a special meeting Sunday, June 28, in the Morrison Hotel. Ops and other coinmen are invited to a get-together in a hospitality suite Saturday evening. Montooth will have all the facts concerning the meeting agenda and the identity of a guest speaker in next week's issue of Cash Box.

Bill Adair, Seeburg's sales executive vice prexy certainly has a busy schedule ahead of him with such a huge overall sales operation. Stanley Jarocki spelled it out thusly: "We see by the ads that Avis Car Rental firm enjoys being second in sales. But, we, at Seeburg, enjoy being first since we represent the largest coin machine manufacturing firm in the world!" (A real company man). Seeburg distribs all over the country are set up to premiere the new Seeburg "LP Console 480" in their territories during the next few weeks.

Over at Chicago Dynamic Industries Sam Gensburg just returned to the plant after sunbathing in Florida for a couple of weeks. . . . Bally's "Mad World" amusement game was one of the stars on exhibit at the COIN trade show. . . . Another game which was actually shown for the first time was Midway's "Trophy Gun" rifle-target game in Omaha. . . . Last Friday evening we accompanied Hymie Zorinsky to his huge arcade, just across the Nebraska-Iowa stateline. The place was jammed with players.

We just learned from Stan Levin that Atlas Music Co.'s big anniversary celebration will be at the Pheasant's Run Resort Friday, July 10. It will be a gala day for Prexy Eddie Ginsburg. . . . IAAP's Bob Blundred just returned from a visit to the New York World's Fair.

Dinner time?

time for
ROWE AMI
music

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

ATTENTION OHIO AND KENTUCKY

MEET YOUR NEW
AREA DISTRIBUTOR

A&M ENTERPRISES
2110 GILBERT AVE.
CINCINNATI 6, OHIO

CONTACT HIM FOR KITS TO
CONVERT YOUR OLD SEEBURG
200 DUAL CREDIT WALLBOXES
INTO ALBUM PLAYING BOXES

OTHER AREA DISTRIBUTORS
WILL BE ANNOUNCED LATER

COIN MACHINE IMPROVEMENT & MFG. CO.
3018 W. DAVIS DALLAS, TEXAS 75211
Tel: FE 7-1979

WANTED TO BUY

CHICAGO COIN:
Duchess, Princess, Continental, Gold Crown, Royal Crown, Grand Prize, Official 13 or 16 Ft.

WMS:
Official & 1962 World Series

WMS. & GOTTLIEB:
5 Balls, 1961 and up.

ROWE, STONER & NATIONAL CANDY

SEEBURG:
201-222-AQ160-AY160-DS-160

QUOTE BEST PRICE AND CONDITION.

MONROE
coin machine exchange inc.
2423 Payne Ave. • Cleveland 14, O. • Superior 1-4600

Riding HIGH!

Chicago Coin's BRONCO

Available in 2 Player
ADD-A-BALL Model!

EXCLUSIVE!
BUCK 'N ACTION CORRAL

AT YOUR CHICAGO COIN DISTRIBUTOR!

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

You may have a Respiratory Disease. Don't take chances.

Cough too much? Short of breath?

See your doctor, says your Christmas Seal organization.

Gottlieb Releases New 2-Player 'Bonanza,' Has Center-Bank Scoring

CHICAGO—"Bonanza" is defined in the dictionary (among several definitions) as: Any rich source of profit; prosperity, etc. With this in mind, Alvin Gottlieb, of D. Gottlieb & Company, in this city, was lavish in his praise of Gottlieb's new entry in the world's coin marts, "Bonanza." "It's loaded with money making playing and scoring features," states Gottlieb.

He explained that it has been the policy at D. Gottlieb & Company for many years to place all new amusement games, prior to their ultimate release to the general markets, in numerous random locations to test their profit making potential.

"This," he said, "has been a boon to our business since foresight—in this case—is far better than hindsight." This pre-test long range program gives us a substantial line on the amusement game in sufficient time before we ship it out to all our distributors in markets in this country and in many foreign countries.

"We must state that Gottlieb's new two-player 'Bonanza' is already proving to be a 'rich source of profit' to us, our distributors, and to the operators who are placing it in locations."

