Little LP Stirs ol tah **Excitement Among** er poc Nation's Music Ops novel

Novel Nation S music Ups
a go 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 distribs 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.

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July 11,

ops. An executive of Kapp Records ad-

anachin archine 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 LPs 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.
This to introdu 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).
Tolumbia'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 recomplication of the standard LP with push-out display material consisting of miniature cover reproductions and title strips (see CB June 27).
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).
The disk are wrapped in color recomplication to current juke box op recomplication of the standard LP.
The disk are wrapped in color recomplication of the standard LP.
Man difference and the discussed the promotional potential for disks at the push out on a potential for disks at the push out of the standard LP.

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 Sun-day, 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 na-tional one-stop association, pledged support of the Music Operators of America Convention (Sherman House, Chicago, Oct. 14-16). ROSA will enlist support of record compa-nies between now and the October deadline, suggesting label support through exhibit displays on the Con-vention Floor. Columbia 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 Re-publican politico pledged support of MOA and promised to enlist the co-operation of Barry Goldwater who may be King by Oct. 14-16.

Business Is Pleasure In Hawaii



HONOLULU—Gary Sinclair, Wur-litzer West Coast District Sales Man-ager and Ron Pepple, the Wurlitzer distributor in Seattle, Washington, have returned from a lengthy trip encompassing Hawaii, Japan, Hong Kong, Okinawa, Manila and the Phi-ippines. They have lots of interesting accodes and quite a few good pic-tures as a result. In a letter describing a photograph taken in Hawaii, Gary Sinclair says, "Attached is a photo of one real pret-

Cash Box—July 11, 1964

ty girl and some guys." Actually, there is more impact to the picture than Gary indicates since the pretty girl is Alice Kushiyama, wife of Lorin Kushiyama, President of Hawaiian Amusement, Ltd., Wurlitzer distribu-tor for the Hawaiian Islands. Lorin and Alice are seated at the far left, Alvin Kushiyama, manager of opera-tions, in the center, and Gary Sinclair and Ron Pepple at the right. This sure looks like the fun way to get new business.

Decca To Exhibit At MOA

4 Major Labels Now Represented

• 4 Major Labers IV CHICAGO—Claude Brennan, National Sales Manager, Decca Records, told the Music Operators of America last week that the label had agreed to ex-hibit at the forthcoming MOA Con-vention, scheduled to be held in the Sherman House, Oct. 14-16. The label was the fourth major record company to approve the Convention deal. Man-aging Director Fred Granger relayed the news to the trade press and to all MOA officials. In conjunction with the announce-ment, Granger mentioned that Colum-bia's Gene Weiss was the first of the record company execs to okay a par-ticipation in a tentatively planned rec-ord programming forum, the core of which will most certainly center on Little LP's and new product for juke box operators.

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

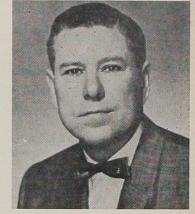
III. Ops Work Toward Heavy MOA Attendance In Oct.

CHICAGO—The main purpose of the Illinois Coin Machine Operators As-sociation meeting held Sunday, June 28, in the Embassy Room of the Mor-rison Hotel in this city, was to assure a well attended general meeting dur-ing the forthcoming MOA Conven-tion, 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 sup-port given by executives of MOA, and local distributors, who attended this session in force, and assured ICMOA of their continuing support. The dis-tributors hosted a buffet luncheon in the Cotillion Room when the meeting adjourned. The guest speaker, Don Van Gorp,

tributors hosted a buffet luncheon in the Cotillion Room when the meeting adjourned. The guest speaker, Don Van Gorp, midwestern regional manager of Co-lumbia Records, when introduced by Montooth, injected considerable opti-mism in his address when he advised that the "Little LP" product is be-coming more plentiful for the nation's music operators. He said that more major and independent record manu-facturers are beginning to enter the merchandising plan for the operators, concentrating on greater selectivity of good adult material, packaging of product, and (where Columbia Rec-ords 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. There-fore, 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 oper-ators 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 in-terfere with the association's efforts, providing the committee would labor

terfere 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



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

80% Of So. Da. Ops Attend Qtrly Meet



JOHN TRUCANO

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to attempt to defeat the pending Cel-ler 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 com-ing 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 legis-lation." 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)

Cash Box 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.



