

## Little LP Stirs Excitement Among Nation's Music Ops

NEW YORK—The Little LP was a prime topic among the nation's music machine operators last week as record companies advised that a total of about forty of the six-selection 33 rpm stereo disks would be available, through normal sales channels, by August 1.

Columbia, RCA Victor and Kapp Records had officially announced a regular program of Little LP's to be distributed through company-owned distributors, independents, and at the one-stop level. While Columbia owns the large majority of its distribution outlets, Kapp Records advised it's independent distributors that where the product was not being promoted to the one-stoppers, the label would sell direct. In order for the Little LP program to be successful it will be necessary for the one-stop outlets in the nation to play a major part in the distribution of the disks to juke box ops.

An executive of Kapp Records addressed one-stoppers on Sunday in Miami Beach during an ARMADA Convention at the Eden Roc Hotel and told the music men that their complacency would cost them money. "The juke box operator has helped you to flourish," stated Macey Lipman, Kappy sales exec, "and you can again capitalize on this market with great success by promoting the Little LP." Little LP's feature album material culled from the standard 12-inch LP's, thereby making available adult music for the juke box operators, the largest segment of whom operate equipment in taverns.

Columbia Records, who released six Little LP's two weeks ago, along with an equal number of stereo singles featuring one LP selection on each side of a seven-inch 33 rpm disk, said last week that six additional Little LP's would be released by August 7.

The disks are wrapped in color reproductions of the standard LP, with push-out display material consisting of miniature cover reproductions and title strips (see CB June 27).

Columbia's Gene Weiss, National Singles Sales Manager, told 500 one-stoppers at the ARMADA meet that the Little LP would be an important addition to current juke box op record material. He discussed the promotional potential for disks at the juke box level, stating that "you can

## SCCOA To Meet On July 19th



ASHBY BRADFORD

COLUMBIA, S. C.—Ashby Bradford, President, notified the South Carolina Coin Operators Association, that the next SCCOA meet will be held Sunday, July 19, in Charleston.

Early membership drives are being conducted in conjunction with the sale of tickets for the business-pleasure meeting. Bradford mailed a notice to all ops advising them of the annual dues—\$40.00 per year—and attached application forms for use by non-members.

turn off the radio, but you can't turn off the juke box."

During related discussions on juke box operator subjects, ROSA, the national one-stop association, pledged support of the Music Operators of America Convention (Sherman House, Chicago, Oct. 14-16). ROSA will enlist support of record companies between now and the October deadline, suggesting label support through exhibit displays on the Convention Floor. Columbia Records, RCA Victor, and Capitol Records, are among the majors who have already signed for the Convention.

On the foreign fronts, Henry Cabot Lodge returned from Vietnam last week and reported to LBJ that the war in Asia can be won "providing we indeed want to win it." The Republican politico pledged support of MOA and promised to enlist the cooperation of Barry Goldwater who may be King by Oct. 14-16.

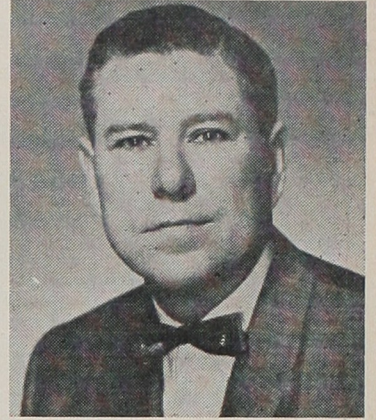
## Decca To Exhibit At MOA

■ 4 Major Labels Now Represented

CHICAGO—Claude Brennan, National Sales Manager, Decca Records, told the Music Operators of America last week that the label had agreed to exhibit at the forthcoming MOA Convention, scheduled to be held in the Sherman House, Oct. 14-16. The label was the fourth major record company to approve the Convention deal. Managing Director Fred Granger relayed the news to the trade press and to all MOA officials.

In conjunction with the announcement, Granger mentioned that Columbia's Gene Weiss was the first of the record company execs to okay a participation in a tentatively planned record programming forum, the core of which will most certainly center on Little LP's and new product for juke box operators.

MOA officials expressed satisfaction at the support the music ops show has received from labels, most of whom have not participated in years. President Lou Casola said that MOA "invites all record companies to join



LOU CASOLA

hands with MOA to make this Convention the best the industry has ever seen."

Columbia, Capitol, RCA Victor, Decca and Jay-Jay are all signed as of now.

## Ill. Ops Work Toward Heavy MOA Attendance In Oct.

CHICAGO—The main purpose of the Illinois Coin Machine Operators Association meeting held Sunday, June 28, in the Embassy Room of the Morrison Hotel in this city, was to assure a well attended general meeting during the forthcoming MOA Convention, October 14, 15 & 16, in the Sherman House.

Les Montooth, president of ICMOA, and the other officers and directors, were for the most part considerably bolstered in their efforts by the support given by executives of MOA, and local distributors, who attended this session in force, and assured ICMOA of their continuing support. The distributors hosted a buffet luncheon in the Cotillion Room when the meeting adjourned.

The guest speaker, Don Van Gorp, midwestern regional manager of Columbia Records, when introduced by Montooth, injected considerable optimism in his address when he advised that the "Little LP" product is becoming more plentiful for the nation's music operators. He said that more major and independent record manufacturers are beginning to enter the merchandising plan for the operators, concentrating on greater selectivity of good adult material, packaging of product, and (where Columbia Records is concerned) making available "do-it-yourself" merchandising kits for music operators.

He stressed the fact that although only 8% of the approximately 500,000 phonos are in teenage locations, this market is not being ignored. Therefore, 7 inch stereo singles (33 rpm) are available as well as Little LP's. The LP's are selling to the operators from one stop suppliers for \$1.50, and singles (stereo) for 70¢.

Van Gorp concluded by stating that "we all look forward to most record producing companies moving into this type of merchandising program to concentrate on supplying music operators with good, adult product."

ICMOA Director Earl Kies dwelt in his short talk on the possibilities in the Illinois State Legislature on the abolition of the \$10.00 per machine state tax. He explained that since policing and investigation "eats up" all of the money collected by the state, officials would probably not interfere with the association's efforts, providing the committee would labor diligently, to reach legislators and debate the inequities the tax poses for Illinois operators.

Lou Casola, Fred Granger and Clint Pierce, of MOA, greeted the Illinois contingent. Casola again issued a stern warning to the operators that they must contact their congressmen

## 80% Of So. Da. Ops Attend Qtrly Meet



JOHN TRUCANO

MINNEAPOLIS—Earl Porter, Sec.-Treas., Music and Vending Association of South Dakota, reported last week that 80% of the association's membership turned out for the quarterly meeting held here June 21-22 at the Brookview Country Club. 100% of the associate members—distributors, manufacturers and suppliers—also attended. The Convention was hosted by Lieberman Music Company of this city.

Business meets were held at the Viking Motel on Monday, June 22, President John Trucano, presided.

It was agreed that the next full meeting should be held in Chicago at MOA time. Final plans will be made at the next business meet, scheduled for September 6, in Mitchell, S.D.

S.D. Associate members include: Sandler Distributing Company, Minn.; National Vendors, St. Louis, Mo.; Jim's Record Shop, St. Paul; H. Z. Vending, Minn.; Tri-State Vending, Fargo, N. D.; V. K. Wholesale Co., St. Paul; Brown Bros. Inc., Minn.; K. C. Sales, St. Paul; and Acme Music Co., Minn.

to attempt to defeat the pending Celler Bill, which is presently in the Rules Committee of the House of Representatives.

"We are very hopeful of getting by this term in Congress because of the pre-election activities during the coming months," Casola said. "However, make no mistakes about the fact that the bill will most certainly be re-introduced during next year's session. We must have your complete support if we are to defeat this unfair legislation," said Casola.

He informed his audience that since the central MOA headquarters is a clearing house for all activities in Washington, California and Illinois, (Continued on page 52)

## Business Is Pleasure In Hawaii



HONOLULU—Gary Sinclair, Wurlitzer West Coast District Sales Manager and Ron Pepple, the Wurlitzer distributor in Seattle, Washington, have returned from a lengthy trip encompassing Hawaii, Japan, Hong Kong, Okinawa, Manila and the Philippines. They have lots of interesting anecdotes and quite a few good pictures as a result.

In a letter describing a photograph taken in Hawaii, Gary Sinclair says, "Attached is a photo of one real pret-

ty girl and some guys." Actually, there is more impact to the picture than Gary indicates since the pretty girl is Alice Kushiya, wife of Lorin Kushiya, President of Hawaiian Amusement, Ltd., Wurlitzer distributor for the Hawaiian Islands. Lorin and Alice are seated at the far left, Alvin Kushiya, manager of operations, in the center, and Gary Sinclair and Ron Pepple at the right.

This sure looks like the fun way to get new business.

# VENDING NEWS

The Vending Machine Industry's Only Newsweekly

## 300 Attend Cigarette Vending Annual



LOW GROSS WINNER Mike Bruck, Long Island Tobacco, receives award from PM's Max Berkowitz.



PUTTING CHAMPS l. to r. Mrs. Curt Nathan, US Automatic Sales, Mrs. Hy Berwisch, Auto. Sales, Mrs. Morris Kahan, County Enterprises.



GOLF TOURNEY WINNERS receive trophies from Max Berkowitz (l. to r.) Jerry Wolf, Harrough Corp; Morris Kahan, Country Enterprises; and Frank Marks, Marks Music.

SACKETT LAKE, N.Y.—Close to 300 vending machine operators and guests spent the weekend (June 26-28) celebrating the 28th Annual Outing of

the Cigarette Merchandisers Association at the Laurels Country Club here. President Jackson Bloom spoke for all when he stated that the affair

## Pete Petropoulos, Rowe Sales Mgr.



PETE PETROPOULOS  
"Mr. Chesterfield"

CHICAGO—Rowe AC Manufacturing has appointed Peter J. Petropoulos to the newly-created position of National Sales Manager, with headquarters at the Whippany, N. J., plant, it was announced last week by Jack Harper, Vice President and General Manager.

Harper said Petropoulos will be responsible for national accounts and for military, bottler and theatre accounts. The latter have formerly been serviced by Bob Martin, who has recently taken on a new sales training assignment.

Petropoulos most recently has been a Vice President of Koed Corporation, New York. From 1960 to May of this year he was Director of Special Services for Rudd-Milikian, Inc.

During the period 1946 to 1960, Petropoulos held several sales positions with Liggett & Myers Tobacco Co., where he was director of special sales promotions and military sales manager. In his activities for Liggett & Myers, he was known as "Mr. Chesterfield."

Petropoulos is married and resides with his wife and two children at 30 School House Lane, Lake Success, N.Y.

was one of the most pleasant ever held.

Business discussions were held intermittently throughout the three-day affair which was interspersed with cocktail parties, dinners, entertainment and a golf tourney. (Pictures).

Among the tobacco firms represented were: John Falvey, and Mickey Hurvitz, Brown & Williamson Tobacco Corp; Sam White and Sid McNally, Liggett & Myers; Bud Bass and George Gross, P. Lorillard Inc.; Ben Gold and Max Berkowitz, Philip Morris; Joe Rowe and Bob Fenton, American Tobacco; Jack Africk and B. Norris, Reynolds Tobacco Co.

Vending machine factory execs who were in attendance were Mel Rapp, Continental-APCO; Charles Brinkmann, Westinghouse Electric Corp; Murray Weiner, representing Automatic Products Co.; Lou Magerer and Bill LaPorte, National Vendors; George Klersey and the Runyon Sales Staff, for Rowe AC Services; the Atlantic NY Corp. for Seeburg. Sam Bloom of American Match and Irv Chanin of Maryland Match attended.

Golf trophies were awarded. The ladies received white summer handbags. Bingo was made possible by Brown & Williamson. Philip Morris donated the gold awards. L&M provided the special entertainment, as per usual. Manager Morris 'Tiny' Weintraub hosted the affair and conducted the program of events.