Gottlieb further explained that "Bonanza's" colorful cabinet is richly endowed and appointed with a decor to suit the richness the name implies. The added popularity of the fact that it is a competitive two-player is another plus feature, according to Alvin Gottlieb. There is a play-maker "Center Bank" feature on the playfield which scores up to 50 points. The center button scores 100 points, and re-sets to number one through four.

Making the top rollovers or mid-field targets lights the center button, bottom rollovers and pop bumpers for high score. The running light rollover feature scores up to 50 points. "Bonanza" has all the popular Gottlieb playfield and cabinet innovations, and a beautifully designed,



Gottlieb's BONANZA

tapered lightbox. Another inducement for additional play is the Gottlieb "Match Feature" on the lightbox. Cabinet trim is high gloss stainless. "Bonanza" also has the playboard "Auto-Clamp" for ease in servicing the mechanism, and the new "Hard-Cote" finish on the playfield.

Patti, Nat Cole, Mancini, Andy, Sedaka, On Seeburg Little LP

CHICAGO—Seeburg has released Little LP's for the weeks of June 15, 22 and 29, plus an 'Artist Of The Week' 33 rpm disk for the week of June 22.

Little LP's for 6/15 include Patti Page, Nat King Cole, Wayne King, Henry Mancini and Gianni Morandi. 6/22—The Mills Bros., Floyd Cramer, Wes Montgomery and the Clancy Bros. During 6/29 Andy Williams, Ethel Ennis, Sammy Kaye, Guy Lombardo, and Neil Sedaka will enjoy Little LP releases. Nat Cole is the 'Artist' for the 6/22 date.



California Clippings

The local brewery drivers strike in California has slowed up business in locations considerably during the last two weeks. The strike has also prevented the opening of new locations, and present locations are proceeding cautiously to see what the outcome of the strike will be.

Duarte International Sales Co., is enjoying some fine business due to the recent trip to the Orient made on the firm's behalf by Marshall Ames. Shipments this week, were leaving for Manila and Yokohama. . . Clayton Ballard, Manager of the Wurlitzer Factory Branch attended the graduation of his son Jim, at San Jose State College last week. Bart Bartholomew covering the San Diego territory for Wurlitzer this week. . . The street in front of Simon Distributing Co. loaded with lumber being used to build crates for shipments leaving this week for the Far East. Henry Leyser of Associated Coin Amusement Co., from Oakland, Calif. in visiting with Jack Simon this week.

At the R. F. Jones Co., Ed Wilkes is back at his desk, fully recovered from his recent illness and wishes to thank the many friends who sent him cards and letters while he was hospitalized. Chuck Klein reported that they are now out of the Rowe AMI 'Tropicana' phonograph, and anxiously awaiting another carload shipment from the factory. Chuck also reordered the SK-9 single cup coffee brewer, which has received such a fine reception from the operators. The Jones boys looking forward to deliveries of the first Gottlieb World Fair games. All of the Jones Co. offices showed up very well at the end of the first month of the Rowe AC 90 days sales contest. Mr. and Mrs. Don Edwards accompanied Mr. and Mrs. Bill Gray to the National Automatic Merchandising Associations regional convention held in Monterey, Calif. Bill reported the convention very successful, with many operators from the area in attendance. Jim Crosby in San Diego this week, and also visiting Tijuana and Ensenada, Mexico. John Malone reports the background music department is busy installing a complete system in a local hospital using two new Rowe AC custom music 60 hour tape machines. John says they are using two machines in order to make varied types of music available in different sections of the hospital, with livelier programming going to physical therapy sections and more subdued programming used in the lobbies and corridors. Congratulations are being offered Bob Holm of the background music department on the occasion of his engagement to Miss Linda Graves of Los Angeles.

Bob Portale at Advance Automatic Sales Co. said that Williams' 2-player 5-ball game, San Francisco has been doing extremely well for them. Also doing well at Advance, is Chicago Coin's Champion 'Rifle Range.' Sonny Lomborg on a trip through the Southern California territory calling on accounts.

