

# NOW FROM COLUMBIA ... 7-INCH STEREO LITTLE LP'S FOR ADULT MUSIC OPERATOR PROGRAMMING!



 Stereo Little LP  
7-8950



**OPERATOR PACK**<sup>®</sup>

THE SWEETEST SOUNDS — THIS NEARLY WAS MINE  
**RAY CONNIFF SINGERS**  
 Columbia LP Album "Speak to Me of Love" STEREO

(WHEN YOUR HEART'S ON FIRE) — LOVE HAS NO RULES (WHEN YOUR HEART'S ON FIRE) — LOVE HAS NO RULES  
 SMOKE GETS IN YOUR EYES — YOU'LL NEVER WALK ALONE SMOKE GETS IN YOUR EYES — YOU'LL NEVER WALK ALONE

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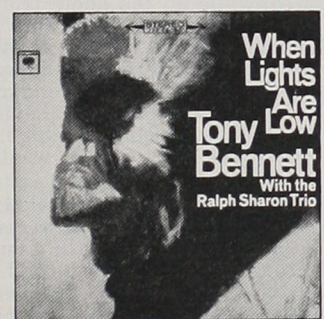
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**PERCY FAITH**  
 and his orchestra

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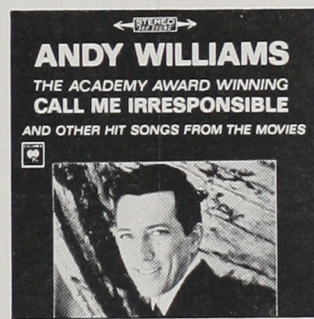
7-8967



**When Lights Are Low**  
**Tony Bennett**  
 With the Ralph Sharon Trio

IT HAD TO BE YOU • IT COULD HAPPEN TO YOU • THE RULES OF THE ROAD • JUDY • OH! YOU CRAZY MOON • SPEAK LOW

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 AND OTHER HIT SONGS FROM THE MOVIES

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**SOUND STAGE!**  
 Big Band under the direction of Johnny Williams

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## Announcing 6 Do-It-Yourself "Little LP" Kits - each includes:

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- ALL ELEMENTS PERFORATED FOR QUICK APPLICATION.

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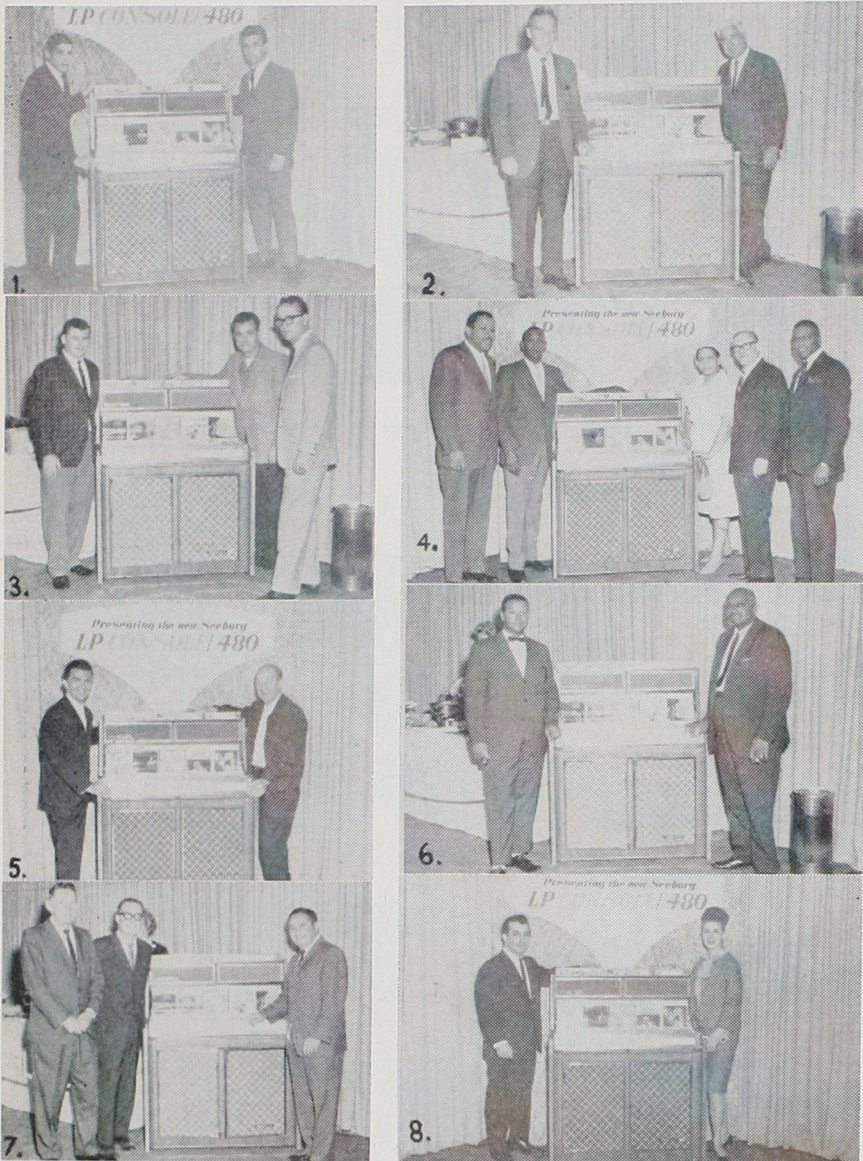
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# World Wide Shows Seeburg 480



# Eastern Flashes



Mechs and execs at Atlantic New York were keeping it cool last week while members of N.Y.'s Fire Dept. inspected the Tenth Ave. diggings—from shop to showroom. Even Murray Kaye almost unconsciously stubbed out a freshly lit cigar. On the business side, Murray reports that the greatest help he's gotten in selling the new Seeburg LP 480 has been the machine itself, and states that the phonograph's features have made it one of the most popular pieces of new equipment with ops that he can remember. According to the Atlantic sales exec, operators of the phono on location say it greatly stimulates album play, and that this is partly due to those patrons who pick up the half price-LP option left on the machine by another customer. One more thing Murray is excited about is Columbia's entrance into the little LP field, and he hopes that many more companies will follow their lead. Another 'Pick-A-Pack', Seeburg's merchandise vender, has been placed in a Yonkers, N.Y. hospital and is enjoying an excellent run by dispensing pretzels and other snacks which are brought up to the patients by visiting relatives and friends.

Harry Berger, resting up after his gala open house celebration, revealed that he almost missed the fete due to a recurring leg ailment, which had him in bed for a week under the doctor's watchful eye. The injury, a strained ligament, has been periodically plaguing the coinman since childhood when he hurt it playing baseball. After a series of x-rays and shots, Harry was up and about in time to attend his official opening of the Westside Coin Machine Corp. The party was attended by 40 to 50 ops and each received a handsome desk memo pad embossed with the West Side slug.

Teddy (the Champ) Seidel, the spirit of coin-row, was bouncing around the Tenth Ave. scene like a rubber ball, and never looked better. Clad from shirt and suit to tie in various shades of blue, the factitious fashion plate has rarely appeared in better health, as he paused long enough in his wheeling and dealing to hint at a possible ring comeback.

Irving Holzman advises that his wife Ruth is feeling much better since her much publicized ordeal recently. . . . Abe Lipsky anticipates little difficulty when the 'Arizona Gun' goes before those scrupulous eyes at the licensing bureau. Abe says he's anxious to get the go-ahead with the German-made game as many ops have already expressed more than a passing interest in it. The 'Arizona' is manufactured by the Th. Bermann Co. and is distributed exclusively in this country by Duncan Sales (Joe Nemish).

Eric Bernay's latest barometer of disks currently hot with metro New York ops include: 'The Girl From Ipanema' by Stan Getz, 'Don't Let the Sun Catch You Crying' with Gerry and the Pacemakers and 'That's Really Some Good' by Rufus and Carla. Eric's voice joins the rest in the latest operator plea for more adult juke box material. . . . Dave, the mechanic at United East Coast, is getting muscles on his muscles while moving the 'Pacer' shuffle alley in from the manufacturer and right back out to the operator.

Larry Feigenbaum of Albert Simon Distribs has just returned from an 18-day antique hunt through Great Britain with his wife, and was looking a little desperate while trying to slip back into the daily grind. Evidently the leisurely pace of the mother country has affected the otherwise hustling demeanor of the coinman and he now comes on just a might more cultured than the rest of us. Seriously, Larry says he honestly can't understand how British barbers manage to stay in business now that the Beatle haircut rage has captured the fancy of the English teenager. However, he contends that he can still tell the difference between the guys and the girls. Harry Koepel, busy readying a 'Grand Prix' phono for some Rock-Ola operator, says that the facility of maintenance and parts replacement in the new machine has proven as strong a selling point as its sleek good looks.

Mike Munves advises that his export trade continues to swing and says that only recently he sent out a modest number of pieces to France and South Africa. Meanwhile on the home front, Mike contends that the Southland 'Little Pro' has proven to be one of his most successful sellers with arcade owners. . . . Bill and Murray Weiner at Weiner Bros. Sales state that the basically sound mechanical operation and ease of servicing of Universal's new Westinghouse designed 'Candymat' vender has proven once again that quality of construction has always been the keynote feature for the sale of vending equipment. Gold Medal's popcorn machine, they say, still remains one of their hottest items, and the hotter the weather gets, the more apparent this becomes.

Lou Wolberg had a visitor last week in the person of Sonny Allen whose 'Rockets' made such a big hit at the recent Harry Siskind testimonial. Sonny just stopped in to chew the fat with Lou and also to swap some behind the scenes stories from the night of the UJA affair. Irv Kempner reports that his son Kenneth is back in Fairlawn Hospital in order for doctors to get a closer look at that stomach ailment. Kempy says he's got a specialist on the scene from Mount Sinai Hospital to insure the finest care for his son. Jack Mitnick was buzzing through the Runyon showrooms on his Scopitone promotion swing and stated that the machine's progress in the production of film and also in securing locations has been even better than expected.