## National At The Fair

N. Y. WORLD'S FAIR — National Vendors has placed a total of 56 of the new Moduline Candy Merchandisers on location here, according to reliable reports. Theater Drink Inc. operates the equipment. Interstate, Wometco, and Paramount also operate vendors at the Fair.

## Illini Meet Held

(Cont'd from page 51)

all contact with congressmen and other government officials should be covered with duplicate copies (letters, telegrams and post cards) sent to MOA headquarters in Chicago.

Les Montooth and Bill Poss advised that ICMOA members received excellent response from the House Rules Committee in Washington from a concerted deluge of telegrams and letters.

The gist of short talks by Clint Pierce and Fred Granger was the rosy optimism surrounding the forthcoming MOA Convention, in the area of attendance and heavy return of signed contracts from exhibitors.

"We are already assured of the greatest convention in MOA's history," Pierce declared.

In a brief exchange between Les Montooth and Springfield director Bud Hashman it was decided that active members must contact the operators in their respective communities to urge them to join ICMOA, and to participate in all its activities. All agreed that a lot of missionary work will have to be intensively done to accomplish the best results.

Vice Prexy Bill Poss moved to hold the year-end general meeting during the MOA Convention in the fall. Normally, July is the end of ICMOA's fiscal year.

"After all," Poss said, "it is only fitting and proper that we hold the big meeting, with election of officers for the new term, at the big MOA Convention, where ICMOA was first conceived—during the convention in 1963."

Among the other officers and directors present were: Mary H. Gillette, secretary-treasurer; Bob Lindelof, Orma Johnson and Ronnie Meline, Chicago distributors' representatives were from Empire Coin Machine Exchange, World Wide Distributors and Atlas Music Company. Also, Paul A. Huebsch, midwest regional manager of Rowe AC Manufacturing Corp., was on hand representing the manufacturing segment of the industry; and Fred Sipiora, head of Singer One Stop Records, attended the meeting.

## Hungerford Clears Industry's Position Re Coin Shortage

CHICAGO—Thomas B. Hungerford, Executive Director of NAMA, filed a statement with the Subcommittee on Legal and Monetary Affairs, House Committee On Govt. Operations, June 30, to clarify the vending industry's position concerning the current coin shortage.

In his statement, Hungerford said that while vending is completely dependent upon coins for survival, the industry has not contributed to the current situation. He explained that the industry must expedite rapid turnover of pennies, nickels, dimes and quarters, in order to stay liquid. "Coins must be removed from the machines as quickly as possible," stated Hungerford. He told the Committee that 3.5 million vending machines take the larger denomination coin while an additional one million 'bulk' units receive mostly pennies. "Coins left in machines invite burglary," he said, "and operators therefore funnel coins from machines to banks, retailers and similar businesses." A leading vending company's estimate served to illustrate his statement. "The average machine is emptied 150 times each year. Of the \$3.2 billion annually put in machines, only \$22 million in coins will be found at any given time. Less than 1 coin in 200 is tied up."

He closed by offering the Committee the assistance of NAMA and the industry to help solve the shortage.

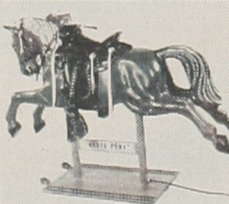
## ACTIVE'S

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.

## Rodeo Pony



Life-like action. Kick side to gallop. Pull reins to slow down. Manufacturer of: Derby Pony Jr. Ben Hur Chariot Twin Quarter-horse Sam the Clown (Seesaw)

All rides carry one-year warranty. Some distributor territories available.

**PAUL W. HAWKINS**

329 E. 7th St. Phone: 623-4503 (602), Tucson, Ariz.

## ARCADE EQUIPMENT

Arizona Gun . . . \$369	Genco Quarterback . . . \$125
Auto Photo #9 . . . 795	Hi-Fly Baseball . . . 125
Bally Fun Phone . . . 125	Ingo Floor Grip . . . 50
Bally All Star . . . 125	Jet Pilot . . . 175
Cap. Midget Movies . . . 110	MacLevy Foot . . . 135
Capitol Auto Test . . . 475	Vibrator . . . 135
C. C. Basketball . . . 125	Metal Typer . . . 225
Champ . . . 125	Standard . . . 225
C. C. Drop Ball . . . 125	Metal Typer . . . 195
C. C. All Star . . . 100	Harvard . . . 395
Hockey . . . 100	Midway Raceway . . . 150
C. C. Pro Basketball . . . 295	Muto. Lord's Prayer . . . 125
C. C. Goalee . . . 110	Muto. Silver Gloves . . . 195
C. C. Twin Hockey . . . 175	Muto. Cross County . . . 195
C. C. Pro Hockey . . . 295	Munves Set Shot . . . 195
Chester Pollard Golf . . . 125	Basketball . . . 275
Chester Pollard . . . 125	Panorams, Capitol . . . 395
Ex. Hi-Ball . . . 75	Southland Speedway, 2 Pl. . . 425
Space Age . . . 175	Southland Time . . . 110
Evans Hole-In-One . . . 95	Wms. Sidewalk Engineer . . . 110
Evans Bat-a-Score . . . 125	Wms. Peppy . . . 195
Fist Striker . . . 125	Wms. Ten Pins . . . 125
Genco Grandma . . . 195	Wms. Crane . . . 125
Genco 2 Pl. . . 125	Wms. Road Racer . . . 225
Basketball . . . 175	Wattling Scale . . . 110
Genco Motorama . . . 175	

## WANT TO BUY

BALLY TURF KINGS FOR EXPORT ONLY. PLEASE ADVISE QUANTITY AVAILABLE AND PRICE.

**CLEVELAND COIN**  
Machine Exchange, Inc.

2029 Prospect, Cable-Clecoin, Cleveland, Ohio

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

# VENDING NEWS

The Vending Machine Industry's Only Newsweekly

## Rowe's SK-9 Single Cup Unit Sales Tops Factory's Total Coffee Vending Volume

■ 5 Week Volume Necessitates Swing To Prod. Boost

WHIPPANY, N.J.—Rowe AC Manufacturing announced last week that it recently went into full production of a new fresh-brew single-cup coffee vending machine which offers several engineering and operational advantages over competitive units.

Jack Harper, Vice President and General Manager, said the new "Model SK-9" unit "has met with such immediate and enthusiastic acceptance in the field that sales for the first five weeks have exceeded those of all other Rowe coffee equipment during the past 9 months and the units are now back-ordered."

The SK-9 coffee vendor is designed to provide fresh-brewed coffee service to the large market of locations whose volume has not been adequate to warrant installation of the batch-brew type vendors marketed by Rowe. The SK-9 brews a single cup at a time, using dry ingredient products including creaming agents, thus eliminating the need for refrigeration and the frequent service attention necessary with liquid dairy products.

**Independent Water System:** The water system is designed to provide the best in performance under field conditions of varying sales volume, fluctuating water supply pressures, and poor water conditions. The water pump has no metallic moving parts to clog with lime scale and is a reliable time-tested pump. The water system is independent of supply pressures and will deliver more than 40 drinks, even if the water supply is shut off completely. The water tank will heat water as fast as drinks are drawn so that once the tank is up to temperature, there is always a sufficient supply of hot water.

**Ease of Maintenance:** The vendor has been designed for fast efficient service and extreme ease of maintenance. All operating parts can be

## Kelsey, Vendo, Compete For Continental

WESTBURY, N.Y.—The United States Federal Court, Eastern District, Brooklyn, asked representatives of The Vendo Company and Kelsey Hayes Corporation to re-submit final bids for the purchase of Continental-APCO and Continental Vending Machine Corp.

Two weeks ago, Kelsey Hayes bid \$6 million for the major vending machine manufacturing company. Since

Continental is in Chapter X Reorganization, a sale of the firm's assets must be approved by a Federal Court. Following the Kelsey-Hayes bid (CB June 27) The Vendo Company submitted a bid, reported to be higher than the one submitted by Kelsey. Hence, the Court's suggestion that final sealed bids be submitted Monday, July 6, at which time the Court will either choose the bid most favorable to Continental or continue to study the bids from both firms.

Vendo owns manufacturing facilities in Kansas City, Mo; Aurora, Ill; and Fresno, California. The firm's subsid, Vendo and Montiel, S.A. de C.V., Mexico City, also manufactures equipment. Licensees in England (Sankey and Sons Ltd) and Japan (Mitsubishi Heavy-Industries, Reorganized Ltd.) also manufacture equipment under the supervision of the parent firm.

Kelsey-Hayes, in addition to manufacturing cabinets for the present Continental vending line, also owns plants which produce automotive and farming equipment.

removed or replaced in a matter of minutes, without the use of tools.

**Accurate Coffee Portions:** Coffee portions are easily adjusted to deliver any size portion from 5 to 10 grams. Portion sizes are repetitive within one-quarter gram.

**Easily Adjustable Cup Size:** The cup head can be readily adjusted to accommodate various sizes and types of cups.

Complete details of the new Rowe AC "Model SK-9" single cup coffee brewer are available from Dept. MJ, Rowe Manufacturing, Merchandise Mart Plaza, Chicago, Ill. 60654.

## 1963 Vending Machine Production Off 6%

■ Single-Cup Fresh Brew Machine Sales Up

CHICAGO—The value of manufacturers' shipments of vending machines in 1963 decreased 6 per cent from 1962, according to a statistical study underwritten by the National Automatic Merchandising Association.

The study, prepared annually by the U.S. Bureau of the Census at the request of the vending industry's national trade association, shows the value of last year's machine shipments totaled \$163 million compared with \$172 million in 1962.

However, the value of goods sold through vending machines in 1963 registered a 9 per cent increase to \$3.2 billion.

Although shipments of some individual types of vending machines gained in value in 1963, the figures for every major category show a decline.

For example, the overall value of beverage machine shipments amounted to \$105.3 million in 1963, down 5 per cent from the \$110.3 million shipped in 1962.

A growth of 6 per cent was noted in the value of machines for single-cup, fresh-brew coffee to \$16.9 million from \$15.9 million in 1962. Shipments of canned soft drink vendors in 1963 advanced 100 per cent to \$2 million from \$1 million in 1962.

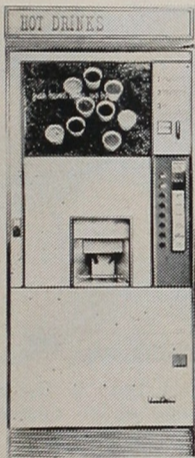
The value of vending machines for confections and foods amounted to

\$29.7 million in 1963, down 8 per cent from \$32.2 million in 1962. In this category, the value of "multi-purpose" (refrigerated and non-refrigerated) vendors rose to \$6.7 million from \$6.4 million in 1962.

Shipments of "all other" vending machines totaled \$27.9 million and \$29.8 million during 1963 and 1962 respectively.

In this group, postage stamp machines showed an advance to \$706,000 in 1963 from \$456,000 in 1962.

The Bureau of the Census report represent both domestic and export shipments of new vending machines, including those shipped on consignment. No data are included for rebuilt or repaired machines.



New "SK-9" fresh-brew single-cup coffee vending machine manufactured by Rowe AC Manufacturing, Whippany, N. J. Unit is designed to provide fresh-brewed coffee service to locations whose volume is not adequate for installation of batch-brew type vendors. Significant features include exclusive, optional "double chamber" brewing giving more cups per pound; self-cleaning reverse-flush brewer; simplified electrical circuitry; independent water system; and extreme ease of maintenance, with all operating parts removable or replaceable in minutes without tools.

Significant features of the Rowe SK-9 coffee vendor are:

**Exclusive, Optional "Double Chamber" Brewing:** The brewer can be operated as a "double chamber" brewer to extract more cups of coffee per pound, thus improving the economy of operation.