The open house held at Amco Music and Vending was a huge success according to Leo Simone. A large turn-out of local operators attended. . . Lee Wirt veteran coin machine operator from Montebello has sold about two thirds of his route and is now operating the remaining third 'to keep him busy.' . . Marshall Ames at Vendart Distributing Co. said business in used equipment is very good, and also sales of American pool tables have been doing extremely well. Also moving well at Vendart are assorted models of used Seeburg phonographs.

Visiting Pico this week were: Bill Worthy of Star Service in San Diego and Elgin 'Lucky' Lackey who operates one of the finest arcades in the country in Oceanside.

The flashing lights threw ops for a loop when they first saw the half-price light-up deal. Expectations are great in this quarter. Ops hope to step it where LP Consoles were installed and reap the harvest from those patron who are accustomed to the 50¢ straight play.



UPPER MID-WEST MUSINGS

L. I. Harris, Enderlin, No. Dakota, in the cities for a few days and taking in the Twin-Yankee ball game. Harris just returned from Washington where he attended the confirmation of his nephew. . . Elgin McDaniel, Wadena, in the cities for the day picking up records and parts. . . J. C. Weber, Blue Earth, in town for a few hours making the rounds and picking up parts and records. . . Hank Krueger, in the cities for the day. . . Arnold Brevil Watertown, in the cities for the day. Son David graduated from High School this week and this Fall will attend the University of South Dakota. . . Jack Lowrie, for many years in the operating business at Lake City, and now in the real estate business in Miami, stopped in to say hello to his married friends. Mr. & Mrs. Lowrie are on a month's vacation and are staying with their daughter and family in Minneapolis. . . Bob Lucking in town for the week end attending a K. C. convention. Bob leaves the 14th for a two week instruction course at Camp Ripley. . . Congratulations to the Williams family who bought a new home. Moved into it Memorial Day. . . Mr. & Mrs. Russell Gherty in the cities for a few hours picking up records and parts.

Happy Birthday This Week To:

Clarence B. Court, Galion, Ohio. . . Cecil A. Bottger, Keokuku, Iowa. . . R. V. Green, Ft. Frances, Ont., Canada. . . Frank J. Cash, Pueblo, Colo. . . Wm. G. Cowen, Quincy, Mass. . . Ralph Thole, St. Louis, Mo. . . Howa Johnston, Montgomery, Ala. . . Edw. R. Wurgler, Buffalo, N. Y. . . Lot Casola, Rockford, Ill. . . Seymour Pollak, No. Tarrytown, N. Y. . . Thos. Swab, Lone Pine, Calif. . . L. Schuster, San Angelo, Texas. . . Jessie M. Hoga Lafayette, Ind. . . Nathan Bensky, Peekskill, N. Y. . . Lee Walker, L. Angeles, Calif. . . Harold E. Staples, Sr., Tulsa, Okla. . . Clayton Nemeroff, Chicago, Ill. . . Hal Zimmerman, Oceanside, N. Y. . . Jol (Bucky) Van Wyck III, Nyack, N. Y. . . Dode M. Lamson, Lima, Ohio. . . Kenneth T. Grathwohl, Greenport, N. Y. . . Ben Chicofsky, Forest Hill N.Y. . . Wm. J. Burke, Baltimore, Md. . . Milton A. Pritts, Denver, Co. . . C. H. Flannery, Logan, W. Va.

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

THE 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.)

Please Check Proper
Classification Below
MY FIRM OPERATES THE
FOLLOWING EQUIPMENT:
JUKE BOXES
AMUSEMENT GAMES
CIGARETTES
VENDING MACHINES
OTHER

NAME

FIRM

ADDRESS

CITY ZONE STATE

Be Sure To Check Business Classifications Above!

Midway Ships New 'Trophy Gun'



Midway's TROPHY GUN

CHICAGO — Midway Manufacturing Company's "Trophy Gun" rifle-target amusement game, featuring several moving targets and other exciting features, was introduced on the exhibit floor of the Coin Operated Industries of Nebraska (COIN) trade show during this past weekend to area-wide operators. "Trophy-Gun," along with other amusement and music equipment handled by H. Z. Vending & Sales Company of Omaha, Nebraska, was demonstrated by Hymie and Eddie Zorinsky, heads of H. Z. Vending & Sales.