Sid Greenfield and Richie down at Musical Distribs were cooling it for a few minutes last week after a hot sales purge by relaxing and sipping some ice tea (just ice tea, Sid insisted). Sid advised that his son Phil just may remain in New York for the whole summer before returning to his duties in the Los Angeles Sheriff's Office. Maybe you have to be away from it for a while before you realize how great New York really is.

Rock-Ola's Ed Doris shot a notice out to distribs last week notifying 'em of the Columbia Records move to turn out Little LP's for the trade thru normal channels. . . . Sol Lipkin, American Shuffleboard's sales head, back from Seattle, Omaha, Denver, British Columbia, and Portland. Sol flew with Les Lystad in the distrib's Cessna plane, from Seattle to Portland. "Would you do it again?" Sol was asked. "After two or three drinks!" stated Lipkin who had some stories to tell following the small-plane trip. Sol leaves for Ft. Wayne next week and a visit with distribs in the Indiana area.

Tom Flick, Natl. Rejectors ad man, happy over the reception he's getting on the Coinage Unit for car wash stations. Complete with variety of coin acceptors and timers, the unit allows for different rates on weekends, during promotions, etc. . . . MOA's Fred Granger jubilant over the MOA news that RCA will join Columbia and Capitol. . . . One of the releases on the market today featuring a reprint of last week's Cash Box editorial is the Matys Bros. disk of "Drunk Last Night" on Select (#733).

Seeburg's Con-Com permits patrons to order when they press the button usually marked 'low' on the Consolettes (which are available in copper now) . . . Harold Kaufman handed out close to 25 ball point pens last week inside of thirty minutes. They advertise the firm name (and at 9:00 PM Monday evening if you look close you will see the words Ten Top Tunes appear across the face of the pen case. It's all a subliminal joke). If you don't operate Wurlitzers the pen won't write (you like that one better?) No room left, goodbye.

CHICAGO—A revolving platform display with a Seeburg model "LP Console 480" was at center stage at World Wide Distributing Company's showing on Tuesday and Wednesday, June 16 & 17.

Harold Schwartz, general manager of World Wide's music division stated that a demonstration unit was wired into each of the sound circuits, in which there was a comparative analysis of the differences in sound technique from 15 years ago (when bass was stressed), then 3 years ago (treble), and now the newest sound technique—the intermediate range. He referred to the entire package as a "fresh new idea in merchandising music."

Among the guests photographed at the two-day showing were: (1) From left—Dan Sullivan, of the Seeburg Corp.; and Gary Loizzo, of the recording group Gary & His Knights. (2) William Knapp and Sam Greenberg. (3) Tom Higdon of World Wide (at far right) with the Blackhawk Music Co. team. (4) (left) John MacGowan, MacGowan Bros. Music Co.; Mr. & Mrs. Henry Lonie, Irv Ovitz, and Warren Brown. (The Lonies and Brown are with Eastern Music Co.). (5) Fred Skor with Jack Goodman. (6) Chatman Wailes, Jr., and Mr. McGee, of McGee Music Co. (7) (From left) Elmer Larson, Nate Feinstein and Lou Gaftman. (8) Record star Freddie Montell with Jane Feinstein.

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PRO 2—	88 x 51
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Amityville, New York

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the **DIFFERENT**  
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# Chicago Chatter



Illinois operators are answering the call to attend the Illinois Coin Machine Operators Association general meeting Sunday, June 28, in the Morrison Hotel. Prexy Les Montooth predicted a heavy attendance. Dick Van Gorp, Columbia's midwestern regional manager, and Lou Casola, president of MOA, are the guest speakers. Gorp will discuss the future of the Little LP record and album merchandising on juke boxes.

Casola will bring the rank and file music operators up-to-date on the recent House Rules Committee hearing on the Cellers Bill in Congress. A reminder to Illinois ops: Don't forget to drop in at the ICMOA hospitality suite Saturday evening, prior to Sunday's meeting.

Co-heads Sam Wolberg and Sam Gensburg of Chicago Dynamic Industries have scheduled the plant vacation tentatively, commencing early in July. No definite closing date as yet. Mort Secore and Ralph Wyckoff report continuing heavy sales action on ChiCoin's "Bronco" pingame, "Cadillac" big ball bowler, and "Spotlite" puck shuffle alley.

The U.S. Army Paratroopers recently claimed one of Atlas Music Company's shop employees, Elmer Walker. Eddie Ginsburg proudly showed us a letter from the youngster telling of his adventures in rookie training. Eddie also expressed his pleasure over having Joe Kline and Sam Kolber in his Atlas Music organization.

Future medic Peter Doris (Ed Doris's son), who's now a junior in the pre-medical college at Notre Dame University, isn't whiling away his summer vacation time. He's working as a scrub technician at St. Elizabeth Hospital. Ed and Loretta Doris will spend their vacation in July visiting the New York World's Fair with youngest daughter, Orelle Doris.

The word from Bill O'Donnell and Herb Jones is that Bally Mfg. Co. intros "Grand Tour," a new single player flipper-type pinball amusement game this week. The add-a-ball model is called "Happy Tour" . . . A visitor in Chi this week is man-about-town Irving Kaye of the Brooklyn Kayes.

Although Williams Electronic Mfg. Corp.'s factory will be shuttered for summer vacation vice prexies Sam Stern and Jack Mittel are as busy as ever in their offices. . . . There was a spirited telephone conference last week of MOA officials and legal counsel prompted by the recent hearings on the Celler Bill in the House Rules Committee. Participating in the conference call were board chairman Harry Snodgrass, prexy Lou Casola, legislative counselor George A. Miller, MOA's Washington attorney Nicholas E. Allen, and Fred Granger, managing director. It was decided that MOA's headquarters in Chicago will be a clearing house and coordinating agency for all legislative activities.

Joe Robbins, of Empire Coin Machine Exchange, informs that Empire Coin owner Gil Kitt is due back home July 1 from his lengthy "very successful business trip" on the European Continent. Gil mixed business with pleasure during his trek.

We were amazed over the transformation of World Wide Distribs' huge service shop into a plush show room, June 16 and 17, when the new Seeburg LP Console 480 model was premiered there. Harold Schwartz, Nate Feinstein, Irv Ovitz and Fred Skor were excellent hosts. As were Eve Feinstein, daughter Jane Feinstein, and Dorothy Cairns.

Now that the new Gottlieb Memorial Hospital fund drive is well on its way, Alvin, Nate Gottlieb and Judd Weinberg are finding the time to look over the happy sales reports on Gottlieb's "Bonanza" 2-player flipper amusement game.

Sam London and Nate Victor, of S. L. London Music Co. in Milwaukee, held their showing of the Seeburg LPC model 480 on Sunday, June 7, in the company showrooms. Sam jetted in from his headquarters in Miami for the affair. Seeburg execs on hand were: Vice prexies Joe Barrett and Al Gitlitz, and Ray Gioconda, who supervises the Seeburg Van Program.

When we visited at World Wide t'other day we chatted briefly with Stan Jarocki, Bob Dunlap and Dan Sullivan of the Seeburg Corp. We also met Tom Higdon, who handles sales of phonos at World Wide in the Chicago area. Stan Jarocki graciously extended an invitation to drop in at Seeburg's exhibit during the NAMM Show at the Palmer House (commencing Sunday, June 28) in suites 512 & 513.

When we asked Hank Ross, of Midway Mfg. Co., about vacation scheduling he replied that the new "Trophy Gun" is keeping the employees in the shop too busy at the moment to think about vacations. Sales, he sez, are that good. . . . Johnny Frantz, J. F. Frantz Mfg. Co., will have to spend his vacation exercising a sharp eye on the production line. Sales are up, and the demand continues to increase, according to Johnny and Don Congdon.

Hymie Zorinsky, H. Z. Vending & Sales Co., in Omaha, Nebraska, phoned to ask about a good coin machine mechanic. Interested parties can contact Hymie or Eddie Zorinsky there. . . . Wurlitzer's Bert Davidson is off on the road again this week on business.

We met up last week with Rowe AC Mfg.'s. Paul Huebsch and Bob MacGregor briefly at Atlas Music Company. The firm's background music system 'Customusic' is gaining broad acceptance in the vending field. It's a natural for industrial plants, according to Huebsch.

## SPECIALS

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BALLY CHALLENGER B/A As Is Complete \$175

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Gott. Melody Lane (2-Plyr.) . . . . . \$195

**Baseball**  
Williams Official Baseball . . . . . \$185  
Williams Major League . . . . . \$ 85  
United Yankee . . . . . \$135

**Shuffles**  
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Bally Deluxe Jumbo . . . . . \$125  
United Flash . . . . . \$ 95  
United Three-Way . . . . . \$150  
ChiCoin Variety Roll . . . . . \$325

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See your doctor, says your Christmas Seal organization.



# Kline And Kolber Join Atlas

CHICAGO—Eddie Ginsburg, president of Atlas Music Company of this city, announced the appointments to the firm's sales staff last week of Joe Kline and Sam Kolber, formerly of First Coin Machine Exchange, who "have vast coin machine sales experience" in this area.

Ginsburg expressed his complete satisfaction of having Kline return to Atlas Music where he was rated

years ago as one of the top, aggressive phono and games salesmen on the Atlas Music roster.

Kline rebounded quickly from losing his First Coin Machine Exchange distributorship recently by joining the Atlas sales staff. He previously resigned a similar post at Atlas Music to establish his own business at First Coin.

Kolber, a 20 year veteran in coin-biz, was manager of the Export Department at First Coin before coming to Atlas Music Co. Prior to that he was employed at National Coin Machine Exchange in this city.

Both Kline and Kolber advised that when First Coin closed its doors on June 5 they were deluged with job offers from firms in the coin machine business.

Joe Kline stated that he is "simply delighted" to return to his "old stamping grounds" at Atlas Music Company.



# California Clippings

The warm weather has finally arrived in the Southland and arcade operators and resort locations anticipate one of the biggest weekends of the year over this week's Independence Day holiday. . . . At the R. F. Jones Co., Chuck Klein awaiting another shipment of Gottlieb's 'Bonanza' 2-player which has proved extremely popular with the operators and locations. The new two-speaker full stereo individual units to go with existing wall boxes are now on display. The unit, which gives true stereo in the booth, also has room for a personalized message or advertisement, and can be installed very economically. Items moving well at Jones are the Rowe SK-9 single cup brewer coffee machine and Fischer's Regent pool table. R. F. Jones visiting the Jones Seattle office and reporting everything going to his satisfaction. Bill Gray traveling the Northern California area with Hans Von Reydt, Rowe regional Rep. Mr. and Mrs. Ed Mason vacationing in Wash., Oregon and Canada.