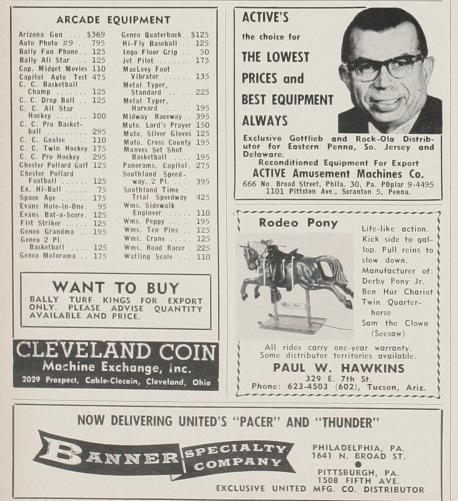
PUTTING CHAMPS 1. to r. Mrs. Curt Nathan, US Automatic Sales, Mrs. Hy Berwischt, Auto. Sales, Mrs. Morris Kahan, County Enterprises.



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) cele-brating the 28th Annual Outing of

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





PETE PETROPOULOS "Mr. Chesterfield"

was one of the most pleasant ever held.

was one of the most pleasant ever held. Business discussions were held in-termittently throughout the three-day affair which was interspersed with cocktail parties, dinners, entertain-ment and a golf tourney. (Pictures). Among the tobacco firms repre-sented were: John Falvey, and Mickey Hurvitz, Brown & Williamson Tobac-co Corp; Sam White and Sid Mc-Nally, 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 Brink-mann, Westinghouse Electric Corp; Murray Weiner, representing Auto-matic 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 Boom of American Match and Irv Chanin of Maryland Match attended. Golf trophies were awarded. The ladies received white summer hand-bags. Bingo was made possible by Brown & Williamson. Philip Morris donated the gold awards. L&M pro-vided the special entertainment, as per usual. Manager Morris 'Tiny' Weintraub hosted the affair and con-ducted the program of events. **Hungerford Clears**

Hungerford Clears Industry's Position **Re Coin Shortage**

Industry s rostron Re Coin Shortage
CHICAGO—Thomas B. Hungerford, Evaluate on Govt. Operations, June Operation, June O

Pete Petropoulos, Rowe Sales Mgr.

CHICAGO—Rowe AC Manufactur-ing has appointed Peter J. Petropou-los to the newly-created position of National Sales Manager, with head-quarters at the Whippany, N. J., plant, it was announced last week by Jack Harper, Vice President and General Manager. Harper said Petropoulos will be re-sponsible for national accounts and for military, bottler and theatre ac-counts. The latter have formerly been serviced by Bob Martin, who has re-cently taken on a new sales training assignment.

serviced 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 Serv-ices for Rudd-Milikian, Inc. During the period 1946 to 1960, Petropoulos held several sales posi-tions with Liggett & Myers Tobacco Co., where he was director of special sales promotions and military sales manager. In his activities for Lig-gett & 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.

National At The Fair

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

Illini Meet Held

(Cont'd from page 51)

(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 exi-cellent response from the House Rules Committee in Washington from a con-certed deluge of telegrams and let-ters.

certed deluge of telegrams and let-certed deluge of telegrams and let-ters. The gist of short talks by Clint Pierce and Fred Granger was the rosy optimism surrounding the forth-coming 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 his-tory," Pierce declared. In a brief exchange between Les Montooth and Springfield director Bud Hashman it was decided that active members must contact the op-erators in their respective commun-ties 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. Nor-mally, 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."