Hank Ross and Marcine Wolverton, co-heads of Midway Mfg. Co., announced the release of "Trophy Gun" to the coin machine trade last week. They explained that shipments are being rushed out to Midway's distributors just as quickly as they come off the production lines.

This new rifle-target amusement game is available in regular and "shoot-again" models. There are hinged doors at the back, as well as the front of the cabinet, for ease and simplicity in servicing the equipment.

Hank Ross placed considerable stress on four "sensational moving ball targets" and a set of "dancing cat and mouse" targets. Shooting the cat & mouse targets earns the player 30 points. Shooting the moving ball targets also makes 30 points.

Murmurs From Miami

Lack of a regular correspondent in Miami has prevented regular news appearing on these pages, as in past years, under the title MIAMI MURMURS. However, there is always an interested party who rushes to the rescue just as the column appears to be completely over the hill. This time it's Keith Nelson who is Secretary of AMOA of Miami, the local association.

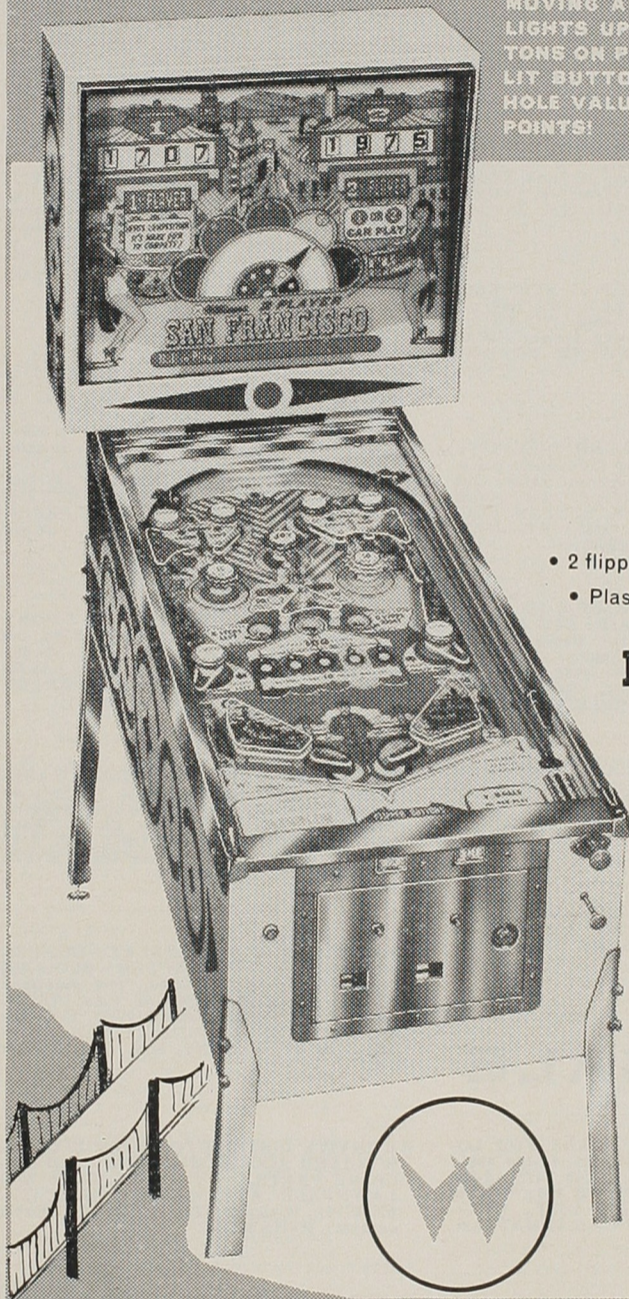
Keith tells us that Sol Tabb is vacationing in NYC where he attended the UJA Victory dinner for Harry Siskind, an old friend (we joined him) . . . Perry London will show the new Seeburg phono June 6th and 7th and then hold every day showings as usual. . . . Eli Ross, Ross Distributing, island hopping in the Caribbean on business. . . . Len Baitler will leave Trinidad for South America soon. . . . Lucky Skolnick, who started in NYC and wound up in Miami, will now retire to his cattle business after fifteen years operating under the Miami sunshine. . . . The newly formed statewide association has located at 105 Petroleum Bldg., PO Box 68 in Tallahassee. President is Lionel Louque. FAMA is asking locations to join as associate members for \$1. Gives the membership strength and prestige.