**Self-Cleaning Brewer:** The brewer design automatically reverse flushes the filter screens each cycle so that it is seldom, if ever necessary to remove screens for cleaning for mechanical performance. Regular cleaning is simple because the parts are so accessible.

**Simple Electrical Circuitry:** A "post-selection" system eliminates complicated wiring and uses only one relay, yet provides coffee nine ways, in addition to soup and chocolate selections. Maintenance costs are consequently reduced.

VENDING MACHINES: QUANTITY AND VALUE OF SHIPMENTS, 1962 AND 1963

Item	1963			1962*	
	Number of Companies Reporting	Number of Machines	Value (\$1,000)	Number of Machines	Value (\$1,000)
VENDING MACHINES, TOTAL	79	591,580	162,815	682,687	172,335
<b>Vending machines for beverages, total</b>	37	185,890	105,262	197,456	110,336
Coffee <sup>1</sup>					
Instant or liquid concentrates	12	6,954	2,783	11,369	3,958
Fresh-brew (batch)	8	4,133	4,991	6,512	7,513
Fresh-brew (single cup)	9	16,226	16,873	15,649	15,884
Canned beverages (refrigerated)	4	3,240	2,025	1,693	1,044
Soft drink:					
Bottle	13	131,296	50,572	132,473	50,390
Cup (post-mix)	9	13,055	19,153	16,841	21,196
Cup (pre-mix)	7	5,088	4,467	6,405	5,145
Other vending machines for beverages <sup>2</sup>	7	5,898	4,398	6,514	5,206
<b>Vending machines for confections and foods, total</b>	35	179,618	29,680	234,851	32,233
Bulk	6	113,295	1,812	158,816	2,741
Candy bar	9	41,711	13,721	50,688	15,542
Hot canned foods and soups	6	2,573	1,322	2,959	1,381
Multipurpose (refrigerated and nonrefrigerated)	7	4,982	6,659	5,239	6,431
Other vending machines for confections and foods <sup>3</sup>	17	17,057	6,166	17,149	6,138
<b>All other vending machines, total</b>	47	226,072	27,873	250,380	29,766
Cigarette	14	62,793	21,474	72,620	22,874
Ice	7	854	2,793	1,202	3,253
Postage stamp	6	13,382	706	9,556	456
All other vending machines except for beverages, confections and foods <sup>4</sup>	26	149,043	2,900	167,002	3,183

\*Revised

- 1 These products are primarily coffee vending machines though they may also vend hot chocolate and/or hot soup from the same cabinet.
- 2 Includes packaged milk (indoor and outdoor); milk (bulk or cup); beverage combination (hot and cold); hot beverages such as hot chocolate and/or hot soup (except canned soup) not sold in a combination machine with coffee; and packaged dry ingredients for mixing into beverages.
- 3 Includes vending machines for such commodities as apples; cookies, crackers, and biscuits; popcorn, pastry; ice cream; and packaged chewing gum.
- 4 Includes vending machines for such products as cosmetics and toiletries, novelties, detergents, newspapers, and stationery supplies.

DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS

# DEPENDABLE Coin-Operated Equipment FROM DAVIS

You can depend on Davis Distributing Corp. for reconditioned and used coin-operated music machines. Our guarantee is synonymous with top quality the world over. With Davis you can be assured of expert workmanship and technical know-how. The following location-ready phonographs have been steam cleaned, reconditioned and refinished to look and operate like new:

PHONOGRAPHS	
Seeburg AY 160 SHR	\$895.00
Seeburg AQ 160S	695.00
Seeburg Q 160	650.00
Seeburg 3W1 (100 Sel. W.B.)	25.00
Seeburg HF 100R	350.00

**SPECIAL!**  
1 Seeburg VL 200 Hideaway  
with (10) D-3WA Wallboxes **\$595.00**

CIGARETTE VENDORS	
Seeburg E-2 Reconditioned	\$225.00
Seeburg E-1 Reconditioned	125.00

**IN EUROPE**  
Holland-Belge-Europe  
276 Ave. Louise  
Brussels, Belgium

**IN PUERTO RICO**  
Cancel Hermanos Inc.  
1816 Loiza St.  
Sanurce, Puerto Rico

Write or visit our representative for guaranteed quality used equipment

Terms:  
1/3 Deposit  
Required

**WORLD EXPORT Corp.**  
WESTERN EXPORT DISTRIBUTING  
Exclusive Seeburg Distributors

**Davis**

738 EAST ERIE BOULEVARD  
SYRACUSE, NEW YORK 13210  
PHONE GRanite 5-1631  
AREA CODE 315

## The Service School

# Ops Benefit From Sessions On Maintenance & Machines

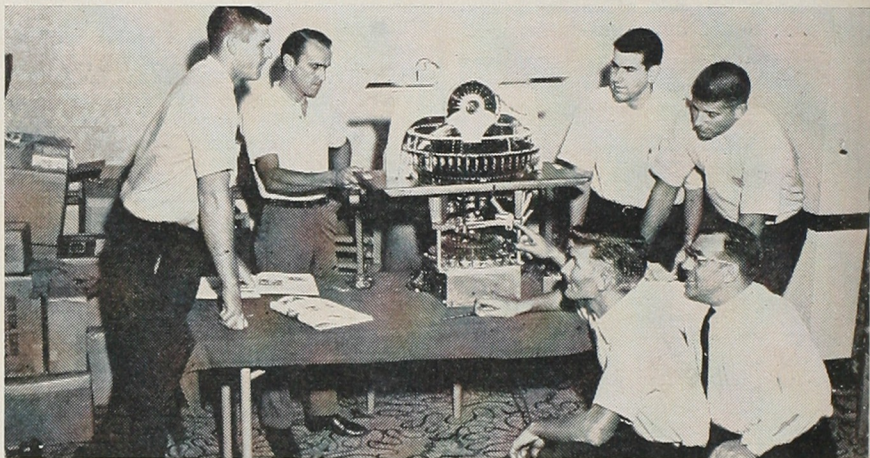
CHICAGO—Service schools play a more important part in the overall music operating picture today than ever before. As factories conduct operator session, mechanics and the operator-owners become more cognizant of the technical-service end of the business. The result is that service costs are cut and profits are greater.

Two weeks ago (June 25) The Wurlitzer Company held a service school at the LaSalle Hotel (see

pictures). Chief Service Engineer C. B. Ross and Field Engineer Hank Peteet combined their technical talents and instructed operators from the Chicago area. The information was related from the engineer execs to the blackboard to the desk pad and eventually to the routine service steps taken during the course of business on a route. It was another session that will pay off for the operator at the location-service level.



WURLITZER'S HANK PETEET sketches a diagram in order to illustrate his point during service school in Chicago's LaSalle Hotel.



CHIEF ENGINEER C. B. ROSS points to the part that is the subject of discussion during operator service session. About one dozen operating companies were represented.



OPERATORS PUT THEORY TO PRACTICE as Model 2800 parts are removed from machine by operators who heard Wurlitzer service execs discuss technical aspects of jukebox.

## Concessionaires' Convention Nears

CHICAGO—Seven more firms have reserved a total of nine additional booths at the combined National Association of Concessionaires and the Motion Picture Industries Trade Show to be held here at the Conrad Hilton Hotel, Sept. 28-Oct. 1, Spiro J. Papas, NAC exhibit chairman, announced last week.

"In addition to a most elaborate and comprehensive trade show," Spiro said, "the 1964 NAC convention will include business seminars at which profit-making ideas in all phases of

the concessions industry will be discussed, a specially prepared film in narrative form depicting exciting innovations in refreshment centers will be shown and the first NAC presentation of awards will be made to concessionaires who have demonstrated skills in various phases of the industry during 1964."

James O. Hoover, Columbus, Georgia is NAC general convention chairman and Philip L. Lowe, Newton Centre, Mass., heads up the NAC program committee.

## BIG BUYS for JULY

If you want your profits to go up with a bang—call on Dave Rosen to start the fireworks.

## Send for the New MIDYEAR LISTING

World's Largest Inventory

IT'S A \$ELLEBRATION — WE'RE SHOOTING THE WORKS WITH A BARRAGE OF BANG-UP BARGAINS

- ARCADE
- MUSIC
- GAMES
- RIDES
- VENDING

WIRE—PHONE—WRITE TODAY

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

**DAVID ROSEN, INC.**

855 N. BROAD ST., PHILA., PA. 19123  
Phone: (215) CEnter 2-2900

# WURLITZER 2800

Makes the Swing to  
Higher Earnings

## ATTENTION OPERATORS

SEEBURG 200 SELECTION 25¢ WALL BOXES CONVERTED TO OPERATE ALBUM PLAYING SEEBURG—ROCK-OLA—AMI OR WURLITZER PHONOGRAPHS

\$65.00 F.O.B. DALLAS

SPECIFY WHICH PHONOGRAPH

THESE BOXES CAN BE INTERMIXED WITH THE CONSOLETTA WALL BOXES

\$20.00 DEPOSIT—BALANCE C.O.D.

COIN MACHINE  
IMPROVEMENT & MFG. CO.  
3018 W. Davis, Dallas, Texas 75211

## KEENEY'S ALL-NEW COLORAMA

the DIFFERENT  
2-PLAYER  
FLIPPER GAME!

See your Distributor  
or contact

J. H. KEENEY & CO., Inc.  
2600 W. 50th St., Chicago 32, Ill.  
Phone: HEmlock 4-5500

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

## Cough too much? Short of breath?

See your doctor, says your Christmas Seal organization.

# 30 YEARS OF FAITH IN AN INDUSTRY—

# THE ATLAS STORY

**"PEOPLE—NOT MACHINES—MAKE  
FOR A SUCCESSFUL BUSINESS  
ENTERPRISE"—EDDIE GINSBURG**



*Founded By The Ginsburg Brothers, 30 Years Ago,  
Atlas Music Today Continues Its Pioneering Spirit*

CHICAGO—Thirty years ago when Morrie and Eddie Ginsburg established Atlas Music Company (then known as Atlas Novelty Company), at 2200 North Western Avenue, there were many trials and tribulations before the firm began to experience its meteoric rise. However, as Eddie Ginsburg spells it out now, they had a lot of faith in an industry that was enjoying tremendous growth in this



The busy execs shown here about 30 years ago were Atlas Music Company heads Morrie and Eddie Ginsburg, when the budding young distributor was "spreading its wings."

country—the coin machine industry.

Atlas Music Company thrived, and has since made a lasting mark in the wholesale segment of the industry. Having, until several years ago, branch offices and showrooms in Pittsburgh, Pennsylvania and Des Moines, Iowa.

Tragedy struck the inseparable Ginsburg brothers early in 1959 when Morrie, an inspirational driving force in the farflung midwestern coin machine markets, died suddenly of a heart attack while vacationing at Miami Beach with his wife, Rose.

After recovering from the stunning shock of his brother's death Eddie responded by forging ahead with the firm's business and growth activities, expanding into the sales and servicing of coin-operated vending machines.

"I imagine you can credit our ingenuity and inventiveness for our rapid climb in the coin machine wholesaling business from our earliest beginning," Eddie Ginsburg stated. "We almost always managed to be 'first' whenever it came to developing newer and better methods to renovate and improve upon good, used music, amusement or vending

equipment for sale to our customers. Who—incidentally—always manage to come back to Atlas Music for more.

"Naturally, we manage to have the finest shop facilities and highest degree of specialized abilities in our personnel. These are two of the main reasons we maintain such a fine mu-

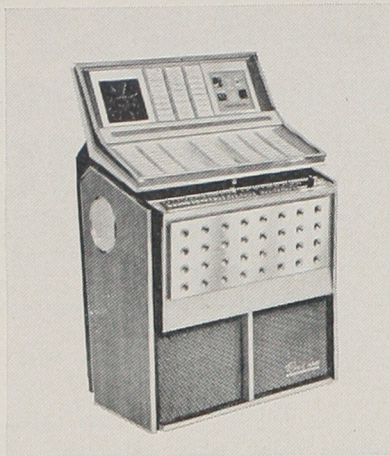
tual relationship with Atlas Music Company's customers.