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

Cash Box 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

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New "SK-9" fresh-brew single-cup coffee vending machine manufactured by Rowe AC Manufacturing, Whip-pany, N. J. Unit is designed to pro-vide fresh-brewed coffee service to lo-cations 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; inde-pendent water system; and extreme ease of maintenance, with all operat-ing 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 econ-omy 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 ac-cessible.

cessible. 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 se-lections. Maintenance costs are con-sequently reduced.

Independent Water System: The water system is designed to pro-vide the best in performance un-der field conditions of varying sales volume, fluctuating water supply der field conditions of varying sales volume, fluctuating water supply pressures, and poor water con-ditions. 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 com-pletely. The water tank will heat water as fast as drinks are drawn so that once the tank is up to tem-perature, there is always a sufficient supply of hot water. Ease of Maintenance: The vendor has been designed for fast efficient

has been designed for fast efficient service and extreme ease of maintenance. All operating parts can be

WESTBURY, N.Y.—The United States Federal Court, Eastern Dis-trict, Brooklyn, asked representatives of The Vendo Company and Kelsey Hayes Corporation to re-submit finals bids for the purchase of Continental-APCO and Continental Vending Ma-chine Corp. Two weeks ago, Kelsey Hayes bid \$6 million for the major vending ma-chine manufacturing company. Since

Kelsey, Vendo, Compete For Continental

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.

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.

Continental is in Chapter X Reorgani-zation, a sale of the firm's assets must be approved by a Federal Court. Fol-lowing the Kelsey-Hayes bid (CB June 27) The Vendo Company sub-mitted 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

either choose the bid most favorable to Continental or continue to study the bids from both firms. Vendo owns manufacturing facili-ties 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, Reor-ganized Ltd.) also manufacture equip-ment under the supervision of the parent firm.

ment under the supervision of the parent firm. Kelsey-Hayes, in addition to manu-facturing cabinets for the present Continental vending line, also owns plants which produce automotive and farming equipment.

1963 Vending Machine Production Off 6%

Single-Cup Fresh Brew Machine Sales Up

CHICAGO—The value of manufac-turers' shipments of vending ma-chines in 1963 decreased 6 per cent from 1962, according to a statistical study underwritten by the National Automatic Merchandising Associa-

Automatic Merchandising riscout tion. The study, prepared annually by the U.S. Bureau of the Census at the request of the vending industry's na-tional trade association, shows the value of last year's machine ship-ments 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 indi-vidual 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 amount-ed to \$105.3 million in 1963, down 5 per cent from the \$110.3 million shipped in 1962.

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 mil-lion from \$15.9 million in 1962. Ship-ments of canned soft drink venders 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) venders 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 ma-chines 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 consign-ment. No data are included for re-built or repaired machines.

1962*

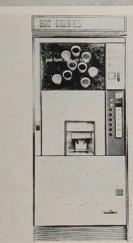
VENDING MACHINES: QUANTITY AND VALUE OF SHIPMENTS, 1962 AND 1963

1963

		1963		1902	
Item	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
Vending machines for beverages, total	37	185,890	105,262	197,456	110,336
Coffee ¹ Instant or liquid concentrates Fresh-brew (batch) Fresh-brew (single cup)	12 8 9	6,954 4,133 16,226	2,783 4,991 16,873	11,369 6,512 15,649	3,958 7,513 15,884
Canned beverages (refrigerated)	4	3,240	2,025	1,693	1,044
Soft drink: Bottle Cup (post-mix) Cup (pre-mix)	13 9 7	131,296 13,055 5,088	50,572 19,153 4,467	132,473 16,841 6,405	50,390 21,196 5,145
Other vending machines for beverages ²	7	5,898	4,398	6,514	5,206
Vending machines for confections and foods, total Bulk Candy bar Hot canned foods and soups Multipurpose (refrigerated and nonrefrigerated)	35 6 9 6 7	179,618 113,295 41,711 2,573 4,982	29,680 1,812 13,721 1,322 6,659	234,851 158,816 50,688 2,959 5,239	32,233 2,741 15,542 1,381 6,431
Other vending machines for confections and foods ³	17	17,057	6,166	17,149	6,138
All other vending machines, total Cigarette Ice Postage stamp	47 14 7 6	226,072 62,793 854 13,382	27,873 21,474 2,793 706	250,380 72,620 1,202 9,556	29,766 22,874 3,253 456
All other vending machines except for beverages, confections and foods ⁴	26	149,043	2,900	167,002	3,183