DESIGNED FOR BIG PROFITS and STEADY PLAY...

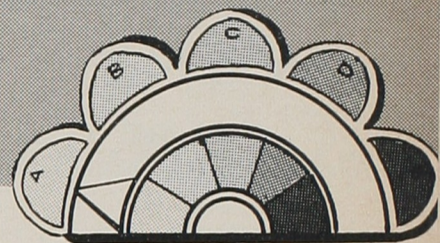


SAN FRANCISCO

2-PLAYER GAME with ADJUSTABLE 3 or 5 BALL PLAY



MOVING ARROW IN BACK GLASS LIGHTS UP CORRESPONDING BUTTONS ON PLAYFIELD . . . AND, EVERY LIT BUTTON INCREASES CENTER HOLE VALUE AN ADDITIONAL 100 POINTS!

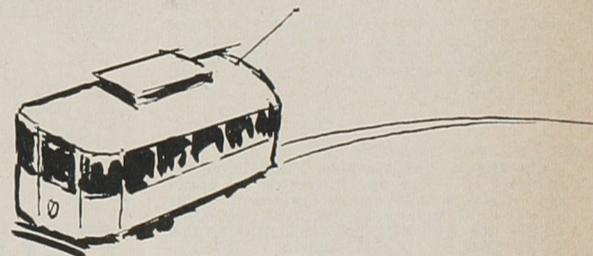


- Replays for high score and number match
- 6 bumpers and 2 targets move arrow
- 2 eject holes move arrow
- Top roll-over button scores 100 points when lit
- Swinging gate scores 50 points when lit
- 2 bottom lanes score 50 points when lit
- 2 jet bumpers and 5-roll-over buttons score 10 points when lit
- 2 flippers
- 2 Sling Shot Kickers
- Plastikote finish playfield
- Slug rejector
- Twin Chutes (optional)

IMPORTANT WILLIAMS FEATURES

- Trouble free drum units
- Coin switch
- Latch-locked playfield
- Motor unit
- Larger, locked cash box

NEW



Williams® ELECTRONIC MANUFACTURING CORP
4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS
Cable Address: WILCOIN, CHICAGO . . . NEVADA 2-4900

BUY THE BEST—BUY WILLIAMS

One-Stops Complain Of Short Supply Of Juke Box Op Material

NEW YORK—A shortage of adult programming material at the juke box operator levels have trickled back from dozens of one-stoppers throughout the nation, according to reports received at the Cash Box music editorial offices here. According to one-stops, the abundance of pop teen 45's is not helping solve the constant demand for more adult 'name' artist singles product.

Decca Records, to name one label, has succeeded in capitalizing on this situation for close to one year, using the juke box op as a specialized market, catering to him, and turning out several hits as a result of the demand for certain disks such as Robert Maxwell's 'Shangri-La' on Decca.

The Seeburg Corporation reportedly sells close to 2000 Little LP's each month out of five distributorships while many others sell 1000 and 1500 Little LP's to juke box ops. These are not generally available at the one-stop outlets. The Little LP is adult material based on current LP's.

A Cash Box editorial which appears this week in the music-record section calls for more interest on the part of the record companies in cultivating the juke box operator as a more important buyer of records. The editorial stresses the point that if the adult disks were available the operator would buy them in addition to the regular order he places now each week with one-stops.

Our modern
new Factory
is devoted
exclusively to
manufacturing

SCHMELKE
QUALITY CUE STICKS

Professional Design—Long Life

Write for details.

SCHMELKE MFG. CO.
SHAKOPEE, MINNESOTA

Two Industry Leaders Praise Wurlitzer TEN TOP TUNES FEATURE

OUR OPERATORS KNOW THEIR BUSINESS. THEY DEMAND WURLITZERS WITH THE GOLDEN BAR BECAUSE THEY HAVE PROVED ITS PROFITABILITY.



MARSHALL R. McKEE, Manager,
Northwest Sales Co. of Oregon,
Wurlitzer Distributors for
Oregon and Central Idaho

NO PHONOGRAPH IS A MODERN PHONOGRAPH UNLESS IT HAS THE EXTRA EARNING POWER OF THE TEN TOP TUNES FEATURE.