"In the area of servicing equipment for the trade we can cite numerous 'firsts' where we spearheaded favorable changes," Ginsburg added. "For example, most shops all over the United States steam clean their

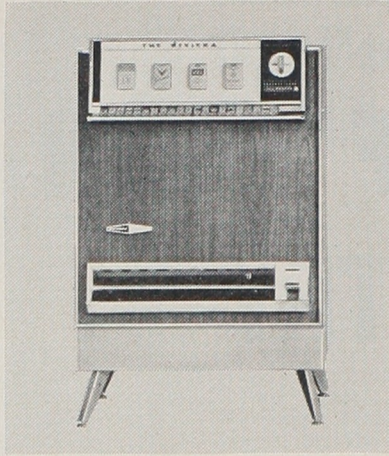
(Continued on page 59)



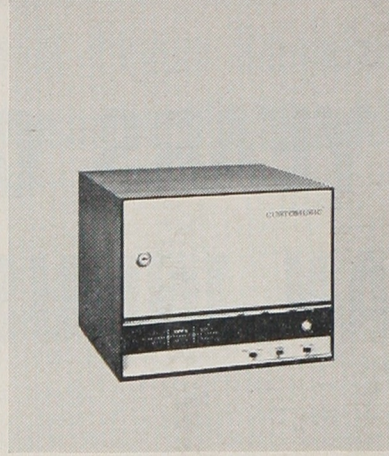
This was Atlas Music's first site, from 1934 until 1954, at 2200 North Western Avenue. Then the firm moved to the modern headquarters at 2122 North Western Avenue.



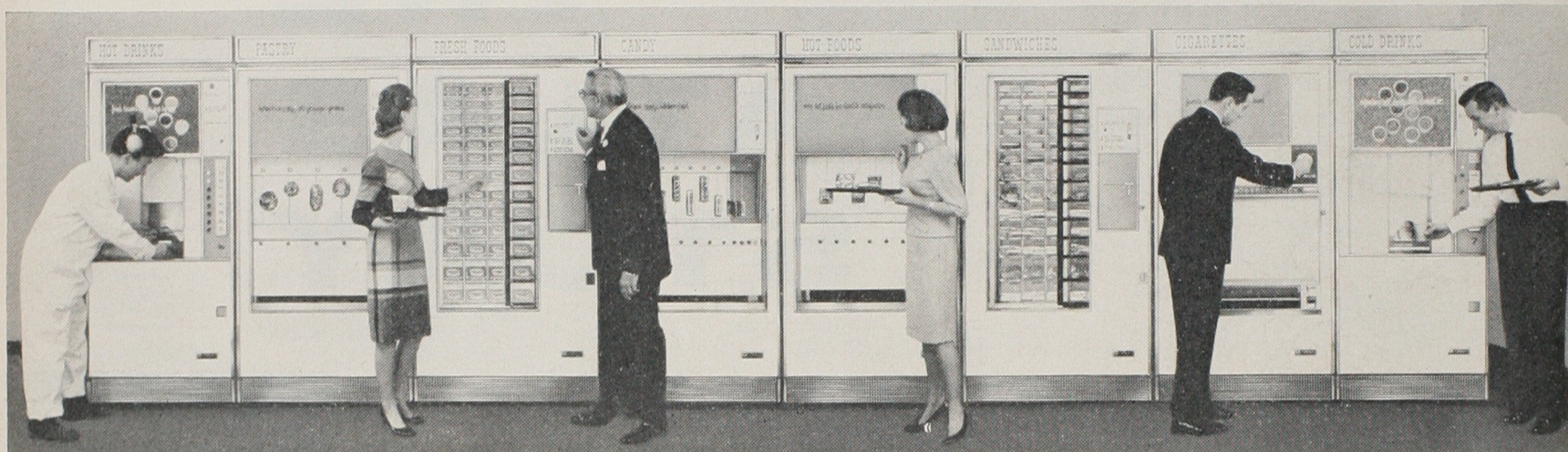
THE NEW ROWE® AMI TROPICANA, world's finest music-maker



THE RIVIERA, cigarette salesman extraordinary



CUSTOMUSIC,™ background music programmed with a purpose




THE CELEBRITY™ LINE, the world's finest designed automatic merchandisers

## ROWE AND ITS EQUIPMENT JOIN IN SAYING:



Eddie Ginsburg, founder and president,  
Atlas Music Company

  
*Congratulations, Eddie!*  
*Congratulations, Atlas!*  
*Congratulations on your*

**30<sup>TH</sup>**  
*Anniversary!*




**Rowe**  
 AC

**MANUFACTURING**

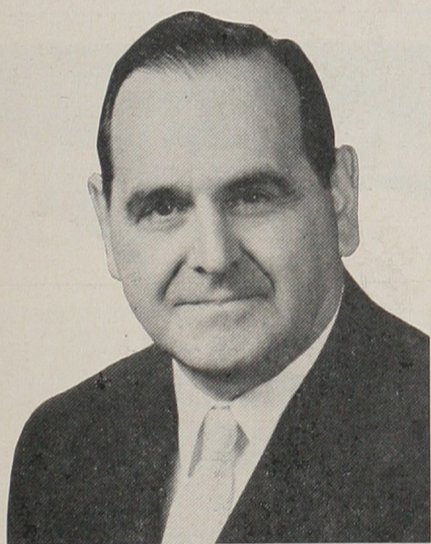
The Merchandise Mart, Chicago 54, Illinois

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

---

---

# *Dedicated to 30 Years of Service to the Industry*



*Edward A. Ginsburg*

To our loyal customers, suppliers, employees... sincere thanks for your invaluable contributions to our dynamic growth and leadership during the past three decades. On the occasion of our 30th Anniversary, we rededicate our efforts to the continued advancement of this great Industry.

*Authorized Distributors for*

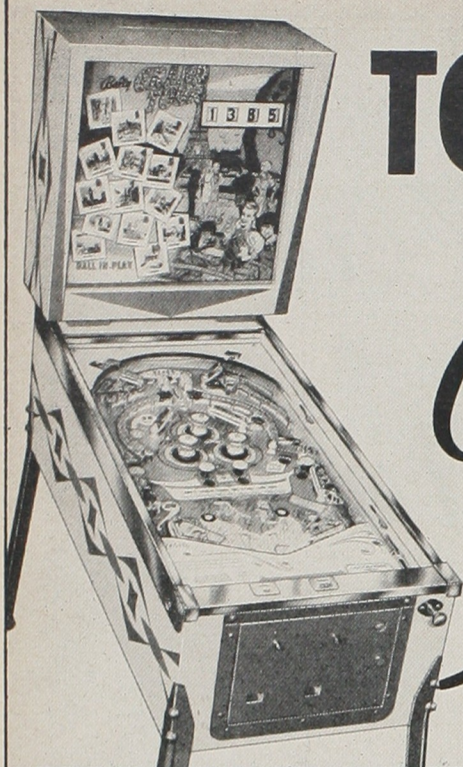
**ROWE-AMI, BALLY, KAYE, UNITED and VALLEY**

**ATLAS MUSIC COMPANY**

*Established 1934*



**2122 NORTH WESTERN AVENUE • CHICAGO, ILLINOIS 60647**



**TODAY ... as 30 years ago**

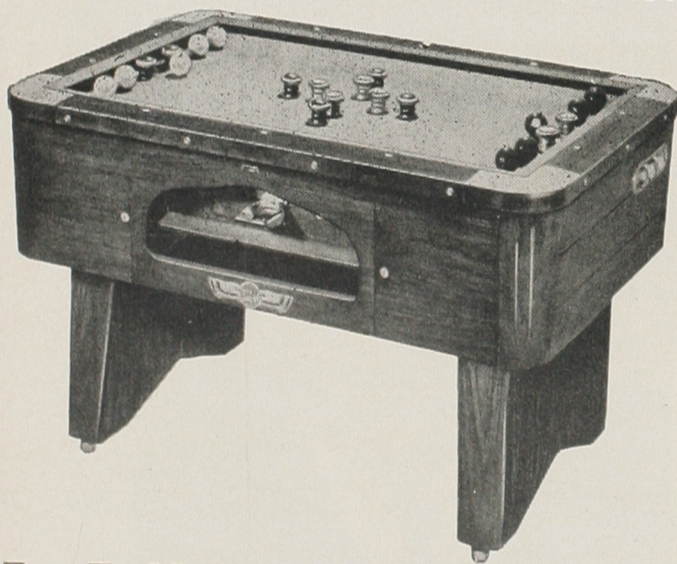
*Bally* proudly salutes  
*Atlas* **MUSIC COMPANY**

Collection reports in U.S. and other nations, from Australia to Finland, prove new **GRAND TOUR** strongest solo-player money-maker in many months. Triple Ball-Escapes give player maximum extra balls action. Famous E-Z Latch features cut cost of service. New exclusive Bally **AUTOMATIC BALL-RETURN** speeds up play, peps up profit. See new Bally **GRAND TOUR** at Atlas and all other Bally distributors today.

The Bally team congratulates the Atlas team for 30 years of success based on service. Both the factory and the operators benefit because Atlas is Bally Distributor for northern Illinois.

**BALLY MANUFACTURING COMPANY**  
2640 Belmont Avenue • Chicago, Illinois, 60618, U. S. A.

**DEPENDABLE QUALITY!**  
**DEPENDABLE PERFORMANCE!**  
**DEPENDABLE PROFITS!**



**Valley**® **BUMPER POOL**

- ANODIZED ALUMINUM BUMPERS
- GENUINE SLATE TOPS
- PLASTIC LAMINATE ON RAILS
- HEAVY DUTY LEG ADJUSTERS
- RECESSED COIN CHUTE AND BALL TRAP DRAWER
- REGULATION SIZE. WALNUT FINISH

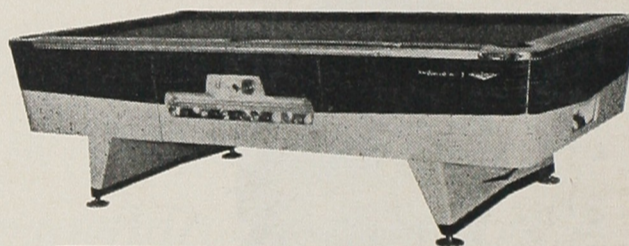
Complete Selection of Parts and Accessories.

See your Distributor or contact us direct

**Valley**® **SALES COMPANY**

(Sales Affiliate of Valley Manufacturing Co.)

333 MORTON ST., BAY CITY, MICH. 48709 • TWinbrook 5-8587



*Congratulations*  
**EDDIE GINSBERG,**  
**ATLAS MUSIC CO.**  
on your  
**30th ANNIVERSARY**

*Irving Kaye Co. Inc.*

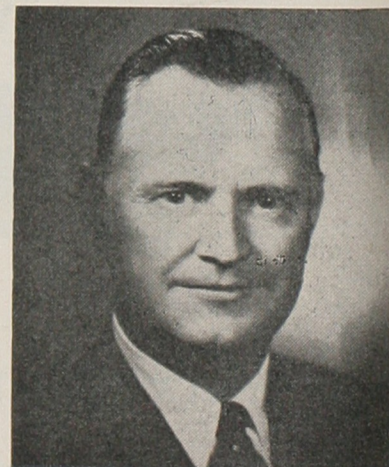
363 Prospect Place Brooklyn 38, N. Y.

STerling 3-1200

**O'Malley To Address  
Atlas Dinner Party**

CHICAGO — Eddie Ginsburg, president of Atlas Music Company announced last week that Patrick L. O'Malley, president and chief executive officer of Automatic Canteen Company of America, will be guest speaker during the dinner party at the firm's 30th Anniversary Celebration at Pheasant Run Lodge and Country Club, Friday, July 10.

O'Malley has long been considered one of the most widely acclaimed and desirable dinner speakers throughout the country.