1 These products are primarily coffee vending machines though they may also vend hot chocolate and/or hot soup from the same cabine 2 Includes packaged milk (indoor and outdoor); milk (bulk or cup); beverage combination (hot and cold); hot beverages such as hot chocolat and/or hot soup (except canned soup) not sold in a combination machine with coffee; and packaged dry ingredients for mixing int beverage. *Revised

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.





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 cogni-zant of the technical-service end of the business. The result is that serv-ice 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 tal-ents 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 re-moved 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 As-sociation 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 "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 dis-cussed, a specially prepared film in the concessions industry will be dis-cussed, a specially prepared film in narrative form depicting exciting in-novations in refreshment centers will be shown and the first NAC presenta-tion of awards will be made to conces-sionaires who have demonstrated skills in various phases of the indus-try during 1964." James O. Hoover, Columbus, Geor-gia is NAC general convention chair-man and Philip L. Lowe, Newton Cen-tre, Mass., heads up the NAC program committee.

committee.

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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 estab-lished 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 Com-pany heads Morrie and Eddie Gins-burg, when the budding young distrib 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 ma-chine markets, died suddenly of a heart attack while vacationing at Miami Beach with his wife, Rose. After recovering from the stun-ning 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 vend-ing machines.

and servicing of coin-operated vend-ing machines. "I imagine you can credit our in-genuity and inventiveness for our rapid climb in the coin machine wholesaling business from our ear-liest beginning," Eddie Ginsburg stated. "We almost always managed to be 'first' whenever it came to de-veloping 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 de-gree of specialized abilities in our personnel. These are two of the main reasons we maintain such a fine mu-

tual relationship with Atlas Music

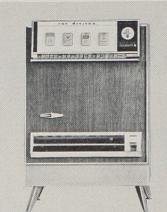
tual relationship with Atlas Music Company's customers. "In the area of servicing equip-ment for the trade we can cite nu-merous 'firsts' where we spearheaded favorable changes," Ginsburg added. "For example, most shops all over the United States steam clean their (Continued on page 59)



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.



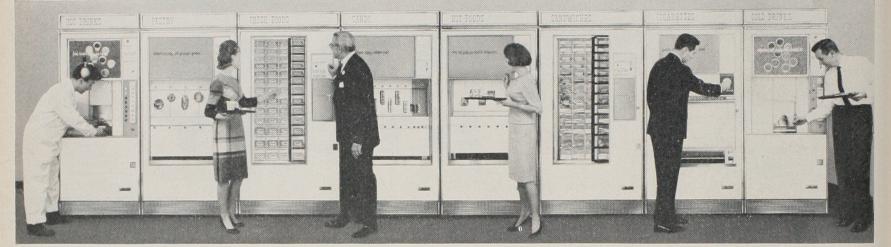
THE NEW ROWE® AMI TROPICANA, world's finest music-maker



THE RIVIERA, cigarette salesman extraordinary



CUSTOMUSIC, (TM) background music programmed with a purpose



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

ROWE AND ITS EQUIPMENT JOIN IN SAYING:



Atlas Music Company



Congratulations, Eddie! Congratulations, Atlas! Congratulations on your

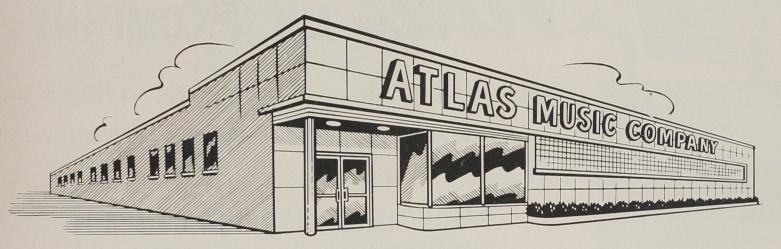
> **N**TH Anniversary!