RON W. PEPPLE, President,
Northwest Sales and Manager of Seattle Office
serving Alaska, Washington, Northern Idaho
and Western Montana



This is the third year that Northwest Sales has handled only 100% Ten Top Tune Wurlitzer Phonographs. There has to be a reason for such repeat sales. There is. The Ten Top Tunes feature is unrivalled as an extra money-maker.

Ask Your Distributor

WURLITZER 2800
Makes the Swing to Higher Earnings

THE WURLITZER COMPANY • 108 Years of Musical Experience • NORTH TONAWANDA, N. Y.

BONANZA



Gottlieb's Colorful New 2-Player!

- Play-maker "Center Bank" feature relays ball to top of playfield
- Making top rollovers or mid-field targets lights center button, bottom rollovers and pop bumpers for high score



- Running light rollover feature scores up to 50 points
- Center button scores 100 and resets numbers 1 thru 4

- Match feature
- Stainless cabinet trim
- 3 or 5 ball play
- Playboard Auto-Clamp

Ask your distributor
for a feature demonstration!



Printed in U.S.A.



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

D. Gottlieb & Co.

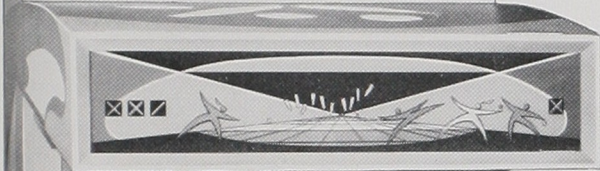
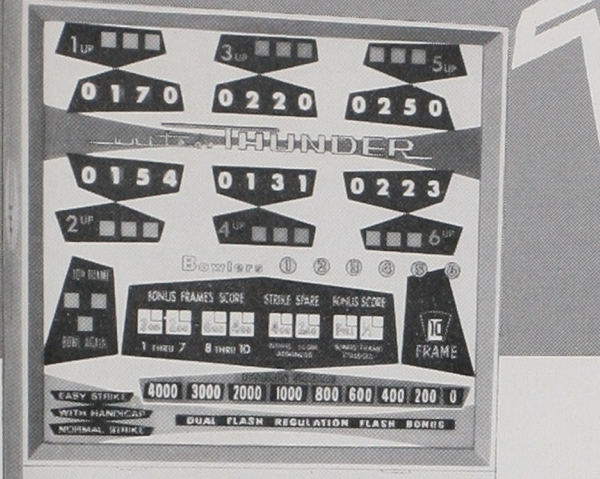
1140-50 N. Kostner Avenue • Chicago, Illinois 60651

That Extra Touch of Quality

UNITED'S

THUNDER

BOWLING ALLEY



FLUORESCENT LIGHTING



Standard 10¢ Play
*
DOUBLE-NICKEL-DIME-QUARTER
HALF-DOLLAR PLAY
(Optional at Extra Cost)
*
STAINLESS STEEL ENCLOSURE