A visitor at Duarte International Sales Co. this week was Mr. Max Valenzuela from the Philippines accompanied by his wife and daughter. Joe Duarte and his daughter, Linda, leave next week for a two week trip back East during which they will take in the New York World's Fair.

At California Music Co., Bud Katzel, national sales manager for Roulette Records in from New York and visiting with Sammy Ricklin. Also in seeing Sammy were Bud Fraser, topper of the new Capitol Records' subsidiary label, Tower Records and Vito Samela, N.Y.

At the Wurlitzer Factory Branch, Clayton Ballard had a busy week with his daughter Peg's graduation from Toll Junior High School in Glendale, and his son, Jim, a recent graduate of San Jose State College, entering the U.S. Army for a hitch. Ralph Cragan, former manager of the Seattle office of the R. F. Jones Co., has been appointed regional sales manager of the Wurlitzer Co. for the Southwest, headquartering in Dallas, Texas. Cliff Nugent back to work at Wurlitzer, fully recuperated from recent illness.

At Leuenhagen's Record Bar, Decca's Chuck Meyers in playing the new Robert Maxwell waxing of "Peg O' My Heart." Wayne Tappan of Capitol Records also in checking on the new Kay Starr and Nancy Wilson releases. . . . Paul A. Laymon, Inc. offices and showroom getting a paint job and general facelifting. Laymon's has taken on distribution of LPS spray on metal protector. Bill Fritz enjoyed a fishing trip to Lake Isabella.

Both the Seeburg Pick-A-Pak vendor and the Model 764 coffee vendor doing very well at Amco Music and Vending. . . . At Vendart Distributing Co., Marshall Ames sporting a new 1964 Ford 500 XL company car. Marshall's son, Steven, graduated from Birmingham High School, and plans to work for a year and then enter the University of Southern California.

Visiting operators this week on Pico Blvd. included: Amos Hamady, Lancaster; Walter Hemple, San Fernando; Jack Spence, Lynwood; John Lantz, Southgate, and Jesus Pedroza and family from Blythe.



# Houston Happenings

Earl Chatten, manager Central Sales (Rowe AMI), said Central Sales recently added the complete Chicago Coin line. Chatten reported good business on the new two-player 'Bronco' add-a-ball and 'Spotlite' shuffle alleys. He hinted at a larger building in the very near future.

Cute little Mary Ann DeBakey, is the new counter sales girl at United Record Distributors. . . . Serviceman Bud Wright, hardly recognizable all dressed up as he was, and charming wife Nita, out on a pleasure bent evening.

Another well-known couple in the local coin machine circles, Billy Rider and attractive wife Patsy, also out for an evening of pleasure.

Prominent in display room of H. A. Franz & Co. (Seeburg) is a large sign that reads: "Hoddy sez: We are not responsible for customers injured in the stampede to take advantage of Seeburg's spot light album award."

Nifty operating firm with a classy business card is Garden Oaks Amusement Company, owned jointly by Leon DeNina and W. M. (Bill) Kyser.

Pleasant visit with likable Mildred Pattie, record dept. head of Holland Music Shop, Pasadena Plaza, Pasadena. The shop has, along with complete line of records and sheet music for retail trade, about every musical instrument and accessory imaginable. A longer established Holland Music Shop is located in Gulfgate Shopping Center, Houston.

Pancho Almanza, assistant manager, Houston branch of King Records, Inc., reported that "So Long" by James Brown continued as their pop single best seller with "Night Train" by Bill Doggett a close second. Paul Sheffield is manager of the King firm here.

Met personally for the first time Dan Adamcik, owner of a large record and display rack firm here known as Record Display & Distributor. . . . H. W. (Pappy) Daily (H. W. Daily, Inc.) this season as usual, is sponsoring a minor league baseball team. Incidentally, manager of the team is J. L. Jones, Jr., nephew of Yours Truly, and his son Larry plays on the team. Another incidental: J. L. (Pop) Jones Sr., father of the manager, and Pappy Daily played baseball together way back yonder when Houston boasted some mighty fine semi-pro teams. Pappy (then known as Bus) likely could have made the grade as a pro, but chose instead a business career in coin machine distribution. Pop elected to earn his daily bread at lumber wholesaling.



# UPPER MID-WEST MUSINGS

The South Dakota Vending and Phonograph Association held their quarterly meeting in Minneapolis on Sunday and Monday, June 21-22. A good crowd was in attendance. Doc Keintz of Tomahawk, was in the cities for a day, picking up records and parts. . . . L. I. Harris, Enderlin, was also in town for a few days, visiting relatives. . . . Clayton Nemeroff, was off to Minneapolis for a few days, to attend a niece's wedding. . . . Jim Donatell, Spooner, was in Canada for a week's fishing with seven other fellows. Jim reported that the lake suddenly became very rough and caused one of the boats to capsize. Luckily enough, the other three boats were sufficiently close to pick the boys up from the water. All the gear was lost, including one case of beer! . . . Mr. and Mrs. I. Alpert, Duluth, have trekked to New York for a two week stay, after attending their son's graduation in Boston. . . . Mr. and Mrs. John Czerniak were in Minneapolis for a Father's Day celebration with their children. Included in their celebration was the first birthday of their grandchild, which also fell on Father's Day. . . . L. P. Wilbur, Duluth, was in town for a day, visiting his children. . . . The Aqua Tennial starts next month. . . . Mart Robbins, Sheb Wooley, Red Foley and 18 other great stars will be featured at the Metropolitan Stadium, July 11th.

\*\*\*\*\*  
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 then it's back to work with full production on  
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# VENDING NEWS

The Vending Machine Industry's Only Newsweekly

## Bucks County Officials See Value Of Dollar Bill Changer



DOYLESTOWN—County Commissioners approved the installation of a dollar bill changer in the Bucks County Courthouse here. The device is intended for the convenience of visitors and employees and was installed by the Eagle Vending Company of Trenton Road, Levittown, Pennsylvania.

According to the Commissioners, the dollar changer will eliminate the great time spent in seeking correct change for telephone calls, parking meters, vending machines, and service for those in need of coins. Left to right in the above photo are: John Justice Bodley, Commissioner; Samuel Krimstock, President of Eagle Vending Co., Inc.; Joseph O. Canby, Commissioner; and receiving change in the Dollar Bill Changer, Walter S. Farley, Jr., Commissioner.

## Calgon Cites Latest Filters As 'Ideal' For Drink Machines



The four member family of fine carbon filters manufactured by the Calgon Corporation. Service flow rates are available with these filters ranging from 3/4 gallons per minute to 5 gpm.

PITTSBURGH—Fine carbon filters designed to provide "sparkling clear water of consistently high quality"

which are now being produced by the Calgon Corporation, are "ideally suited" for use on automatic coffee makers and other cup drink vending machines, according to the manufacturer, as well as the usual private water systems and in restaurants and bars.

The manufacturer claims the fine filters will remove: (1) turbidity, cloudiness, sediment, algae and precipitated iron; (2) tastes and odors due to chlorine, detergent, oil etc. (3) hydrogen sulfide, dissolved iron and manganese with a special SU recharge.

Calgon officials state that their special SU recharge removes low concentrations of hydrogen sulfide up to 10 ppm and removes low concentrations of dissolved iron and dissolved manganese.

The filtering units consist of a stainless steel outer shell which contains a plastic liner and filter bag. A powdered activated carbon filter aid blend is used to coat the filter bag and provide the fine filtering medium. The #1 1/2 unit has a plastic outer shell in place of stainless steel. Information on the filters can be had by writing CASH BOX, 1780 B'way, NYC 19.

### EARLY DEADLINE!

Copy Cannot Be Accepted Later Than Thurs., July 2nd, For Insertion In July 11th Issue In Observance Of Fourth Of July Holiday!



## Tobacco

WASHINGTON—The Tobacco Institute, the representative association of most of the nation's manufacturers of tobacco products, finally received approval from the U.S. Dept. of Justice on its new advertising code, drawn up by the Institute almost two months ago. William Orrick, anti-trust chief, emphasized in his letter of approval that both the Federal Trade Commission and the House Commerce Committee are also considering the formulation of a set of standards applying to advertising which deals with public health hazards.

According to the Tobacco Institute, the new code is primarily designed to prevent advertising which would tend to motivate young people into becoming cigarette smokers. Orrick stated that the Justice Dept.'s approval of the code does not mean that it has given permanent sanction to a set of rules drawn up by a private organization in place of a public agency, and said that private standards are inappropriate as a permanent set of laws. However, he advised that no criminal anti-trust prosecution will be brought against anyone who wishes to adhere to the code. He added that the approval of the code is not to be interpreted as a judgment that the code will reduce the health hazard of smoking or the appeal of cigarettes to youth.

The strict new code was voluntarily agreed upon by the tobacco companies to prevent the creation of young smokers. In their adherence to the code, the companies have agreed to prohibit: all cigarette advertising in high school and college newspapers; any athlete, and all persons having special appeal to those under 21 years of age, from endorsing cigarettes; the appearance of cigarette advertising in media specifically directed at young people; all promotion of the product on school and college campuses; and ads which might infer that cigarettes have a beneficial effect on health, unless such is scientifically proven.

Former New Jersey Governor Robert B. Meyner has been selected by the Institute for a five year term as administrator of the code. As administrator, he will have the power to fine violators up to \$100,000 and to make public the infractions which incurred the fine. The advertising of all companies who have voluntarily adopted the code must hereafter be approved by Meyner. According to the Institute's provisions, the administrator had to be a person of "recognized independence, integrity and intellectual achievement."

The approval of the new code will now probably mean a substantial reduction in the incomes of many athletes and celebrities.