CR.

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

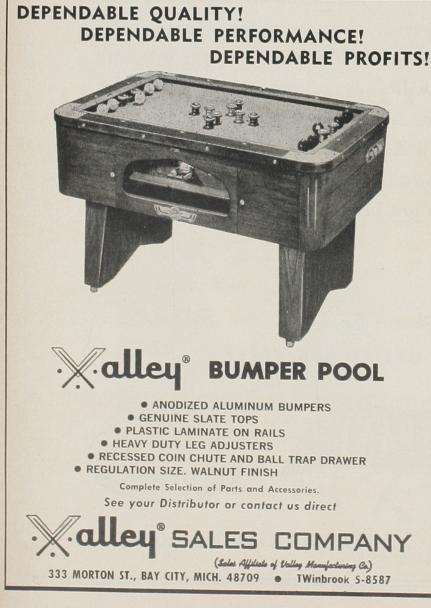


2122 NORTH WESTERN AVENUE . CHICAGO, ILLINOIS 60647



Collection reports in U.S. and other nations, from Australia to Finland, prove new **GRAND TOUR** strongest soloplayer 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.





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.





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 devel-oper of this method in our shop many years ago. "When we expanded and moved

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),

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 up a 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-

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.



Chainladies: Mrs. S. Levin, Mrs. M. Blumberg 2 to 6 P.M. FASHION REVUE Chairladies: Jo Ann Ginsburg, Mrs. S. Gersh GOLF • CARDS • SWIMMING • ENTERTAINMENT

12 to 2 P.M.

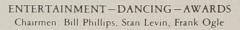
BRUNCH ON THE PATIO

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



ing distribution of the Rowe-AMI line of coin-operated automatic phono-graphs, 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 coinoperated 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 reacquired total ownership of this wonderful 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.

Cash Box-July 11, 1964

11, 1954



An idea of what a busy shop looks like.



Another view of the shon.





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

MILWAUKEE—Nathan Victor, gen-eral 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. 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 Man-ley, Ray Schmitz, Elmer Schmitz, Oscar Winters, Mike Young, H. Turn-mire, Nile Gluth, Leslie Reder, Paul Rosinsky, and William Lang.

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

Wayne Hitt, **Texas Op A** Sheriff

SINTON, TEXAS-Cash Box Readers SINTON, TEXAS—Cash Box Readers have many sidelines, not a few of which oftentimes take on greater im-portance than the business at hand— namely the operation of coin ma-chines. A case in point can be found in San Patricio County in Texas where Operator Wayne Hitt was re-cently elected to the Office of Sheriff of the County. Hitt has been in the music and

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 ma-terial released by the Seeburg Corpora-tion for the week of July 6th include Frank Sinatra's 'Days Of Wine And Roses, Moon River and Other Acad-emy 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 Bush-kin 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 Grosser 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 Mem-ber 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 Distribs, "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 Ber-ger'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