4
Roller-Type Game Leveling Casters

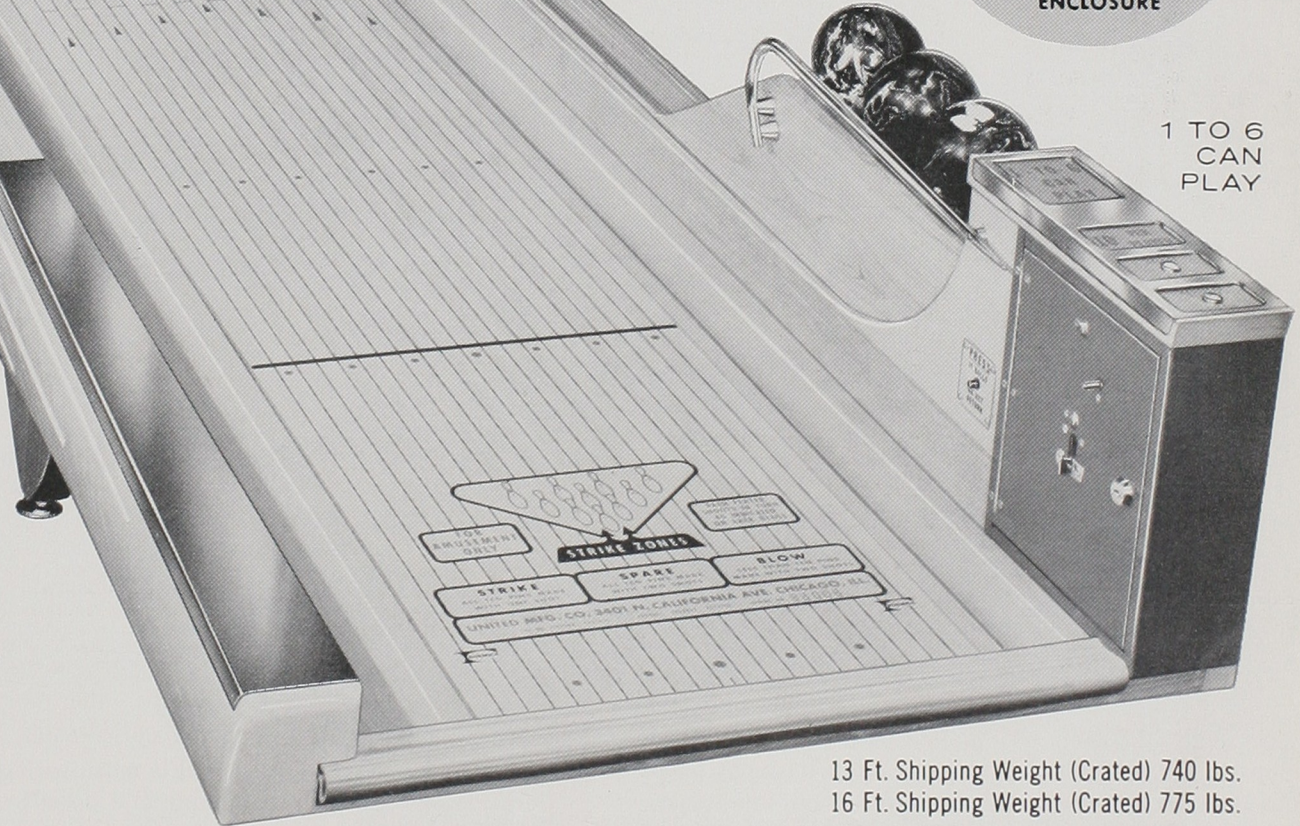
Available in 13 FT. and 16 FT. Standard Lengths
4 FT. and 8 FT. Sections are available to increase lengths as desired