PATRICK L. O'MALLEY



# Schedule For Atlas Outing

9 to 12 Noon

GOLF

Men's Tournament and Ladies Tournament

Chairmen: Mike Blumberg, Bob Fabian

SWIMMING and RECREATIONAL ACTIVITIES

Chairmen: Chuck Harper, Joe Klykun

Coffee "and"—served 9 to 10 a.m.

12 to 2 P.M.

BRUNCH ON THE PATIO

Chairladies: Mrs. S. Levin, Mrs. M. Blumberg

2 to 6 P.M.

FASHION REVUE

Chairladies: Jo Ann Ginsburg, Mrs. S. Gersh

GOLF • CARDS • SWIMMING • ENTERTAINMENT

6 to 7 P.M.

COCKTAIL HOUR

Chairmen: Sam Gersh, Mort Jacobs

7 P.M.

DINNER

Presiding Chairman, Edward Ginsburg

Guest Speaker, Patrick J. O'Malley

President, Automatic Canteen

ENTERTAINMENT—DANCING—AWARDS

Chairmen: Bill Phillips, Stan Levin, Frank Ogle



Atlas Music Company pioneered air shipments many years ago. The late Morrie Ginsburg is shown expediting a shipment in an ancient biplane at Midway Airport.

## THE ATLAS STORY—

(Continued from page 55)

used equipment before offering it for sale. Atlas Music was a proud developer of this method in our shop many years ago.

"When we expanded and moved into our present, very modern plant (at 2122 North Western Avenue) some ten years ago, we instituted numerous revolutionary new methods to still further improve on our already fine reconditioning facilities.

"Morrie and I always felt from the very beginning that it takes people—not machines—to make for a successful business enterprise. And, this was constantly one of our most positive accomplishments. Atlas Music Company has employees who have been associated with us for more than 25 years. Two for 30 years—and still going strong!

"Among our oldest oldtimers are youngish Frank Bach and Willard Warlin (30 year men), Mort Jacobs, Mike Blumberg, Morris Minkus and Frank Mallak (more than 20 years), and many more oldtimers in point of time and service.

"Frank Bach and Willard Warlin will be presented with appropriate awards and citations during Atlas Music Company's gala 30th Anniversary Party, Friday, July 10, at



Service manager Ray Grier touches up a phono in the paint spray booth.

the Pheasant Run Lodge and Country Club, near St. Charles, Illinois."

In the spring of 1961 Eddie Ginsburg sold Atlas Music Company to the Automatic Canteen Company of America, remaining as president and general manager. Then in the autumn of 1963 he re-purchased the firm from Canteen Company, retain-



ing distribution of the Rowe-AMI line of coin-operated automatic phonographs, and full-line Rowe vending machines, and "Customusic" background music equipment.

In addition, Atlas Music Company handles distribution of Bally Mfg.'s amusement games, Valley Mfg. Co.'s and Irving Kaye Company's coin-operated pool tables and accessories, and United Mfg. Co.'s bowlers and shuffle alleys.

"It is difficult for me to express my complete happiness of having re-acquired total ownership of this won-

derful company, which my brother and I founded more than 30 years ago.

"I can only say, humbly, that this gala Anniversary Party is a mere expression of my deepest feelings and satisfaction. My wife and daughter join me in expressing my thanks to all my co-workers at Atlas Music Company, and to our wonderful customers."

Eddie Ginsburg ranks with the nation's top thoroughbred horse fanciers, and maintains a beautiful, rambling breeding farm near Palatine, Illinois.

## People, Places, Parts & Pingames At Atlas—



Prexy Eddie Ginsburg "at his desk" with customers.



Mort Jacobs, parts manager, on the job.



Atlas Music's vending showroom (left to right) Chuck Harper, Jo Ann Ginsburg, Vice-prexy Sam Gersh and Joe Klykun.



The amusement games showroom.



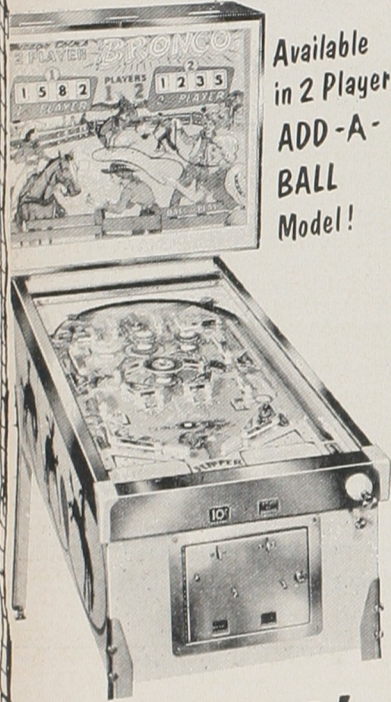
An idea of what a busy shop looks like.



Another view of the shop.

# 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

**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) PY 8-2626 or LOCAL DISTRIBUTOR

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

## London's '480' Show In Miami, A Hit

MILWAUKEE—Nathan Victor, general manager of S. L. London Music Company, Incorporated, in this city, hosted a showing of the new Seeburg "LP Console 480" coin-operated phonograph in the firm's showrooms on Sunday, June 7. Sam London, president, planed in from his Miami, Florida headquarters to be on hand for the gala affair. Representing the Seeburg Corporation's Music Division were vice presidents Joe Barrett and Al Gitlitz.

London employees on hand included: Walter Koelbl, Walter Glish, Donald Doedden, William Madsen, Donald Emery, Frank Kodousek, John Pier, George Faust, Martha Schalk, Rose Marie Blank and Mary Zimmerman.

Among the operators who attended were: Anthony Hirt, Ollie Marx, Fred Braun, Roland Tonnell, Charles Manley, Ray Schmitz, Elmer Schmitz, Oscar Winters, Mike Young, H. Turnmire, Nile Gluth, Leslie Reder, Paul Rosinsky, and William Lang.

Also, James Stecher, Paul Jacobs, Levi Yaroch, and many more guests.

## Wayne Hitt, Texas Op A Sheriff

SINTON, TEXAS—Cash Box Readers have many sidelines, not a few of which oftentimes take on greater importance than the business at hand—namely the operation of coin machines. A case in point can be found in San Patricio County in Texas where Operator Wayne Hitt was recently elected to the Office of Sheriff of the County.

Hitt has been in the music and cigarette business for seventeen years. Effective January 1, 1965, Hitt will also be Sheriff. "It was an uphill battle," says Hitt, "but hard work paid off."

Wayne Hitt is a success in other areas, too. He's been a Cash Box subscriber for years!

## Sinatra, Adams On Little LP

CHICAGO—Little LP juke box material released by the Seeburg Corporation for the week of July 6th include Frank Sinatra's 'Days Of Wine And Roses, Moon River and Other Academy Award Winners' on Reprise, and Edie Adams' 'Behind Those Swingin' Doors' on Decca—both for the 'Pop Vocal' category.

Seeburg's 'Pop Instrumental' slot is filled by Joe Bushkin's 'Joe Bushkin in Concert Town Hall,' also on Reprise, and Pete Fountain's Coral recording of 'Pete Fountain's New Orleans at Midnight.'

A second Decca recording among Seeburg's July 6th releases is Werner Muller's 'Aus Grosse Europa—Tournee,' which qualifies as the week's 'International' selection.

## Hall McKinley Dead

UNION CITY, N. J.—Hall McKinley, sales rep of American Shuffleboard Corp., died suddenly Sunday, June 28, at the age of 68. He was with American for 25 years.

A native New Yorker, McKinley was related to the Presidential Family of McKinleys, a firebuff with the Bell and Cycle Club, a Charter Member of B.P.O.E. #1, NYC, and a US Navy vet of WW I. He leaves a son, Hall F. and his wife Helen McGuire McKinley. He was interred at Woodlawn Cemetery, Bronx, NY.



## Eastern Flashes

The word for the Tenth Avenue scene early last week was 'sweltering' as the mercury climbed at one point to a record breaking 99° mark. In the words of Sid Greenfield of Musical Distributors, "Every night I leave this place I get barbecued!" Thankfully, however, most of the coin machine depots along the way are air conditioned, and even the Alaskan-like atmosphere of Harry Berger's West Side Coin Machine Corp. was a welcome respite from the heat along the avenue. Mortie, Harry's collection man for the vending and games route, decided that the best way to avoid the inferno was to turn his attention for a few of the warmer days to the West Side parts department which also enjoys the fruits of the air cooler.

A somber note was struck at American Shuffleboard's Union City plant with the sudden death of veteran American salesman Hall McKinley on Sunday, June 28th. The salesman, who was a distant relative of President McKinley and a veteran of the U.S. Navy, worked the Maryland, Virginia, New Jersey and New York territory for the shuffleboard company. McKinley, who leaves his wife Helen and son Hall Jr., was buried in Woodlawn Cemetery in the Bronx.

One of the finest and most successful of summer association events this far was the annual outing of the Cigarette Merchandisers Association held at the Laurels Country Club the weekend of June 26-28. Among the highlights of the outing, which included the customary cocktail parties and land and water sports, was a show put on for the entertainment of the CMA members and their guests by Liggett & Myers. The show featured a mind reading act by the name of 'Lucille and Eddie' who astounded the assemblage with an amazing exhibition of the thought-transfer illusion. Murray Weiner, New York vending vet, was so astonished when Lucille, blindfolded on the stage, was able to decipher a note from his pocket in the audience, that he couldn't get that puzzled grin off his face all evening. The second show, which immediately followed the Liggett & Myers act, was held in the Laurels nightclub and featured singer Julius LaRosa and comedian Guy Marx. Fred Pollak, Rower AC's VP Genl Sales Mgr, comfortably settled in Whippany, NJ offices, after renting a home in Lake Hopatcong from Milwaukee Braves' Hank Fisher. Jim Newlander, Promotion head, still looking for a home for his family.

Murray Kaye, at Atlantic New York, contends that the new Seeburg LT-480 phono is "movin' like matzah balls!" He's also happy about the entrance of Columbia, RCA and Kapp into the production of 33 1/3 rpm adult material for juke operators, and is anxious to see how quickly the other labels take up the standard. Officials at Columbia Records announced last week that six new Little LP's will be made available to ops by August. One of the most attractive features of the LT-480, Murray advises, is the fact that a healthy sales boost has been noted in the "collection department." He quoted one operator of the new machine as saying that his sales rose over 45% in one of his locations. The striking difference in style and mechanics of equipment of the early days to the sophistication of today's machines is dramatically displayed by the presence of an old Seeburg 'Synphonola' phonograph in the Atlantic showroom. The machine, which dates back to the early '30's, was formerly owned by Paul Tartaglia and Sons' County Vending.

Equally enthusiastic about the current breakthrough in Little LP production by the record manufacturers was Wurlitzer regional service rep Hank Petet as he passed through Harold Kaufmann's Musical Distributors. Hank said he was always convinced that a great many locations existed where adult juke box material would flourish and said he feels certain that there is an excellent market for the manufacturers just in this area. Hank thinks the Columbia 'Operator Pack' method of packaging the special disks is a terrific idea, in that it provides the necessary album jacket cut-outs and title strips right on the package. Sid Greenfield, being a heck of a sport about the lack of air conditioning in the shop, joked that the repairman was called three years ago to fix the busted unit and said if it wasn't for the fact that the previous owner waited six years before they moved out, he might not be as patient. Petet conducted a Chicago service school before flying to NYC.

Louie Wolberg at Runyon New York, the proverbial 'cool moose', calmly and efficiently went about his normal business duties in the cool of the Runyon offices. Not so Runyon mech Sid Gerber, who swears he practically passed out after a short walk over to Eighth Ave. through the mid-afternoon heat. Louie, who dropped over to the Laurels for the Sat. evening show with his wife and little girl from their own place near Monticello, sounded like the local chamber of commerce with his plaudits of the mountains for summer fun. Barbara, Runyon's switchboard girl, is also very big for the mountains. She and a few dozen girl friends have rented a 4x4 bungalow for the season, right outside of the Laurels. Naturally, the presence of the CMA made that particular weekend twice as good as usual.