enjoys the truits 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

June 28th. The salesman, who was a distant relative of President MetMiley and Aver York territory for the shullboard company. McKinley, who leaves the vife telen and son Hall Jr., was buried in Woodlawn Cemetery in the Bran. The finest and most successful of summer association events thus 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 & Myvers. The show featured a mind reading act by the name of 'Lucille and Eddie' who astounded the assemblage with an unazing exhibition of the thought-transfer illusion. Murray Weiths, New York vending velow was so astomiced avents in the indience, that he couldn't event in the transfer illusion. Murray Weiths, New York vending velow was so astomiced avent in the indience, that he couldn't event ing trajed grin of his face all evening. The second show, which immediately followed the Liggett & Myvers act, was held in the Laurels nightclub and featured singer Julius LaRosa and comedian Gay Marx. Fred Pollak, Bowe AC's VP Genl Sales Mgr, confortably settled in Whippany, NJ offices, The Wander, Promotion head, still looking for a home for his family. Murray Age, at Atlantic New York, contends that the new Schurg L1-180 that and on avisious to see how quickly the other labels take up the tandard. Officials at Columbia Records announced last week that six new vittle L0Fs will be made available to ops by August. One of the most attractive factures y and is avisous to see how quickly the other labels take up the tarts 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 low and factures of the LT-480, Murray advises, is the fact that a healthy sale boost has been noted in the 'collection department.'' He quoted one operator of the n

showrooms for a sales and strategy contab with Bill and Murray. The well are also doing a conmendable 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.

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U S BILLIARDS, Inc.

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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 distribs 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 Distribs: 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 tother 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. Petropoulis 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 distribs everywhere. Mort Secore 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 Distribs 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 Distribs, 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.

1, 1964









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.

town. Irving Stimler, national merchandising manager for MGM Records in town and visiting with Sammy Ricklin at California Music. Nash Lazalde on vaca-tion 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 Lee Simone and that the Sector M

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 ever to Saattle where he is preparing to move his family to Dallas, Texas where he will headquarter. Wurlitzer's Western regional manager Gary Sin.
A caload 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 dupment hack East.
A the R. F. Jones Co., Chuck Klein reported that a boatload of vending dupment 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 pono completing the delivery of thre

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. . . . Manufac-turers representatives were: Mr. & Mrs. Bob Dunlap, Seeburg, and several other reps. John Kreidler, National Vendors Inc.

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, III.

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); Barbizon-Plaza (meetings), New York City

SEPTEMBER

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- 6 Music and Vending Association of South Dakota, Business Meeting Place: Mitchell, S.D.
- 18-19 Minnesota Candy & Tobacco Distributors Association Place: Learning 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, III.



In Tribute New York-One of the highlights of the recent UJA-Coin Machine Disiskind here last month, was the presentation of a posthumous award to hark Barney Sugerman, widow of the late Barney Sugerman, veteran coin ago. Pictured here I. to r., are Nathan Sugerman, Mrs. Molly Sugerman, Chairman Irving Holzman, Committeeman AI "Senator" Bodkin, making he presentation and Myron Sugerman. The award was made from the