WASHINGTON—JUST PRIOR TO PRESIDENTIAL DECISION TO REQUIRE HEALTH-HAZARD WARNINGS SAYING 'SMOKING IS DANGEROUS' ON CIGARETTE PACKS AND IN CIGARETTE ADVERTISING WAS MADE BY THE FEDERAL TRADE COMMISSION. THE TOBACCO INSTITUTE, THE TOBACCO MANUFACTURERS' ASSOCIATION, IMMEDIATELY SERVED NOTICE UPON THE HOUSE COMMERCE COMMITTEE THAT IT WOULD FIGHT THE RULING IN COURT.

WASHINGTON—As the House Committee began the first in a series of Congressional hearings into all aspects of the tobacco-health hazard controversy, U.S. Surgeon General Luther Terry stated that it was his contention that Congress, rather than the Federal Trade Commission, should

## NAMA's 1964 Blue Book Available To The Trade

CHICAGO—The 1964 edition of the "BLUE BOOK of automatic merchandising"—a complete directory of companies serving the automatic food, merchandise and service vending industry—is now available, reports National Automatic Merchandising Association (NAMA), publishers of the volume.

Considered a major industrial reference work, the 218-page book recently was chosen by the American Library Association for inclusion in the Library/U.S.A. exhibit in the United States Pavilion at the New York World's Fair.

Completely revised from previous years' editions, the 1964 BLUE BOOK contains up-to-date information on some 2,500 vending machine manufacturers; suppliers of products sold through vending machines; manufacturers of component parts, fixtures and services, and the vending operating company members of NAMA.

Newly added to the listings this year are postal zip codes and telephone area codes. A totally revised system of indexing all entries according to product category also is featured in the new BLUE BOOK.

Each listing includes comprehensive information about the types of products manufactured or supplied and gives the names of key executives such as chief company officers, sales managers, marketing directors and export managers.

Cost of the book is \$3 for a single copy and \$1.50 each for additional copies.

Orders should be directed to NAMA, 7 South Dearborn Street, Chicago, Illinois 60603.

The Library/U.S.A. exhibit at the New York World's Fair will provide an operating reference service for millions of visitors, according to the American Library Association, sponsor of the exhibit. It occupies some 10,000 square feet of space on the first floor of the United States Pavilion and is staffed by professional reference librarians.

be the deciding power concerning the proposed requirement of health warning labels on cigarette packages.

Dr. Terry further proposed that his Public Health Service, rather than the FTC, take charge of the labeling job. In order for this latter measure to become operational, new legislation would have to be passed.

NEW YORK—Smokers in the Baltimore and Washington areas now will be able to obtain the Puritan Cigarette, a new concept in smoking just introduced by the Philip Morris Incorporated.

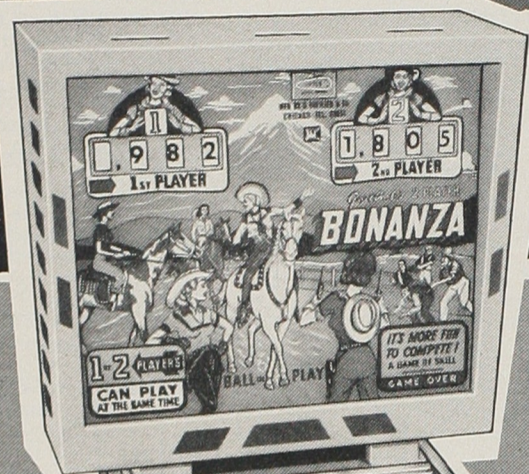
The Puritan Cigarette is neither cigar nor cigarette, but is made of flavorful pipe tobacco wrapped in choice cured leaf and double filtered through activated charcoal granules and pure white ESTRON fibers.

Cigarettes are now available in the Baltimore and Washington area through regular retail outlets, officials at Philip Morris stated, and can be recognized by their gold and blue plastic pack which is embossed with the symbol of a full-rigged, early American sailing ship.

Those at Philip Morris believe that the new Cigarettes will appeal to a broad range of smokers because of a "mild aromatic quality which need not be inhaled to be enjoyed." They believe that the new product should particularly appeal to the pipe smoker as an "in-between" smoke for those times when he may be too busy to light his pipe.

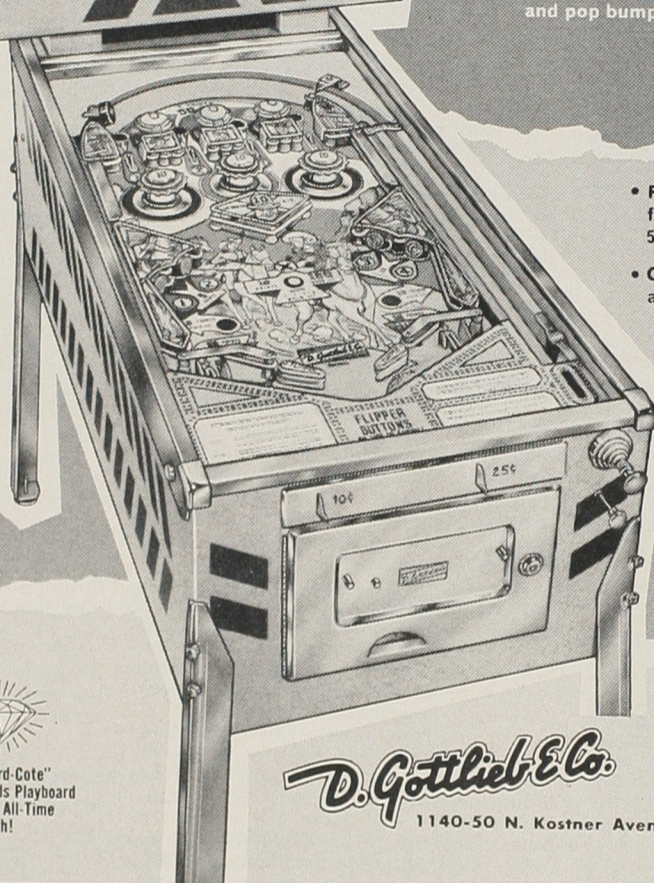


# BONANZA



## 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



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

**D. Gottlieb & Co.**

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

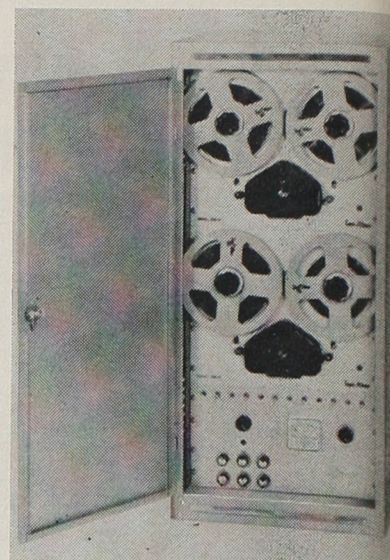
Ask your distributor  
for a feature demonstration!

- 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

*That Extra Touch of Quality*

## Tape-Athon Unveils Latest Model In Librarian Series



New Tape-Athon Librarian music center opened to show tape transports and control console.

INGLEWOOD, CALIFORNIA — Tape-Athon Corp., of this city, unveiled the latest model of their Librarian Background Music Center, a completely automated system for providing background music to many locations.

The new Librarian, equipped with two interconnected tape transports, features such innovations as electronic interspersing between decks, selectable programming in 144 modes, and automatic standby to guarantee continuous play. The two professional quality transports and all main controls are mounted on handsome brushed aluminum paneling, and the entire system is housed in a rugged steel cabinet with a locking, tamper-proof door.

The control panel includes the 12 Intersperser toggle switches that may be positioned to activate the upper or lower decks in any desired sequence, enabling the user to quickly and easily set programs that will continually change, eliminating any possibility of monotonous repetition. The panel also houses the line control, tone and volume controls, the Automatic Gain Control to assure continuous output level, and the power switch.

In addition to its two Tape-Athon transports the Librarian also incorporates an isolation transformer, a 15 watt high fidelity output amplifier, a loudspeaker for program monitoring, a 7-day on-off timing clock, and a 5 position telephone line terminal block for phone distribution.

Once set in operation the Librarian functions automatically playing each transport in the preset sequence, and reversing the tape direction at the end of the reel. The reels are 10 1/2" types having a loading capacity of 5000 feet of high strength Mylar tape on which approximately 800 different selections are recorded. This large volume allows continuous play with very little repetition of numbers and with never a repetition of sequence. Through a lease arrangement with Tape-Athon, new reels are periodically supplied the user to assure fresh music at all times. The music itself is selected and recorded exclusively for background purposes, and is custom programmed for each user location.

The Librarian represents a convenient system for providing background music to large shopping centers, for broadcasting studios, office, and apartment house complexes, and as a "between channel" music service on CATV television facilities. It is also used extensively by music operators supplying background to a number of distant and varied locations.

Complete details and specifications on the Tape-Athon Librarian are available from the Marketing Department, Tape-Athon Corp., 523 S. Hindry, Inglewood, California.

## PHONOGRAPH SPECIALS

AMI L-200	\$549.50
Wurlitzer 2500	549.50
Wurlitzer 2510	529.50
Seeburg 201	495.00
AMI Cont. II (100 selection)	475.00
Wurlitzer 2200	269.50

REFINISHED—RECONDITIONED

## SHAFFER MUSIC COMPANY

849 N. High St.

Columbus, Ohio 43215

Phone: (614) 294-4614

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

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

**BANNER SPECIALTY COMPANY**

PHILADELPHIA, PA.  
1641 N. BROAD ST.

PITTSBURGH, PA.  
1508 FIFTH AVE.

EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR

## Wurlitzer Plant To Close For Vacation

NORTH TONAWANDA—Officials at the Wurlitzer factory here have announced that the plant will be closed for vacation July 17th to August 10th. Sales manager Bob Bear stated that they will make no shipments of equipment during that period and urged all distributors to order their requirements now.