Chicago Coin's 'Spotlight' puck bowler continues to enjoy an excellent reception with metro New York game operators, according to Al D'Inzillo at Al Simon Distributors. News was recently made at the Simon store with the purchase of a woodworking plant which will shortly become an intrinsic step in the future production of the U.S. Billiards pool tables. Another piece of news was the addition of former Seeburg man Harry Stuckey to the Simon staff. Good luck, Harry. . . . Louis Druckman was busy clearing space on the crowded United East Coast showroom floor for United's new 'Tiger' shuffle alley which is now being shipped in from Chicago.

Mike Munves says that as a result of a concerted push, he and Dick Greenberg should be all caught up on back orders for equipment by July 4th. The only one who wasn't busy at the Munves shop was Mike's dog 'Rusty' who has been enjoying semi-retirement for several years now. . . . Marty Berger of Universal, whose new 'Candymat' mechanical candy dispenser is causing excitement among metro area ops, stopped into the Weiner Brothers Sales showrooms for a sales and strategy confab with Bill and Murray. The Weiners are also doing a commendable job with the Smokeshop cig vender and the Gold Medal popcorn machine.

Paramount's Al Miniaci at poolside, during the CMA outing, advising listeners that son Dominick will enter college in the fall. The all-star football center graduated from a Bronx High School this season and is rarin' to go. . . . Sol Lipkin, American's road man, back from Ft. Wayne but ready for another east coast trip. . . . Howard and Irv Kaye, at the Laurels with Mary Kaye, Irv's wife, and Howard's wife and baby. . . . Seymour Pollak and his wife opposite ice cream sodas at 2 AM in the coffee shop. . . . Nat Sugerman and Sheila, motor boating on Sackett Lake. . . . Molly Sugerman playing mah-jong with the girls. . . . "The Senator" and Fran Bodkin, lobby-sitting. . . . Selma and Tiny Weintraub, hustling to keep the weekend activities active. . . . Mr. and Mrs. Nash Gordon, golf stars, enjoying, at the Sateve show. . . . John Cooper, Sheldon's head with his family. Son Al a Notre Dame law student. . . . John and Maxine Bilotta, cancelled. Daughter Patricia (and son-in-law Robert, a Syracuse op) made 'em grandparents for the fifth time(!) A boy—8½ lbs.—they'll call him Patrick Sean (begorrah!). . . . Smokeshop's Art Brier sorry he couldn't make it. Recuperating and coming along fine. . . . Westinghouse vending chief Charlie Brinkmann with his entire family. Brinky's breaking with news to come. . . . Continental's Mel Rapp, delighted with progress on the sale.



# Chicago Chatter

Illinois Coin Machine Operators' Assn. met in the Embassy Room of the Morrison Hotel last Sunday, June 28, on a sweltering 94 degree day in Windy (?) City. The hot weather kept many operators away, but most of the officers and directors were on hand. Also, there was an imposing attendance in the hospitality suite Saturday evening, and during the meeting on Sunday from among local coin machine distributors and MOA officers. Paul Huebsch, midwest regional sales manager for Rowe AC Mfg., was among the guests. Don Van Gorp, midwestern regional manager of Columbia Records, was guest speaker. He discussed the future of the Little LP record for coin-operated phonos. The gist of his comments centered on the mushrooming effect on adult music for phonos from among Columbia and other major and independent record producing companies. ICMOA's next meeting will be held in the Sherman House during the MOA Convention, October 14-16. At that time there will be an election of officers for the next term.

Among the guests we chatted with in the ICMOA hospitality suite were: From Empire Coin Machine Exchange: Joe Robbins, Mr. & Mrs. Jack Burns, and Mr. & Mrs. Bill Milner. . . . Atlas Music Prexy Eddie Ginsburg, Stan Levin, Chuck Harper, Joe Kline and Sam Kolber. . . . Representing World Wide Distributors: Nate Feinstein, Harold Schwartz, Irv Ovitz, Fred Skor, and Tom Higdon. . . . Also Mr. & Mrs. Les Montooth, Mr. & Mrs. Clint Pierce, Mr. & Mrs. Earl Kies, Mr. & Mrs. Lou Casola, Orma Johnson, Bill Poss, Mr. & Mrs. Fred Granger, Mary Gillette, Bob Lindelof, and several members of ICMOA.

Among those who will be on hand at Eddie Ginsburg's Atlas Music Co. 30th anniversary party at the Pheasant Run Lodge are Bally Mfg's. Bill O'Donnell and Herb Jones. Herb is tickled over the fine immediate acceptance among the nation's coin machine operators of Bally's newest, "Grand Tour" flipper-type pingame. . . . Irving Kaye, of Irving Kaye Co., a visitor in Chi last week, will try to be present at Eddie Ginsburg's big party, Friday, July 10, at Pheasant Run.

When last seen Alvin Gottlieb, of D. Gottlieb & Company, was, as usual, dashing out from the plant to Gottlieb Memorial Hospital in suburban Melrose Park to keep on top of the new fund drive for further expansion of the hospital's facilities for patient care. D. Gottlieb & Co. plant closing this week for vacation.

Hank Ross, co-head of Midway Mfg. Co., advised last week that the plant will be shutdown around July 4 for two weeks to give the firm's employees their annual vacation. . . . While Williams Electronic Mfg. Corp. is shuttered for vacation, Vice Prexy Sam Stern and Jack Mittel are busier than usual in the executive offices. . . . When we dropped into United Mfg. Co. t'other day Bill DeSelm advised that United's "Thunder" big ball bowler is proving to be one of the firm's most popular bowlers in years.

Longtime Downstate operator "Red" Lucan held a mortgage burning party t'other day in his plant and invited all his chums—and, of course, the Galesburg Fire Department. Red is the proprietor of Mac's Music Company. . . . Peter J. Petropoulos was last week appointed to the newly created post of national sales manager by Jack Harper, Rowe AC Mfg. Corp. Pete will headquarter in the Whippany, N. J. plant with vice prexy Fred Pollak and staff. Rowe AC delighted over reception at the new "Sk-9" fresh-brew, single cup coffee vending machine this week. Jack Harper info's that initial sales are so heavy that the machine is already behind in production and being back-ordered.

Zeke Giorgi, a Downstate coin machine serviceman for many years, was nominated in the Illinois primary election for the Illinois Legislature. He is placed in the number 87 position on the state ballot. . . . Wurlitzer's C. B. Ross and Hank Peteet held a service school class on the Wurlitzer model "2800" coin-operated phono in the La Salle Hotel Thursday, June 25. Wurlitzer's midwest regional manager Bert Davidson was also on hand to greet the operators and servicemen who attended the session.

When we dropped into Chicago Dynamic Industries last week we observed that even though the plant is shut down for vacation (two weeks) orders are still being shipped to ChiCoin's distributors everywhere. Mort Seore and Ralph Wyckoff are as busy as ever. (Busier, sez Ralph!).

We were goodnaturedly taken to task recently by lovely Jo Anne Ginsburg (Eddie Ginsburg's daughter who's tending the switchboard at Atlas Music during the summer vacation season). Yup, it's Jo Anne, not Joan. . . . While on the subject: Beauteous Denice Darcel, who is currently appearing at Carl Stohn's Pheasant Run Theater, will grace the Atlas Music party in the Pheasant Run Lodge on Friday, July 10.

Sig Sakowicz invited us to help in judging the Miss Illinois Contest July 10. No, thanks, Sig, Atlas Music's day-long affair comes first. . . . One of the busiest vending execs in town is Dick Cole, who distributes Ditchburn's "Minicold" cold drink vendors. . . . While mopping his brow Johnny Frantz, of J. F. Frantz Mfg. Co., escorted us through his plant to show us that production and shipping are keeping pace despite the hot weather. Johnny's biggest sellers, he sez, are still "Kicker & Catcher" and "Little League" baseball (both counter games).

Delightful visitors in town last week were Mr. & Mrs. Harry Gross, of The Office, in the Virgin Islands. They visited at World Wide Distributors with Nate Feinstein and Irv Ovitz. . . . Seeburg execs were very busy indeed greeting visitors to their suites, 512 & 513, in the Conrad Hilton Hotel during the NAMM (music) show last week. . . . Herb Perkins, of Purveyor Distributors, was just getting ready to jet off to the West Coast when we chatted with him last Monday. He says his staff is so busy these days he'll have to stagger the vacation schedule.

## TROPHY GUN by Midway

**NEW** 4  
**SENSATIONAL MOVING BALL TARGETS!**

★ BEAT THE SCORE FEATURE

★ TIME FEATURE



AVAILABLE IN REGULAR & SHOOT AGAIN MODELS

24" WIDE  
SIZE: 33" DEEP  
67" HIGH

**DANCING**  
**CAT & MOUSE TARGETS**

HINGED AT FRONT & REAR FOR SERVICING

**MIDWAY** MANUFACTURING COMPANY  
10136 PACIFIC AVENUE, FRANKLIN PARK, ILLINOIS

**SERVICE . . . more than a word**  
**—at WORLD WIDE!**

### PHONOGRAPHS

COMPLETELY RECONDITIONED AND REFINISHED

SEEBURG AY100 H	795
SEEBURG 100 R	295
SEEBURG DS 160H	975
AMI I-200	325
AMI K-200	395
AMI CONTINENTAL 2-200	595

COMPLETE STOCK OF NEW POOL TABLES  
VALLEY • ALL-TECH • KAYE

Terms: 50% deposit, Bal. Sight Draft or confirmed letter of credit.  
We carry the most complete line of Phonographs, Games, Arcade and Vending Equipment. Write for Complete List!



**WORLD WIDE distributors**

2730 WEST FULLERTON AVE., CHICAGO 47 ILL.  
EVerglade 4-2300 CABLE: GAMES - CHICAGO



**VACATION TIME IS HERE AGAIN**

for  **Williams**

**OUR FACTORY WILL BE CLOSED FROM JUNE 26 TO JULY 13,**

then it's back to work with full production on

**HEAT WAVE**   
SINGLE PLAYER REPLAY  
ADJUSTABLE 3-OR-5 BALL PLAY



**Williams** Electronic Manufacturing Corp.  
4242 W. Fillmore St. Chicago 24  
Cable Address: WILCOIN, CHICAGO... NEVADA 2-4900

**BUY THE BEST - BUY WILLIAMS**



## California Clippings

Although the Teamsters Union has settled with the Breweries, there still has been no settlement reached with the distributors. The prolonged strike is beginning to effect real hardship on some of the local operators, and in turn has slowed things down considerably with the distributors and wholesalers in town.

Irving Stimler, national merchandising manager for MGM Records in town and visiting with Sammy Ricklin at California Music. Nash Lazalde on vacation for one week. Buddy Robinson busy keeping up with the orders for "The Beatles Second Album."

A visitor at Simon Distributing Co. this week was Mr. K. K. Nakayama from Tokyo, Japan. A new shipment of All-Tech pool tables arrived at Simon this week, and the shop is busy processing another export order for shipment to the Far East.

At Amco Music and Vending, Leo Simone said that the Seeburg Marquee Coffee Vending Machine—with the new merchandising look—has consistently showed an increase in sales in locations, with some operators reporting sales doubled. Leo also said the new LPC-480 has done so well for one local operator that he has already ordered an additional ten phonographs.

More operators are taking advantage of Advance Automatic Sales Co.'s unique drive-in parts department as the word gets around. The shop busy this week re-conditioning used equipment that has come in. Jack Leonard reported that the mail order business in the parts department has been particularly good. Sonny Lomberg up the coast to Santa Barbara calling on the operators.