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

Also Delivering SHUFFLE-TYPE **BANK POOL**

United Games are ALWAYS WANTED at Trade-In Time

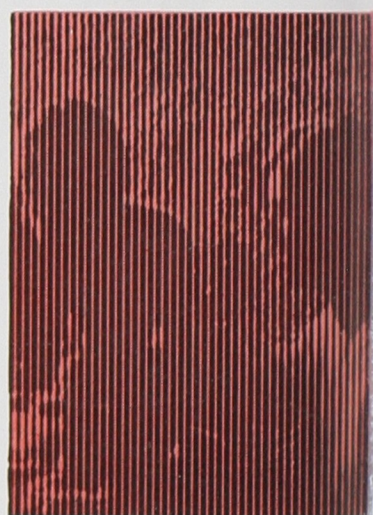
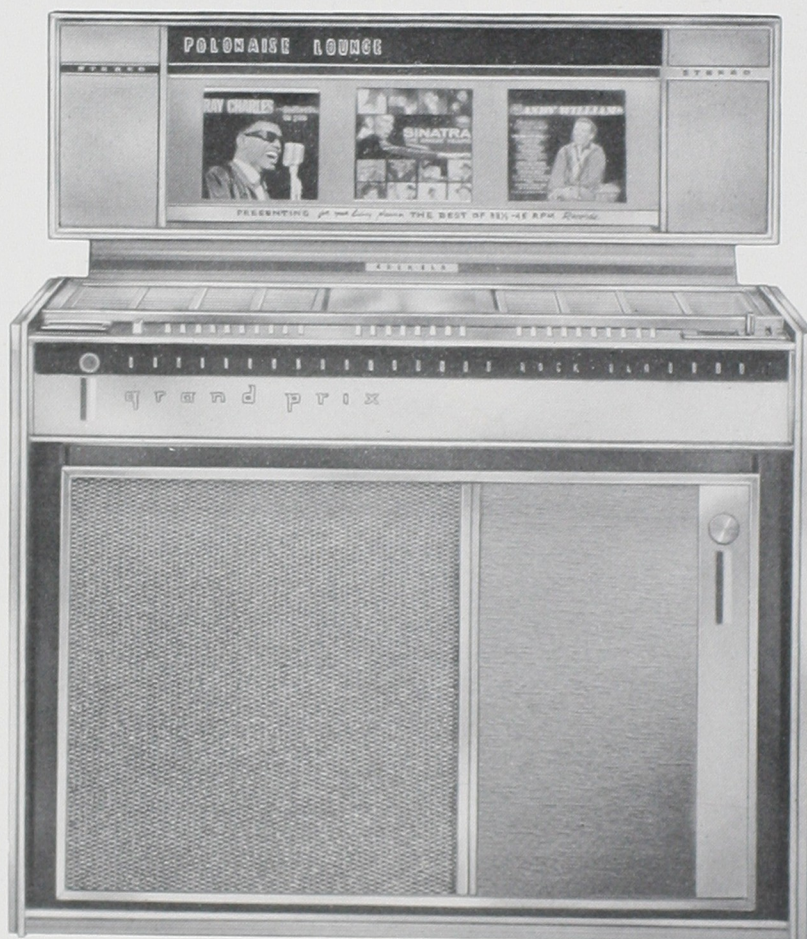
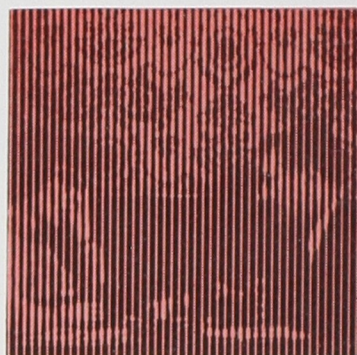
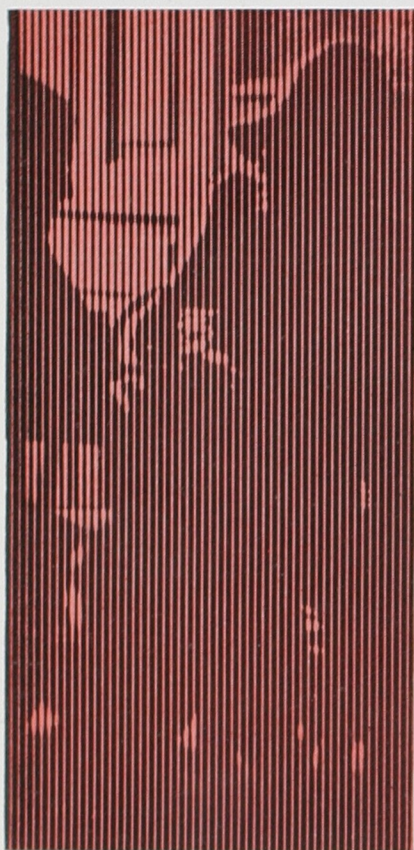
1 TO 6 CAN PLAY



13 Ft. Shipping Weight (Crated) 740 lbs.
16 Ft. Shipping Weight (Crated) 775 lbs.

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

ORDER FROM YOUR UNITED DISTRIBUTOR TODAY!



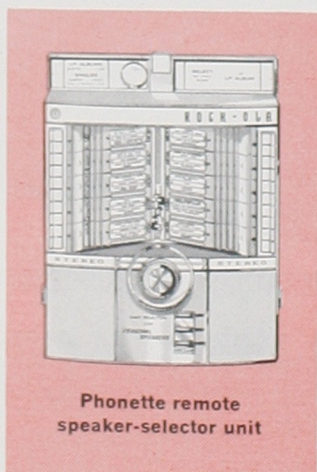
new world of sound from ROCK-OLA the 1964 **Grand Prix**...the prestige phonograph for all locations

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 6065