# COIN MACHINE INVENTORY LISTS—USED EQUIPMENT

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

- MUSIC MACHINES**  
**AMI**  
 40, '51, 40 Sel.  
 80, '51, 80 Sel.  
 40, '53, 40 Sel.  
 80, '53, 80 Sel.  
 120, '53, 120 Sel.  
 40, '54, 40 Sel.  
 80, '54, 80 Sel.  
 120, '54, 120 Sel.  
 80, '55, 120 Sel.  
 120, '55, 120 Sel.  
 200, '56, 200 Sel.  
 120, '57, 120 Sel.  
 200, '57, 200 Sel.  
 100M, '58, 100 Sel.  
 200M, '58, 200 Sel.  
 200E, '58, 200 Sel.  
 200K, '59, 200 Sel.  
 200M, '59, 200 Sel.  
 120, '59, 120 Sel.  
 200, '60, 200 Sel.  
 120, '60, 120 Sel.  
 ontional '60, 200 Sel.  
 yric, '60, 100 Sel.  
 ontional 2, '61, 200 Sel.  
 ontional 2, '61, 100 Sel.
- ROCK-OLA**  
 436, '52, Fireball, 120 Sel.  
 436A, '53, Fireball, 120 Sel.  
 438, '54, Comet, 120 Sel.  
 446, '54, HiFi, 120 Sel.  
 488, '55, HiFi, 120 Sel.  
 452, '55, 50 Sel.  
 454, '56, 120 Sel.  
 455, '57, 200 Sel.  
 458, '58, 120 Sel.  
 465, '58, 200 Sel.  
 475, '59, 200 Sel. Tempo I  
 468, '59, 120 Sel. Tempo I  
 485, '60, 200 Sel. Tempo II  
 478, '60, 120 Sel. Tempo II  
 495, '61, 200 Sel. Regis  
 488, '61, 120 Sel. Regis  
 496, '62, 120 Sel. Empress  
 497, '62, 200 Sel. Empress  
 493, '62, 100 Sel. Princess
- SEEBURG**  
 1100A, '51, 100 Sel.  
 1100B, '51, 100 Sel.  
 1100BL, '51, 100 Sel.  
 Light Cab  
 1100C, '52, 100 Sel.  
 F100G, '53, 100 Sel.  
 F100R, '54, 100 Sel.  
 200, '55, 200 Sel.  
 L200, '56, 200 Sel.  
 D200H, '57, 200 Sel.  
 100, '57, 100 Sel.  
 11, '58, 200 Sel.  
 51, '58, 160 Sel.  
 22, '59, 160 Sel.  
 20, '59, 100 Sel.  
 -160, '60, 160 Sel.  
 -100, '60, 100 Sel.  
 Y1005, '61, 160 Sel.  
 Y1005, '61, 100 Sel.  
 S 160, '62, 160 Sel.  
 S 100, '62, 100 Sel.
- WURLITZER**  
 250, '50, 48 Sel., 45 or 78 RPM  
 400, '51, 48 Sel., 45 or 78 RPM  
 450, '51, 48 Sel., 45 or 78 RPM  
 500, '52, 104 Sel., 45 & 78 Intermix  
 500 A, '53, 104 Sel., 45 & 78 Intermix  
 500, '53, 48 Sel., 45 & 78 Intermix  
 550, '53, 48 Sel.  
 550A, '54, 48 Sel.  
 700, '54, 104 Sel.  
 800, '55, 104 Sel.  
 900, '56, 200 Sel.  
 1000, '56, 200 Sel.  
 1100, '57, 200 Sel.  
 1204, '57, 104 Sel.  
 1500, '57, 200 Sel.  
 2000, '58, 200 Sel.  
 204, '58, 104 Sel.  
 250, '58, 200 Sel.  
 300, '59, 200 Sel.  
 404, '59, 104 Sel.  
 510, '59, 100 Sel.  
 400, '60, 200 Sel.  
 404, '60, 104 Sel.  
 410, '60, 100 Sel.  
 500, '61, 200 Sel.  
 504, '61, 104 Sel.  
 510, '61, 100 Sel.  
 500, '62, 200 Sel.  
 510, '62, 100 Sel.  
 700, '63, 200 Sel.  
 710, '63, 100 Sel.
- PINGAMES**  
**BALLY**  
 capulco (5/61)  
 arrel-O-Fun (9/60)  
 arrel-O-Fun '61 (4/61)  
 arrel-O-Fun '62 (11/61)  
 allerina (6/59)  
 each Beauty (11/56)  
 each Time (9/58)  
 eachy Contest (1/60)
- KEENEY**  
 Flash Back  
 Old Plantation (2/61)  
 Black Dragon  
 El Rancho Hacienda  
 Rainbow (6/62)  
 Go-Cart IP (5/63)  
 Poker Face 2P (9/63)
- WILLIAMS**  
 Beat The Clock (12/63)  
 Big Daddy IP (9/63)  
 Big Deal IP (2/63)  
 Black Jack IP (1/60)  
 Casino 17P (10/58)  
 Club House IP (10/59)  
 Coquette (4/62)  
 Crossword IP (4/59)  
 Darts IP (6/60)  
 El Toro 2P (8/63)  
 Fiesta 2P (12/59)  
 Four Roses IP (12/62)  
 Four Star IP (7/58)  
 Gay Paree (6/57)  
 Gldn. Bells IP (9/59)  
 Gldn. Gloves IP (1/60)  
 Gusher IP (9/58)  
 Jig Saw IP (12/57)  
 Jumpin' Jacks 2P (4/63)  
 Jungle IP (9/60)  
 Kingpin (9/62)  
 Kings IP (8/57)  
 Mardi Gras 4P (11/62)  
 Merry Widow 4P (10/63)  
 Music Man 4P (8/60)  
 Naples 2P (9/57)  
 Nags IP (3/60)  
 Oh, Boy 2P (2/64)  
 Reno IP (10/59)  
 Rocket IP (11/59)  
 Satellite IP (7/58)  
 Soccer IP (3/64)  
 Sea Wolf IP (7/59)  
 Serenade 2P (5/60)  
 Skill Pool IP (6/63)  
 Space Ship 2P (12/61)  
 Starfire (1/57)  
 Steeplechase IP (11/57)  
 Swing Time IP (5/53)  
 10 Strike 2P (1/58)  
 3-D IP (11/58)  
 Tic Tac-Toe IP (1/59)  
 Tom-Tom 2P (1/63)  
 Top Hat (10/58)  
 Trade Winds (6/62)  
 Turf Champ (8/58)  
 Twenty-One IP (2/60)  
 Valient 2P (8/62)  
 Vagabond (10/62)  
 Viking 2P (10/61)
- SHUFFLES—BOWLERS**  
**BALLY**  
 Shuffles  
 ABC Bowler (7/55)  
 Jumbo Bowler (9/55)  
 King Pin Bowler (9/55)  
 ABC Spr. Del. (9/57)  
 All-Star Bowling (12/57)  
 All-Star Deluxe (2/58)  
 Lucky Shuffle (9/58)  
 Star Shuffle (10/58)  
 Speed Bowler (11/58)  
 Club Bowler (2/59)  
 Club Deluxe (5/59)  
 Monarch Bowler (11/59)  
 Official Jumbo (9/60)  
 Jumbo Deluxe (9/60)  
**Ball Bowlers**  
 ABC Bowl. Lane (1/57)  
 ABC Tournament (6/57)  
 ABC Card 2P (3/60)  
 ABC Champion (10/57)  
 Strike Bowler (11/57)  
 Trophy Bowler (4/58)  
 Lucky Alley (8/58)  
 Pan American (6/59)  
 Challenger (9/59)  
 Super Shuffle (12/61)  
 Big 7 Shuffle (9/62)
- CHICAGO COIN**  
 Shuffles  
 Triple Strike (2/55)  
 Arrow (2/55)  
 Cr. Cross Targette (1/55)  
 Bonus Score (4/55)  
 Hollywood (5/55)  
 Blinker (8/55)  
 Score-A-Line (9/55)  
 Bowling Team (10/55)  
 Rocket Shuffle (3/58)  
 Explorer Shuffle (6/58)  
 ReBound Shuffle (12/58)  
 Championship (11/58)  
 Double Feature (12/58)  
 Red Pin (2/59)  
 Bowl Master (8/59)  
 4-Game Shuffle (11/59)  
 Bull's Eye Drop Ball (12/59)  
 6-Game Shuffle (6/60)  
 Triple Gold Pin Pro (2/61)  
 Starlite (5/62)  
 Citation (10/62)  
 Strike Ball (5/63)  
**Ball Bowlers**  
 Bowling League (2/57)  
 Ski Bowl 6 Plyr. (11/57)  
 Classic (7/57)  
 TV Bowling Lg. (11/57)
- Lucky Strike (1/58)**  
 TV (with rollovers)  
 Player's Choice (9/58)  
 Twin Bowler (10/58)  
 King Bowler (3/59)  
 Queen Bowler (9/59)  
 Duke Bowler (8/60)  
 Duchess Bowler (8/60)  
 Princess (4/61)  
 Gold Crown (3/62)  
 Royal Crown (8/62)  
 Grand Prize (3/63)  
 Official Spare Lite (9/63)
- SHUFFLES—BOWLERS**  
**UNITED**  
 Shuffles  
 Clipper (5/55)  
 5th Inning (6/55)  
 Capitol (6/55)  
 Super Bonus (9/55)  
 Deluxe model  
 Top Notch (10/55)  
 Regulation (11/55)  
 6-Star (10/57)  
 Midget Bowling (3/58)  
 Shooting Stars (4/58)  
 Eagle (5/58)  
 Atlas (8/58)  
 Cyclone (10/58)  
 Niagara (11/58)  
 Dual (1/59)  
 Zenith (6/59)  
 Flash (6/59)  
 3-Way (9/59)  
 4-Way (12/59)  
 Big Bonus (2/60)  
 Sunny (5/60)  
 Sure Fire (10/60)  
 Line-Up (1/61)  
 5-Way (5/61)  
 Avalon (4/62)  
 Silver (6/62)  
 Shuffle Baseball (6/62)  
 Action (7/62)  
 Embassy (9/62)  
 Circus Roll-Down (9/62)  
 Lancer (11/62)  
 Sparky (12/62)  