At the Wurlitzer Factory Branch, Ralph Cragan, newly appointed Southwest regional sales manager for the Wurlitzer Co., returning from a trip through the territory, stopped off to pay a visit to Clayton Ballard. Ralph was enroute to Seattle where he is preparing to move his family to Dallas, Texas where he will headquarter. Wurlitzer's Western regional manager Gary Sinclair also in town this week for a one day visit.

A carload of pool tables being unloaded on the dock at Paul A. Laymon, Inc. Bally's "Grand Tour" pin ball game receiving a very good reception from the operators at Laymons. Jimmie Wilkens said that everyone at Laymons is encouraging their customers to upgrade their equipment and take advantage of the many new and different models of equipment now being offered. Paul A. Laymon again showing his beautiful flower gardens to his many friends in the Pacific Palisades. Bill Fritz, manager of the parts department, entertaining guests from back East.

At the R. F. Jones Co., Chuck Klein reported that a boatload of vending equipment left the Rowe plant at Whippany, New Jersey this Tuesday and will arrive in Los Angeles July 21, where half of the cargo will be unloaded for the local Jones office, with the boat proceeding to San Francisco, where the other half will be delivered to the Jones warehouses there. The vending department is busy now completing the delivery of three large vending banks. Ed Wilkes fully recuperated from recent surgery, and vacationing in the mountain resorts. Everyone trying their luck at a new game, "Ski 'n Skore" which arrived from the DuKane Co.—a new manufacturer. Rowe Regional Sales Manager, Hans Von Reydt, in town visiting with Chuck this week. Ralph Phipps, Rowe field service engineer on a tour of the Southwest territory. John Hotz put on two new men in the service department; Jose Navarro, and Francisco Ojeda.

Seen along Pico Blvd. this week were: Ray Hanlin, San Bernadino; Larry Greenspan, Oceanside; Bill Spurgen, Riverside, and Luis Alonso Barbabosa manager of Centro Musicale in Tijuana, Mexico.



## UPPER MID-WEST MUSINGS

The South Dakota Vending and Phonograph Association held its quarterly meeting in Minneapolis at the Viking Motel, Sunday and Monday June 21-22. Attending the meeting were: Mr. & Mrs. Ike Pierson, Mr. & Mrs. Earl Porter, and Mr. & Mrs. Ralph Harvey, from Mitchell, So. Dakota; Mr. & Mrs. John Trucano, Deadwood; Mr. & Mrs. Dean Schroeder, Aberdeen; Mr. & Mrs. Lawrence Jenkens, Bath; Gene Hoerth, Herried; Mr. Roy Foster, Sioux Falls; Mr. & Mrs. Elmer Cummings, Brookings; Mr. & Mrs. Herman Warn, Salem; Mr. & Mrs. Tony Ratchford, Huron; Mr. & Mrs. Darlow Maxwell, Pierre; Mr. & Mrs. Clifford Brown, Rapid City, So. Dakota. . . . Many of the operators also brought their children along and made a real vacation of it. A few operators arrived on Friday and Saturday, many of them taking in the Minnesota-Detroit ball game on Sunday afternoon. . . . Distributors at the two day convention were: Irv. Sandler, Warren Sandler and Solly Rose, Sandler Dist. Co.; Harold Lieberman, Lou Rubin, and John Zeglen, Lieberman Music Co.; Kenny Glen and John Glen, K. C. Sales, St. Paul; Dick Brown and Irving Gorsen, Brown Bros.; V. K. Swaney and Carl Christianson, V. K. Swaney Dist. Co.; Eddie Zorinsky, H. & Z. Dist. Co., Omaha. . . . Manufacturers representatives were: Mr. & Mrs. Bob Dunlap, Seeburg, and several other reps. John Kreidler, National Vendors Inc.

## Happy Birthday This Week To:

**WEEK OF JUNE 28**  
N. W. Watson, Shreveport, La. . . . Glenn E. Sears, Davenport, Ia. . . . Randolph Knott, Galesburg, Ill. . . . Louis Nemish, Det., Mich. . . . G. F. Haley, Chgo., Ill. . . . David Gropman, Boston, Mass. . . . James Scott, Huntsville, Tex. . . . Lucky Skolnick, Miami, Fla. . . . Darrell H. Garman, Republic, Kans. . . . Edward S. Wilkes, L.A. Calif. . . . Harry F. Jacobs, Jr., Milwaukee, Wis. . . . Edwin H. Stanton, Auburn, N.Y. . . . Geo. Swartz, Brookline, Mass. . . . Jos. Lotwoski, Chgo., Ill. . . . Joe P. Smith, Crestview, Fla. . . . Cameron W. Frank, Ft. Worth, Texas. . . . Harold P. Withrow, St. Joseph, Mo. . . . Edw. E. Levin, Chgo., Ill. . . . Wm. H. Luenhagen, L. A., Calif. . . . Ray Wherrit, San Luis Obispo, Calif. . . . Walter F. Squires, Sr., New Haven, Conn. . . . Sol Groenteman, Phila., Pa. . . . Chas. E. Novak, Cedar Rapids, Ia. . . . Robert H. Losey, Tiffin, O. . . . Thomas O. Busby, Tampa, Fla. . . . Harold E. Laing, Wilmington, N. C.

**WEEK OF JULY 5**  
Rose M. Bennett, Toledo, O. . . . Frederick A. Zemke, Ann Arbor, Mich. . . . S. M. Johnson, Atlanta, Ga. . . . Harry D. White, Oseoda, Mich. . . . Edward A. Grodzicki, Dearborn, Mich. . . . Thomas Sarris, Crestview, Fla. . . . J. B. Chambers, Houston, Texas. . . . Bud Hashman, Springfield, Ill. . . . W. R. Parrish, West Columbia, S. C. . . . Wm. Arthur Wood, St. Louis, Mo. . . . Chas. J. Ewing, Evansville, Ind. . . . Wm. E. Hullinger, Delphos, O. . . . Joseph Ficca, Torrington, Conn. . . . James McDonald, Atlantic City, N.J. Wm. A. Webster, Marianna, Fla. . . . Louis S. Glass, Madison, Wis. . . . Edward L. Carlson, Detroit, Mich. . . . Bryan McCullogh, Gt. Bend, Kansas. . . . Roy E. Garrison, Phoenix, Arizona. . . . Myron S. Hillman, Fall River, Mass. . . . W. B. Loosier, Decatur, Ala. . . . Jimmie A. Soules, Decatur, Ill.

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

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

Enclosed find my check.

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

(Check One)

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

NAME .....  
FIRM .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....

Be Sure To Check Business Classification Above!

# Meeting Dates & Trade Events

## JULY

- 19 South Carolina Coin Operators Association, Inc.  
Place: Charleston, S.C.
- 22-24 National Food Distributors Association, Annual Convention  
Place: Pick Congress Hotel, Chicago, Ill.

## AUGUST

- 2-4 National Candy Wholesalers Association  
Place: Sheraton Park Hotel, Washington, D.C.
- 3-5 American Management Association  
Place: 135 W. 50th St., N.Y.C.
- 4-6 American School Food Service Association  
Place: Portland Hilton Hotel, Portland, Ore.
- 24-26 National Association of Concessionaires Eastern Regional Conference  
Place: Mayflower Hotel, Plymouth, Mass.
- 26-30 National Automatic Laundry & Cleaning Council  
Place: N. Y. Coliseum (exhibits); Bar-bizon-Plaza (meetings), New York City

## SEPTEMBER

- 6 Music and Vending Association of South Dakota, Business Meeting  
Place: Mitchell, S.D.
- 18-19 Minnesota Candy & Tobacco Distributors Association  
Place: Leaming Hotel, Minneapolis, Minn.
- 18-20 Iowa Association of Tobacco Distributors  
Place: Hotel Savery, Des Moines, Iowa
- 24-26 Pennsylvania Association of Tobacco & Candy Distributors  
Place: Tamiment-In-The-Poconos, Tamiment, Pa.
- 24-26 Michigan Tobacco & Candy Distributors and Vendors Association  
Place: Statler-Hilton Hotel, Detroit, Mich.
- 24-26 Texas Merchandising Vending Association—Texas and Oklahoma Tobacco Distributors (joint meet)
- 25-27 MONY, NYS Operators Guild and Westchester Operators Guild  
Place: Nevele Hotel, Ellenville, N.Y.
- 27-Oct. 2 National Association of Concessionaires  
Place: Conrad Hilton Hotel, Chicago Annual Convention
- 28-Oct. 1 Motion Picture & Concessions Industries Trade Show  
Place: Conrad Hilton Hotel, Chicago

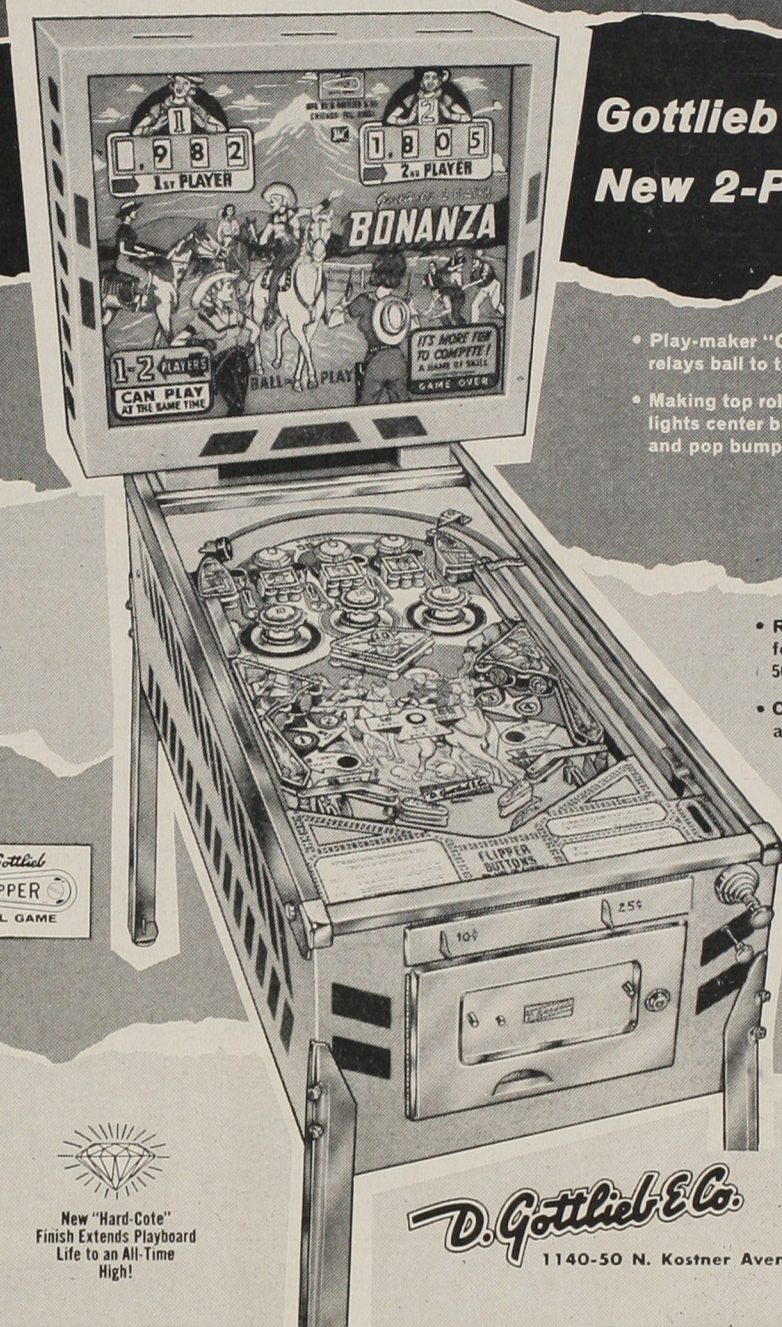
## OCTOBER

- 1-4 New York State Association of Tobacco Distributors, Inc.  
Place: Concord Hotel, Kiamesha Lake, N.Y.
- 9-11 Tobacco Distributors Association of New Jersey, Annual Convention  
Place: The Colony, Atlantic City, N.J.
- 14-16 Music Operators Of America  
Place: Sherman House, Chicago Annual Convention
- 15-17 Ohio Association of Tobacco Distributors, Convention-Exhibit  
Place: Statler-Hilton Hotel, Cleveland, Ohio
- 17-20 National Automatic Merchandising Assoc.  
Place: McCormick Place, Chicago Annual Convention
- 29-30 Wisconsin Food and Tobacco Institute  
Place: Schroeder Hotel, Milwaukee, Wisconsin

## NOVEMBER

- 6-7 Wholesale Tobacco Distributors of Maryland  
Place: Sheraton Belvedere Hotel, Baltimore, Md.
- 9-12 American Bottlers of Carbonated Beverages  
Place: McCormick Place, Chicago, Ill.