<text></text>	le supplies- Best quality, for our new DISTRIBU- E., NORTH	ATTENTION! WE ARE THE TRA largest suppliers of Pool Table sup slates, cues, balls, cloth, etc. Best q lowest prices, write or phone for ou catalog. EASTERN NOVELTY DIST TORS, 3726 TONNELE AVE., N BERGEN, N.J. (Tel. UNion 3-8627).	GOTTLIEB OLYMPICS, KEENEY SUPER Spot, Bally Bingos, Seeburg and Wurlitzer Music; 2 Irving Kaye Mark III pool tables, arcade machines, everything coins operate. Call or write: NASTASI DIST. CO., 839 BARONNE ST., NEW ORLEANS, LA. (Tel. 523-6386).	n firm name. Numbers in address count as ASH OR CHECK MUST ACCOMPANY ALL cash or check is not enclosed with order	CLASSIFIED AD RATE Count every word including all words i one word. Minimum ad accepted \$5.00. C ORDERS FOR CLASSIFIED ADVERTISING. If your classified ad will be held for following
Classified Ads Close WEDNESDAT Madel copy to: CASH BOX, 1720 Bodowy, New York 19, NY. WANN WANN WANN WANN WANN WANN WARNA WARNA </td <td>original car- MACHINE RSON AVE-</td> <td>SOUTHLAND ENGINEERING'S NEW proved model "Time Trials" in origina tons \$495. IMPERIAL COIN MAC EXCHANGE INC498 ANDERSON NUE, CLIFFSIDE PARK, N.J.</td> <td>late Williams Two Players. Write for prices. MID-WEST DIST., 709 LINWOOD BLVD.—</td> <td>ide USA add \$52 to your present sub- ified ad of 40 words in each week's issue ye weeks. You are allowed to change your II words over 40 will be billed at the rate IIy. Be sure your Classified Ad is sent to iday, 12 Noon, of preceding week to appear</td> <td>Classified Ad each week if you so desire. A of 20c per word. Please count words carefu reach New York publication office by Wedne</td>	original car- MACHINE RSON AVE-	SOUTHLAND ENGINEERING'S NEW proved model "Time Trials" in origina tons \$495. IMPERIAL COIN MAC EXCHANGE INC498 ANDERSON NUE, CLIFFSIDE PARK, N.J.	late Williams Two Players. Write for prices. MID-WEST DIST., 709 LINWOOD BLVD.—	ide USA add \$52 to your present sub- ified ad of 40 words in each week's issue ye weeks. You are allowed to change your II words over 40 will be billed at the rate IIy. Be sure your Classified Ad is sent to iday, 12 Noon, of preceding week to appear	Classified Ad each week if you so desire. A of 20c per word. Please count words carefu reach New York publication office by Wedne
 WANT Parting and a grant according to the parting and according to the parting according to the parting according to the parting according to the parting according to the participation according to t	\$75 up; 8. Bally Horses sed Vending rite, or call! MEMORIAL	GAMES & MUSIC OF ALL KINDS: 1 balls \$100 up; Pin Games \$75 u Alleys \$50 up; Games \$125 up; Bally) \$200 ea; 6 for \$1000. Also used Vi & Cigarette Machines. Wire, write, o GABRIELSON & CO724 MEMO DRIVE S.E ATLANTA 16, GA.	eling Pony; X17 Space Ship; Traveling Dinosaur; Top locations available. write or phone. WESTERN TRAILS AMUSE. CO.— 132 SHAKER ROAD—EAST LONGMEAD- OW, MASS. (Also 3249 N. BROADWAY,	80 Broadway, New York 19, N.Y.	Send all copy to: CASH BOX, 17
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4E4-Free Standing, Personalized (less match unit) 825 pack capacity.
4E4-M—Free Standing, Personalized (less match unit) 825 pack capacity.
4E4-M—Free Standing, Personalized (less match unit) 825 pack capacity.
4E4-M—Free Standing, Personalized (less match unit) 825 pack capacity.
4E4-M—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-D—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: 6
PIC-A-PAC
All-Purpose Vendor Model 15G1; 15 selections; Up to 315 litems
SHIPMAN MFC. CO.
CICA PETTE VENDORS 6 Pkt. Series: Pro 1—78x46 Pro 2—88x51 Pro 4—103x58 Deluxe Rotation Bumper Model 48 Model 67 Amassador Carl 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. Celebrity Candy Merchandiser, 11 selections, 360 capacity, modular.
77 Candy Merchandiser, 11 sel., 360 cap.
Tasty 20 Candy Merchandiser, 20 sel., 560 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 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) HE W URLITZER 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¢ 5201 WB 104-sel. 5200 WB 100-sel. 10-25-50¢ Speakers

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

- Phono.
 LPC-1R.—Stereo LP Console, 160 Selection Phono., remote control.
 All LP Consoles have the following stand-ard equipment: Personalized, Album of the Month Feature. Plays 38-1/3 and 45 RPM records intermixed, Album Pricing and universal pricing system, Haif Dollar, Income Totalizer.
 HLPC-1—Stereo LP, 160 Selection, Hide-away 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, Re-mote Control optional.
 SC-1—Stereo Consolette, 160 Selection.
 Includes the following features: Person-alized, Album of the Month, Album and single pricing, Pushbutton volume control, Remote selection, Twin stereo speakers, R mote income totalizer. (Available In Copper Finish)
 W100-Wall-O-Matic 100, Single Pricing FW1—Twin stereo recessed speakers, 8 inch TR1—Twin stereo recessed speakers, 8 inch EBWC1-12 inch PRVC-2—Powered remote volume control CC-2—Coin counter BACKGROUND MUSIC Encorel 750 Sel.
 BMS-2-Background Music Unit, 1000 sel. EMCC1—Background Music Compact