 Caravelle (2/63)  
 Crest (4/63)  
 Rumpus Targette (5/63)  
 Astro (6/63)  
 Ultra (8/63)  
 Skippy (11/63)  
 Jill-Jill (11/63)  
 Topper (2/64)  
 Tempest (2/64)  
 Bank Pool (11/63)  
**Ball Bowlers**  
 Bowling Alley (11/56)  
 Jumbo Bowling (9/57)  
 Royal Bowler (12/57)  
 Pixie Bowler (8/58)  
 Duplex (11/58)  
 Simplex (5/59)  
 Advance (5/59)  
 League (10/59)  
 Handicap (11/59)  
 Teammate (12/59)  
 Falcon (4/60)  
 Savoy (5/60)  
 Bowl-A-Rama (9/60)  
 Tip Top (10/60)  
 Dixie (1/61)  
 Cameo 5-Star Bowling (5/61)  
 Classic (6/61)  
 Alamo (4/62)  
 Sahara (7/62)  
 Tropic Bowler (9/62)  
 Lucky (11/62)  
 Cypress (12/62)  
 Sabre (2/63)  
 Regal (4/63)  
 Fury (8/63)  
 Futura (12/63)  
 Tornado (3/64)
- WILLIAMS**  
**Ball Bowlers**  
 Roll-A-Ball (12/56)  
 6 Player  
**UPRIGHTS**  
 AB Circus (5/56)  
 AB County Fair (3/57)  
 AB Circus Wagon  
 Wheels (12/58)  
 AB Galloping Dominos  
 AB Circus Play Ball (4/59)  
 AB Magic Mirror  
 Horoscope (11/59)  
 AB Mermaid (3/60)  
 Aquati Prod. Squoits (11/57)  
 B Jumbo (5/59)  
 B Sportsman (6/59)  
 B Jamboree (10/60)  
 B Super Jumbo (11/60)  
 CC Star Rocket (5/59)  
 GA Skeet Shoot (1/57)  
 GA Super Hunter (6/57)  
 GA Double Shot (4/58)  
 GA Wild Cat (12/58)  
 GA Spr. Wild Cat  
 GA Twin Wild Cat (7/59)  
 GA Super Wild Cat  
 Trail Blazer (12/60)  
 Twin Trail Blazer (2/61)  
 K Big Tent  
 K Spr. Big Tent (6/57)
- K Shawnee (1/59)**  
 K Big Roundup (3/59)  
 K Little Buckaroo (4/59)  
 K Del. Big Tent (5/59)  
 K Big 3 (5/59)  
 K Touchdown (9/59)  
 K Big Dipper (10/59)  
 K Twin Big Tent  
 Criss Cross Diamond (1/60)  
 K Red Arrow (4/60)  
 Sweet Shawnee '60  
 Black Dragon '60  
 K Twin Red Arrow (5/60)  
 K Flashback (6/61)
- ARCADE**  
 ABT 6 Gun Rifle Range  
 Air Football  
 Air Hockey  
 Auto Photo Model 9  
 Amer. Shuffle Situation (5/61)  
 B Undersea Raider  
 B Derby Gun (2/60)  
 B Bulls Eye Shooting Gallery (9/55)  
 B Big Inning (5/58)  
 B Heavy Hitter (4/59)  
 B Ball Park (4/60)  
 B Sharpshooter (2/61)  
 B Golf Champ (8/58)  
 B Bat. Practice (8/59)  
 B Skill Roll (B 3/58)  
 B Moon Raider (7/59)  
 B Target (10/59)  
 B Spook Gun (9/58)  
 B Skill Parade (1/59)  
 B Skill Score (6/60)  
 B Skill Derby (10/60)  
 B Del. Skill Parade (4/59)  
 B Table Hockey (2/63)  
 B Spinner (2/63) Novelty  
 B Bank Ball (1/63)  
 B Fun Phone (3/63)  
 Capitol Midget Movies  
 CC Bullseye Baseball  
 CC Basketball Champ  
 CC 4-Player Derby  
 CC Goalee  
 CC Midget Skee  
 Super model  
 CC Big League (5/55)  
 CC Twin Hockey (5/56)  
 CC Shoot The Clown  
 CC Stm. Shovel (5/56)  
 CC Batter Up (4/58)  
 CC Criss Cross  
 Hockey (10/58)  
 CC Croquet (8/58)  
 CC Playland Rifle  
 Gallery (8/59)  
 CC Pony Express (4/60)  
 CC Ray Gun (10/60)  
 CC Wild West (5/61)  
 CC Long Range Rifle  
 Gallery (1/62)  
 CC All-Star Baseball (1/63)  
 CC Big Hit (10/62)  
 CC Pro Basketball (6/61)  
 CC Riot Gun (6/63)  
 Ex Gun Patrol  
 Ex Jet Gun  
 Ex Space Gun  
 Ex Pony Express  
 Ex Six Shooter  
 Ex Shooting Gal. (6/54)  
 Ex Star Shtg. Gal. (9/54)  
 Ex Sportland Shooting  
 Gallery (11/54)  
 Ex "500" Shooting  
 Gallery (3/55)  
 Ex Treasure Cove  
 Shooting Gal. (6/55)  
 Ex Jungle Hunt (3/57)  
 Ex Ringer Ball (11/56)  
 Ex Pop Gun (9/57)  
 Ge Lucky Seven  
 Ge Sky Gunner  
 Ge Night Fighter  
 Ge 2-Player Basketball  
 Ge Rifle Gal. (6/54)  
 Ge Big Top Rifle  
 Gallery (6/54)  
 Super model (12/55)  
 Ge Gun Club  
 Ge Wild West Gun (2/55)  
 Ge Sky Rocket Rifle  
 Gallery (5/55)  
 Ge Championship  
 Baseball (9/55)  
 Ge Quarterback (10/55)  
 Ge Hi Fly Baseball (5/56)  
 Ge State Fair Rifle Gal.  
 (6/56)  
 Ge Davy Crockett (10/56)  
 Ge Circus Rifle (3/57)  
 Ge Motorama (10/57)  
 Ge Gypsy Grandma (5/57)  
 Ge Fun Fair (5/58)  
 Ge Space Age Gun (6/58)  
 Jungle Joe  
 Ke Air Raider  
 Ke Sub Gun  
 Ke Sportland DeLuxe model  
 Ke Ranger (3/58)  
 DeLuxe Model (3/55)  
 Ke League Leader (4/58)
- Ke Sportland**  
 Ke Two-Gun Fun (3/62)  
 Mid Red Ball (5/59)  
 Mid Joker Ball (11/59)  
 Midway Bazooka (10/60)  
 Midway Shooting  
 Gallery (2/60)  
 Mid. Del. Baseball (5/62)  
 Mid. Target Gallery (7/62)  
 Mid. Carn. Tgt. Gldy. (2/63)  
 Mid. Slugger BB (3/63)  
 Mid. Rifle Range (6/63)  
 Mid. Raceway (10/63)  
 Mid. Winner 2P (12/63)  
 Mid. Top Hit BB (3/64)  
 Mills Panorama Peek (11/54)  
 Munvex Bike Race (5/58)  
 Munv. Sat. Trkr. (5/59)  
 Mu Atomic Bomber  
 Mu Ace Bomber  
 Mu Dr. Mobile  
 Mu Fly Saucers  
 Muto Lord's Prayer  
 Mu Photo (Pre-War)  
 Mu Photo (DeLuxe)  
 Mu Silver Gloves  
 Mu Sky Fighter  
 Muto Voice-O-Graph  
 Pre-War Model  
 Post-War Model  
 Mu K. O. Champ  
 Mu Drive Yourself  
 Mu Bang-O-Rama (4/57)  
 Philadelphia Toboggan  
 Skee Alley  
 Scientific Pitch 'Em  
 Seeburg Bear Gun  
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 Southland's Speedway (6/63)  
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 (9/63)  
 Telequiz  
 Un Jungle Gun  
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 Un Spr. Slugger (4/56)  
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 Un Sky Raider (10/58)  
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 Wm. Major Leaguer  
 Wm. Big Lg. BB (2/54)  
 Wm. Jet Fighter (10/54)  
 Wm. Safari (2/54)  
 Wm. Polar Hunt (3/55)  
 Wm. Sidewalk Eng (4/55)  
 Wm. King of Swat (5/55)  
 Wm. 4-Bagger (4/56)  
 Wm. Crane (10/56)  
 Wm. Penny Clown (12/56)  
 Wm. 1957 Baseball  
 Wm. 10-Strike (12/57)  
 Wm. Ten Pins (12/57)  
 Wm. Shortstop (4/58)  
 Wm. Pinchhitter (4/59)  
 Wm. Vanguard (10/58)  
 Wm. Hercules (2/59)  
 Wm. Crusader (6/59)  
 Wm. Titan (8/59)  
 Wm. Del. Bat. Champ  
 (5/61)  
 Wm. Extra Inning (5/62)  
 Wm. World Series (5/62)  
 Wm. Road Racer (5/62)  
 Bally Champion Horse  
 Bally Moon Ride  
 Wm. Official Baseball (4/60)  
 Wm. Major League (3/63)  
 Wm. Voice-O-Graph 1962
- KIDDIE RIDES**  
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 Pony Twins  
 Bally Space Ship  
 Bally Speed Boat  
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 Bert Lane Lancer Horse  
 Bert Lane Merry-Go-Round  
 B.L. Miss America Boat  
 Bert Lane Fire Engine  
 B.L. Whirlybird (3/61)  
 B.L. Moon Rocket (3/61)  
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Bonanza 2P (6/64)