# 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



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!

That Extra Touch of Quality

### FOR QUICK ACTION CHROME WALL BOXES

100 SEEBURG 3WI—100 SEL. **\$15<sup>00</sup> ea.**

100 SEEBURG 3VWA—200 SEL. **\$35<sup>00</sup> ea.**

#### SEACOAST DISTRIBUTORS

Dave Stern, Mgr.  
1200 North Ave., Elizabeth, N.J. 07201  
Blgelow 8-3524-5

### SUMMER SPECIALS

UNITED BANK POOLS ..... \$395  
MIDWAY WINNERS ..... \$295  
MIDWAY CHAMP ..... \$395

**Wanted** LATE WILLIAMS & GOTTIEB FIVE BALLS  
Send Your List—Late Cabinets Only!

**EMPIRE INTERNATIONAL** DOMESTIC DISTRIBUTORS FOR:

Rock-Ola • United  
Williams • Midway

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

CABLE: EMCOMACH

## In Tribute

NEW YORK—One of the highlights of the recent UJA-Coin Machine Division Dinner given in honor of Harry Siskind here last month, was the presentation of a posthumous award to Mrs. Molly Sugerman, widow of the late Barney Sugerman, veteran coinman who passed away two months ago. Pictured here l. to r., are Nathan Sugerman, Mrs. Molly Sugerman, Chairman Irving Holzman, Committeeman Al "Senator" Bodkin, making the presentation and Myron Sugerman. The award was made from the dais at the Statler-Hilton Hotel here.





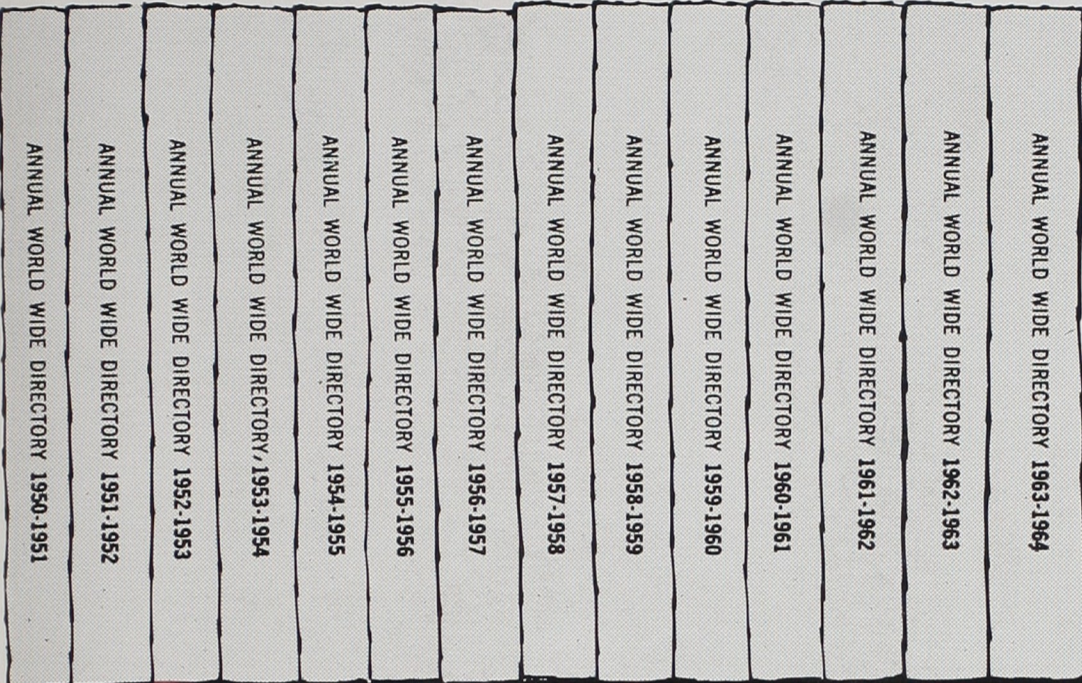
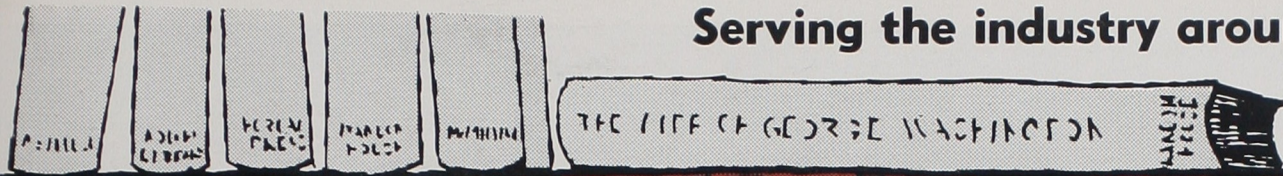






Serving the industry around the world . . . . .

COMING SOON!



# 1964-1965 COIN MACHINE & VENDING DIRECTORY

22nd Anniversary Edition

THE COMPLETE  
BUYERS' GUIDE  
TO EQUIPMENT,  
SUPPLIES, SERVICES

### Table of Contents

#### PHONOGRAPHS

Illustrations of all current and post-war models. Franchised list of distributors for each factory line. Foreign representatives of U.S. manufacturers.

#### AMUSEMENT MACHINES

Illustrations of every current make and model machine. Complete list of every known manufacturer. Franchised distributor list for each factory. Foreign representatives of firms with International markets.

#### BACKGROUND MUSIC

List of manufacturers of players using cartridge, tape, special disk—with illustrations of all models and specifications. Distributors in U.S. markets.

#### KIDDIE RIDES

Illustrations of every current make and model. List of factories manufacturing rides. List of franchised distributors.

#### VENDING MACHINES—GENERAL

List of manufacturers of all types of vending equipment classified as to types of equipment manufactured by each firm.

#### CIGARETTE VENDORS

List of manufacturers of cigarette machines. Illustrations of every current model and make. List of franchised distributors and factory representatives. Current promotion allowances for each brand carried.

#### CANDY MACHINES

List of manufacturers of candy and cookies machines. Illustrations of current model candy-cookie-snack vendors.

#### SUPPLIERS

Complete lists of firms supplying the coin machine and vending equipment industries: parts, suppliers, merchandise, candy, cigarettes, allied industries.

#### EXPORT-INTERNATIONAL

1963 export statistics of phonographs, amusement machines and vending equipment, new and used, shipped to foreign markets during 12-month period. Analysis of volume, country-by-country breakdown of dollars, units, by category.

#### HISTORY OF YEAR IN REVIEW

Month by month record of trade events as they happened. People, equipment, and trade news reference.

#### JOBBER-DISTRIBUTORS

Complete listing of every known equipment jobber in the U.S. State by state breakdown for easy reference.

#### ADVERTISEMENTS

Institutional sales messages from leading firms supplying the coin machine and vending business with equipment, supplies, services. Quick reference to buying sources.

#### ANNIVERSARY SECTION

In observance of Twenty-Second Year serving the trade.

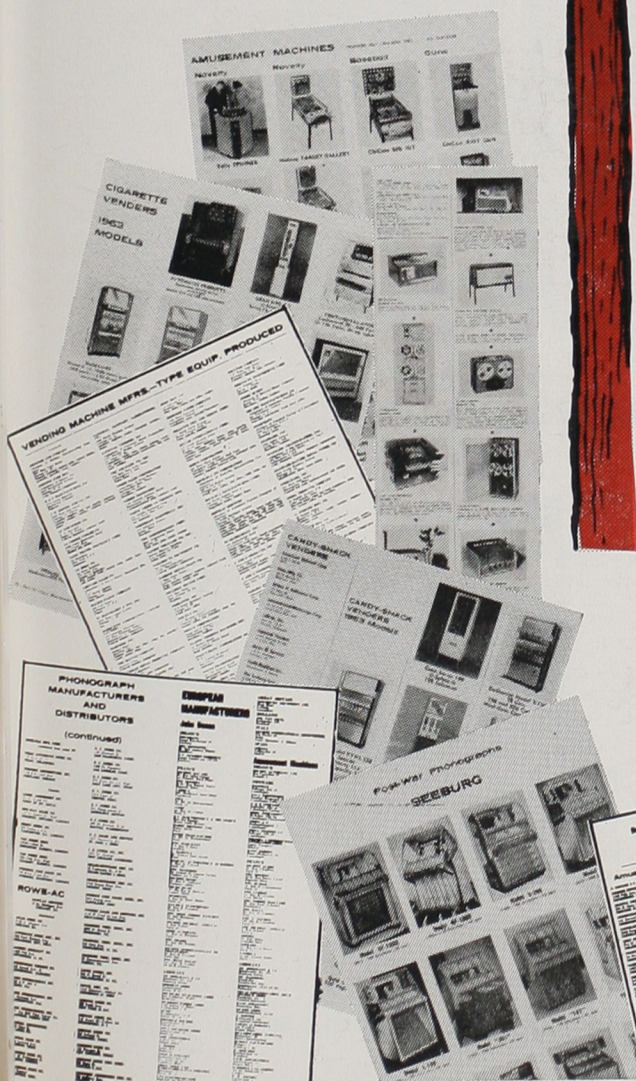
Reserve Advertising Space Now!

1780 Broadway New York 19, N.Y. Tel. JUdson 6-2640

CHICAGO • LOS ANGELES

ENGLAND • GERMANY • ITALY • BELGIUM • HOLLAND • SWEDEN

AUSTRALIA • CANADA • MEXICO • ARGENTINA • BRAZIL • JAPAN



ANNUAL EXPORT VOLUME REPORT		FOUR QUARTERLY REPORTS FOR 1963	
Phonographs	Amusement Machines	Machines	Vending Machines
Q1	Q1	Q1	Q1
Q2	Q2	Q2	Q2
Q3	Q3	Q3	Q3
Q4	Q4	Q4	Q4
YTD	YTD	YTD	YTD

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

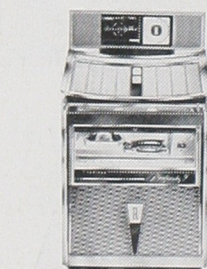
**whatever the location, a Rock-Ola phonograph makes extra profits for you**

**PROFIT WHEREVER YOU GO WITH ROCK-OLA!**

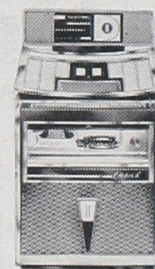
What do you need to make more on locations where you have been losing out? Stereo, Monoaural or 7" LP album, you name it, Rock-Ola has it! From plush club to local beanery, there is a Rock-Ola phonograph to suit. The new high-fashion 160 Play Grand Prix phonograph with 7" LP album feature is at home in the finest prestige location. Popular Rock-Ola Capri II and Rhapsody II phonographs plus full dimensional stereo and 7" LP album options (Model No. 418SA) permit the operator to customize any time to fulfill any location need. That's not all! Add up the extra coin from the new Rock-Ola Phonette remote speaker Wallbox and small wonder that everyone is talking up Rock-Ola for '64!

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

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



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



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

Look to **ROCK-OLA**  
for advanced products for profit