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.**

- VALLEY SALES CO.
- Model 775-78x45 Model 875-88x50 Model 975-93x53 Regulation Bumper Pool

THE VENDO CORP. CIGARETTE VENDORS CA1A Console; 22 sel., cap. 850 C-23; 15 sel., cap. 520 429-Special; 11 sel., cap. 428

WILLIAMS MFG. CO.

San Francisco 2P (5/64) Palooka 1P (5/64) Grand Slam Baseball (2/64)

THE WURLITZER COMPANY

- 5200 WB 100-sel. 10-25-50¢ Speakers 5122 Stereo Convertible Console Spkr. 5123 Stereo Wall Spkr.—12" Coaxial 5124 Stereo Wall Spkr.—8" Extended Range 5125 Stereo Extender Spkr. (Packed in Pairs) 5126 Stereo Directional Spkr. (Packed in Pairs) 11 deaway Phonographs 2717 Stereo-Mono. 200-sel. 2711 Stereo-Mono. 100-sel.

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 Fury (8/63)

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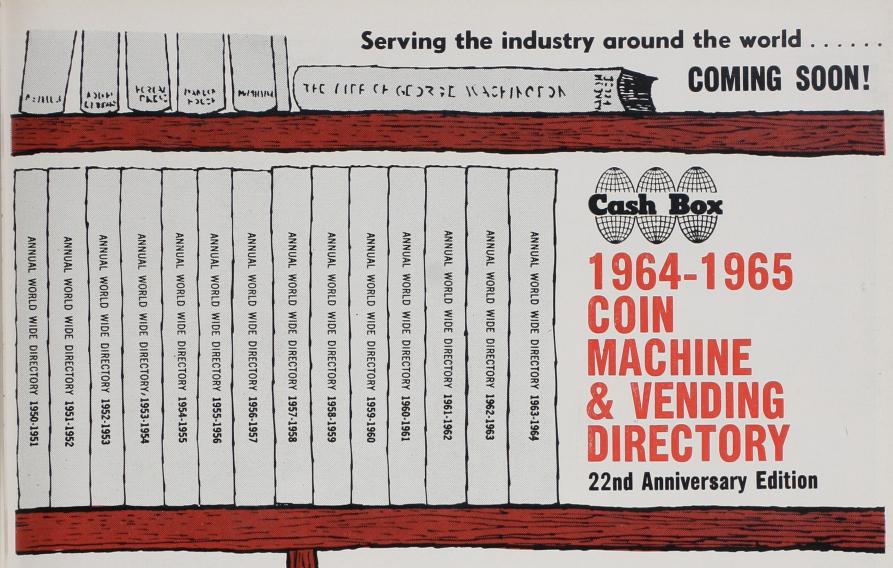
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THE COMPLETE BUYERS' GUIDE TO EQUIPMENT, SUPPLIES, SERVICES



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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.

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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.

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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.

JOBBERS-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.

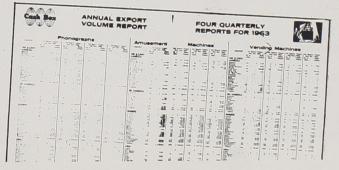
ANNIVERSARY SECTION

In observance of Twenty-Second Year serving the trade.

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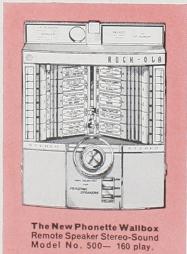
Grand Prix-the really new 160 play prestige stereo-monaural phonograph with 7" LP feature. Model No. 425.

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

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

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