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Rodeo Pony ..... Ben Hur Chariot ..... Twin Quarterhorse ..... Derby Pony Jr. ..... Sam The Clown ..... \$845.00 \$645.00 \$575.00 \$550.00 \$395.00

## IRVING KAYE CO., INC.

NON-COIN MODELS Deluxe Continental (4 1/2 x 9') ..... Ambassador 70 (85" x 47") ..... Ambassador 75 (92" x 52") ..... Ambassador 80 (106" x 58") ..... Ambassador 90 (114" x 64") ..... Deluxe Eldorado 6 Pkt. Series ..... Mark I, 77x45 ..... Mark II, 85x47 ..... Mark III, 92x52 ..... Mark IV, 106x58 ..... Mark V, 113x63 ..... Deluxe Satellite, 77x45

Deluxe Klub Pool ..... Regular 56x40 ..... Jumbo 75x43

## J. H. KEENEY & CO.

Colorama 2P Pin (12/63)

## LEHIGH, INC.

CIGARETTE VENDORS "Smoke Center" M-156, M-220, M-220 AC; 15 or 12 sel., 156 and 220 caps. Model M-407-AC; 19 sel., cap. 402

## MARVEL MFG. CO.

Slugger-Counter Baseball (1 1/2, 5 1/2, 10 1/2)

## MIDWAY MFG. CO.

Trophy Gun (6/64)

## NATIONAL VENDORS, INC.

CIGARETTE VENDORS Series 113; 13 8-column shifts, cap. 447 Upright-Series 113; 13 8-col. shifts, cap. 447 Crown series 222; 22 sel., cap. 616 Crown series 800; 20 sel., cap. 850 Console-Series 650; 20 sel., cap. 670 Module-22M; 22 sel., cap. 616 Module-80M; 20 sel., cap. 850

## REDD DISTRIBUTING CO.

Cinch Instant Shine Vendor ..... (Vendor and packaged Cinch product) Giopen Coffee Vendor (Natl. Agents) Vend-A-Book Comic Book Vendor

## ROCK-OLA MFG. CO.

Caravelle (20 Col. 800 Packs) Model 3002 Cigarette Machine ..... Model 425 160-Sel. (Grand Prix) 7" LP Del. St.-Mon. .... Model 418-SA 160-Sel. (Rhapsody II) 7" LP, Del. St.-Mon. .... Model 414 100-Sel. (Capri II) with St. Optional ..... Model 403 100-Sel. Wall Phono (33-1/3 Optional) ..... 1628 Deluxe "Stereo Twins" Speakers ..... 1629 "Stereo Twins Jr" Speakers ..... 1950 Remote Volume Control Unit ..... Model 500 160-Sel. Stereo Speaker Wallbox 8 level personal pushbutton volume control 1578 160-Sel. Wallbox ..... 1584 100-Sel. Wallbox ..... 1551 Universal Wall Box Bar Bracket ..... 1981 Money Counter for Model 425, 418-SA, & 414 ..... Model TRLB-M—Coffee, Hot Chocolate, Soup Vendor—Batch fresh brew, modulator door and light, 600 cup capacity, coffee 4 ways, extra cream and sugar, whipped powdered chocolate, liquid sugar, liquid soup, fresh cream, with changer. Model 1403-S—Coffee, Hot Chocolate, Soup—Single cup fresh brew, 500 cup capacity. Coffee 4 ways, extra cream and sugar, with sugar and cream buttons a standard feature. (Extra strong coffee button kit, Model 2017, available for Model 1403-S. Also available as Model 1403 without hot whipped soup feature). Model 1200—Coffee, Hot Chocolate, Soup—single cup fresh brew, 500 cup capacity. Coffee 4 ways, extra cream and sugar buttons are standard. Model 3402—Coffee, Hot Chocolate, Soup and Tea—(Compact Model). Single cup, fresh brew, serves coffee and tea 4 ways. Model 3403—as above, without 4 way tea feature. Model 450 Book-O-Mat/Shop-O-Mat, all purpose visual merchandiser—General sundries and pocket books, 40-Selections—capacity variable on merchandise. Model 3300 Can Soft Drink Vendor, 4-flavors, 200-can capacity, 32-cans precool storage.

## ROWE AC SERVICES

Rowe—AMI M-200 Phonograph with Automix, Stereo-Round (Plays 33-1/3-45 stereo or monaural records, intermixed.) Has three-in-one convertibility, 200 selections, 160 selections, or 100 selections. HAC-200 Hideaway, 200 Sel. Mon. HEB-200 Hideaway, 200 Sel. Selective Stereo CFA Stepper, CFD Stepper, WQ-100 100 Sel. W.B., WQ-100 100 Sel. W.B., WQ-120 120 Sel. W.B., WQ-200 200 Sel. W.B., WQ-200-1 200 Sel. W.B., Dual Price Play, WQ-200-3 200 Sel. W.B., Dual Price Play, 4-coin Rejector. F-10436 Bar Grip, W.B. Mounting Bracket EX-600 Cylindrical Wall Speaker EX-700 Wall Speaker L-2130 Ceiling Spkr., Choice of Grille Types Listed: L-2136 Random Pattern, L-2136 Uniform Pattern, L-2605 Circular Flush-Mount Grille Riviera Cigarette, 20 sel. 800 pack. Celebrity Cigarette Merchandiser, 14 selection, 510 pack capacity, modular line. Ambassador Cig. Vendor 286; 14 sel., cap. 510 Celebrity Cig. Vendor 260; 20 sel., cap. 800 Celebrity Candy Merchandiser, 11 selections, 360 capacity, modular. 77 Candy Merchandiser, 11 sel., 360 cap. Tasty 20 Candy Merchandiser, 20 sel., 550 cap. Celebrity Pastry Merchandiser, 5 selection, 100 capacity, modular. Celebrity Hot Food Merchandiser, 7 selection, 140 capacity, modular. Celebrity All Purpose Merchandiser, 130 capacity, 130 selection, modular. Celebrity Fresh Brew Coffee Merchandiser, 11 selection, 750 cup capacity, modular. Celebrity Cold Drink Merchandiser, 4 selection, 1000 cup capacity, crushed ice feature optional, modular. Dollar Bill Changer, 10 change combinations, up to \$300 bank capacity. Celebrity Condiment unit, accommodating oven, can opener, ketchup, mustard, salt, pepper, etc., modular. Customic Background Music (Tape Cartridge)

## THE SEEBURG CORP.

LPC-480 (Tangerine or Blue) (6/63) LPC-1B (Blonde Cabinet) Stereo LP Console, 100 Selection Phono. LPC-1BR (Blonde Cabinet) Stereo LP Console, 160 Selection Phono, with remote control. LPC-1—Stereo LP Console, 160 Selection Phono, remote control.

## Phono.

LPC-1R—Stereo LP Console, 160 Selection Phono, remote control. All LP Consoles have the following standard equipment: Personalized, Album of the Month Feature, Plays 33-1/3 and 45 RPM records intermixed, Album Pricing and universal pricing system, Half Dollar, Income Totalizer. HLPC-1—Stereo LP, 160 Selection, Hideaway Plays 33-1/3 and 45 RPM records intermixed, Album pricing and universal pricing system, Income totalizer. DS160H—Directional Stereo, 160 Selection Phono. With Artist of the Week Feature, Universal Pricing, Plays 33-1/3 and 45 RPM records intermixed, Half Dollar, Remote Control optional. SC-1—Stereo Console, 160 Selection. Includes the following features: Personalized, Album of the Month, Album and single pricing, Pushbutton volume control, Remote selection, Twin stereo speakers, Remote income totalizer. (Available In Copper Finish) 3W100—Wall-O-Matic 100, Single Pricing TW1—Twin stereo wall speaker, 8 inch TC1—Twin stereo corner speakers, 8 inch TR1—Twin stereo recessed speakers, 8 inch EBWC1-12—Extended bass corner/wall speaker, 12 inch PRVC-2—Powered remote volume control CC-2—Coin counter BACKGROUND MUSIC Encore! 750 Sel. BMS-2—Background Music unit, 1000 sel. BMC-1—Background Music Compact BMCA-1—Companion Audio CIGARETTE VENDOR 4E3—Modular unit, 825 pack capacity. 4E3XM—Modular (less match unit) 825 pack capacity. 4E4—Free Standing, Personalized, 825 pack capacity. 4E4XM—Free Standing, Personalized (less match unit) 825 pack capacity 4E5, 4E5M; 22 sel., cap. 825 COFFEE VENDOR 662-C—Seeburg/Bally Coffee vendor brews coffee cup at a time. Coffee-Chocolate (dry ingredients) 200 7 oz. cups. Selective: 5 664-D—Seeburg/Bally Modular Coffee Vendor, Coffee-Chocolate (dry ingredients) 450 7 oz. cups. Selective: 5 664-DS—Seeburg/Bally Modular Coffee Vendor, Coffee-Chocolate-Soup or Tea (dry ingredients) 450 7 oz. cups. Selective: 6 664-R—Seeburg/Bally Modular Coffee Vendor, Coffee-Chocolate (refrigerated cream), 450 7 oz. cups. Selective: 5 767—Seeburg/Bally Coffee Vendor—Fits any in-line modular installation. Coffee-Chocolate-Soup or Tea (dry ingredients), 650 cup capacity. Selective: 6 PIC-A-PAC All-Purpose Vendor Model 15G1; 15 selections; Up to 315 items SHIPMAN MFG. CO. CIGARETTE VENDORS Mark II; 13 or 17 columns SOUTHLAND ENGINEERING CORP. Little Pro (3/64) ..... Traveling Frog ..... Orbiting Gemini Ride ..... Traveling Dinosaur ..... Space Ship ..... Travel Pony (Adaptable to Other Rides) ..... UNITED MFG. CORP. Thunder Bowler (6/64) Pacer Shuffle (4/64) ..... URBAN INDUSTRIES Movie Theaters Model AP-10 ..... Panoram ..... Kiddie Kolor Kartoon U.S. BILLIARDS INC. 6 Pkt. Series: Pro 1—78x46 ..... Pro 2—88x51 ..... Pro 3—93x53 ..... Pro 4—103x58 ..... Deluxe Rotation Bumper Model 48 ..... Model 67 ..... VALLEY SALES CO. Model 775—78x45 ..... Model 875—88x50 ..... Model 975—93x53 ..... Regulation Bumper Pool ..... THE VENDO CORP. CIGARETTE VENDORS CAIA Console; 22 sel., cap. 850 C-23; 15 sel., cap. 520 429-Special; 11 sel., cap. 423 WILLIAMS MFG. CO. San Francisco 2P (5/64) Palooka 1P (5/64) ..... Grand Slam Baseball (2/64) ..... THE WURLITZER COMPANY 2800 Stereo-Mono., 200-sel. phono. 2810 Stereo-Mono., 100-sel. phono. Wall Boxes 5121 Private Stereo Spkr. for use on WB 5200 and WB 5250 with Models 2300 thru 2700 5010 WB Ten Top Tunes sel. 50¢ 5250 WB 200-sel. 10-25-50¢ 5207 WB 104-sel. 5200 WB 100-sel. 10-25-50¢ Speakers 5122 Stereo Convertible Console Spkr. 5123 Stereo Wall Spkr.—12" Coaxial 5124 Stereo Corner Spkr.—8" Extended Range 5125 Stereo Extender Spkr. (Packed in Pairs) 5126 Stereo Directional Spkr. (Packed in Pairs) Hideaway Phonographs 2717 Stereo-Mono. 200-sel. .... 2711 Stereo-Mono. 100-sel. ....

# MISCELLANEOUS

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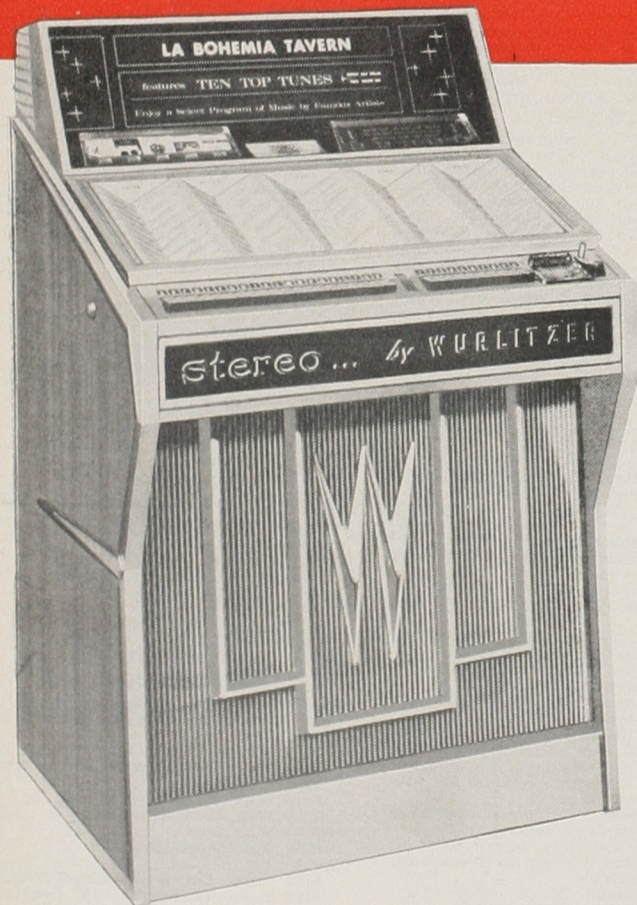
WISH TO CONTACT BILL ROHKAR. Formerly Colorado. Anyone knowing whereabouts write giving address. This is to Bill's interest. BOX 710, CASH BOX.

Cash Box—July 4, 1964





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**EXCLUSIVE**  
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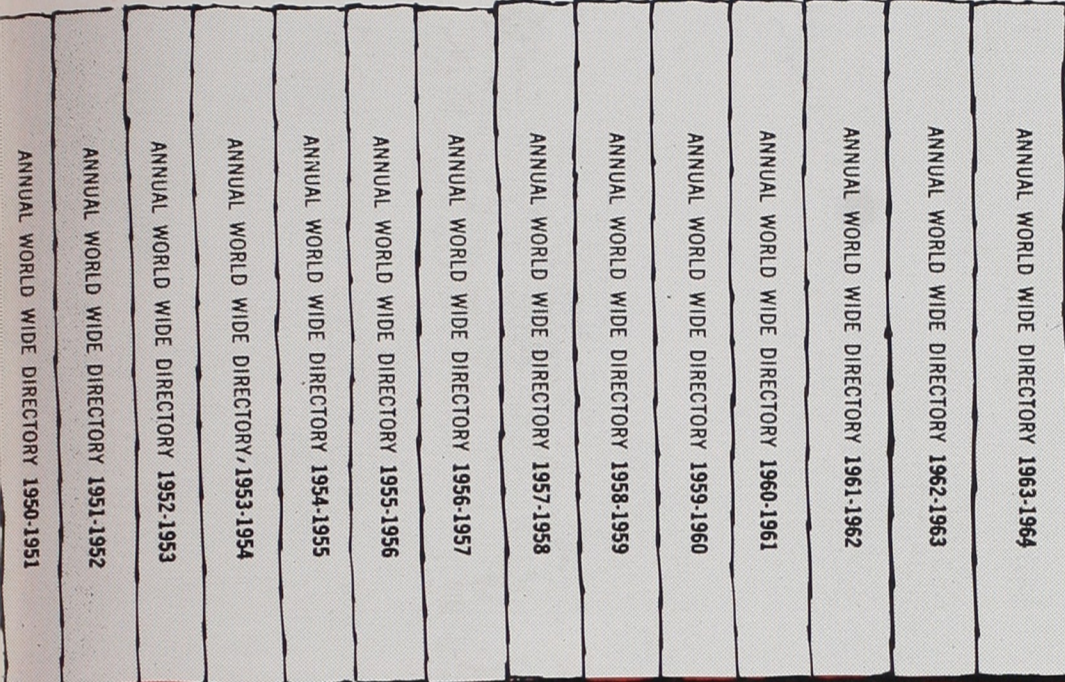
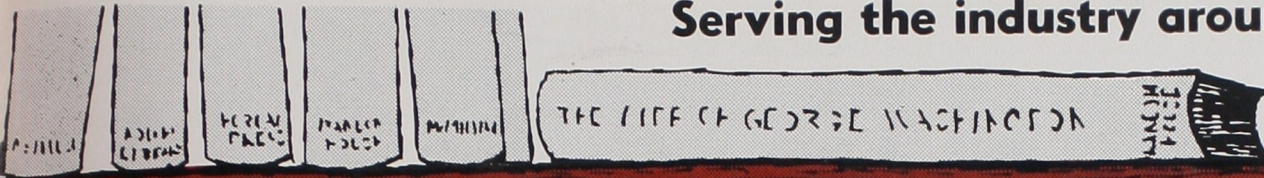
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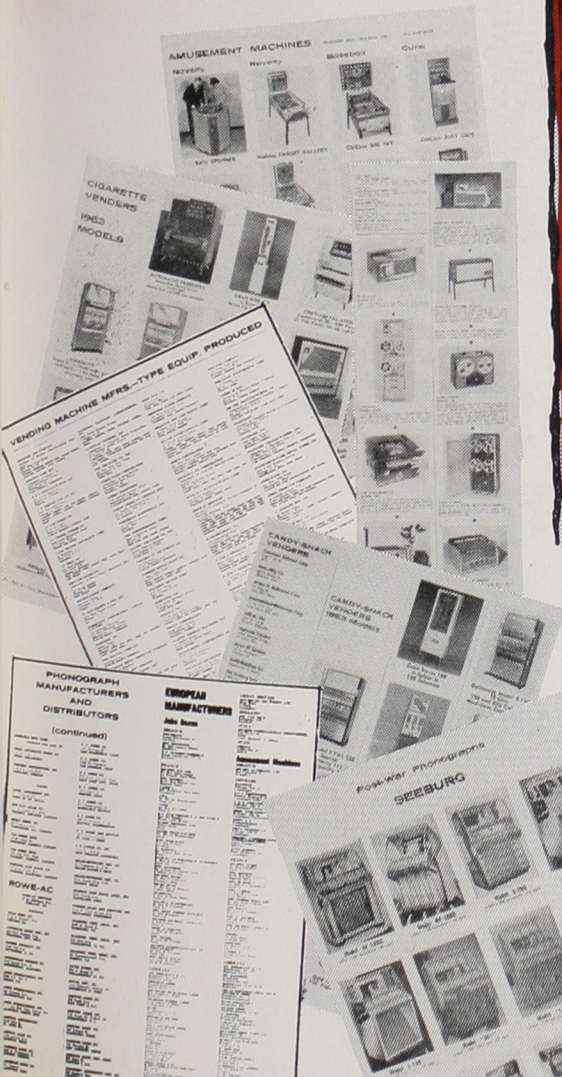
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# 1964-1965 COIN MACHINE & VENDING DIRECTORY

22nd Anniversary Edition

THE COMPLETE  
BUYERS' GUIDE  
TO EQUIPMENT,  
SUPPLIES, SERVICES



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#### ANNIVERSARY SECTION

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Cash Box		ANNUAL EXPORT VOLUME REPORT		FOUR QUARTERLY REPORTS FOR 1963	
Phonographs	Amusement Machines	Machines	Vending Machines		
1963	1963	1963	1963	1963	1963
1962	1962	1962	1962	1962	1962
1961	1961	1961	1961	1961	1961
1960	1960	1960	1960	1960	1960
1959	1959	1959	1959	1959	1959
1958	1958	1958	1958	1958	1958
1957	1957	1957	1957	1957	1957
1956	1956	1956	1956	1956	1956
1955	1955	1955	1955	1955	1955
1954	1954	1954	1954	1954	1954
1953	1953	1953	1953	1953	1953
1952	1952	1952	1952	1952	1952
1951	1951	1951	1951	1951	1951
1950	1950	1950	1950	1950	1950





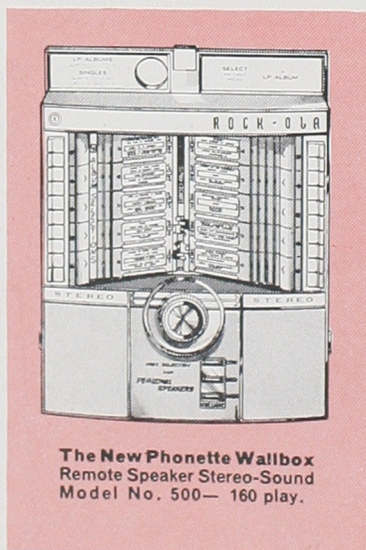
Grand Prix—the really new 160 play prestige stereo-monastral phonograph with 7" LP feature. Model No. 425.

whatever the location, a Rock-Ola phonograph makes extra profits for you

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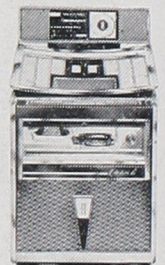
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The New Phonette Wallbox  
Remote Speaker Stereo-Sound  
Model No. 500— 160 play.



Rhapsody II—160 play deluxe stereo-monastral phonograph with new 7" LP feature (optional). Model No. 418SA.



Capri II—100 play deluxe stereo-monastral phonograph. Full dimensional stereo sound (optional). Model No. 414S.

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