

# **Chicago** Chatter

Since most of the Chicago based coin machine factories are shut down for another week or so to give their personnel vacation time news on the production lines is very scant. In about a week or two, however look for the harvest(!). There is a lot of activity being generated this week, in coinbiz circles elsewhere. Practically everyone we chatted with was planning to be at the Pheasant Run Lodge, near St. Charles, for the gala Atlas Music Company 30th anniversary shindig (all day and on into the wee hours). Eddie Ginsburg and his staff are looking forward to a heavy turnout. Automatic Canteen Prexy Pat O'Malley says, "come out early and watch an old duffer tee off on the Pheasant Run Golf Course."

Before taking off with his family for a brief vacation in Michigan's resort area MOA managing director Fred Granger informed that he received notification from Johnny Sippel, director of marketing for Monument Records that they will exhibit in the upcoming MOA Convention. Furthermore, a majority of exhibitors, directors and rank-and-filers voted to hold the 1965 convention in Chicago rather than Miami Beach. The feeling now, according to Prexy Lou Casola, is that MOA can certainly stand on "its own two feet."

While D. Gottlieb & Company is shuttered this week for vacation the showroom and offices are getting a fresh, new coat of paint. Dave and Nate Gottlieb remained in the city to keep a sharp eye on the decorating work.

Bill Adair, executive vice president of the Seeburg Corp., and a group of execs departed last Tuesday, July 7, for Europe to take in the Music show in Zurich, Switzerland. Accompanying him were: Mark Lefebvre, John Blaney and John Stuparitz. While there they will show the new Seeburg LPC480 coin-operated phono. Construction work on the new Seeburg building is progressing well. In fact, the entire base of the huge complex has already been laid, and ready for the steel girder supports to be set in.

We got the word from Art Weinand that the J. H. Keeney factory was recently sold by Roy McGinnis. Art and his staff are presently in the process of moving some of the facilities to the Jennings building, and should be settled by August 1.

Herb Jones, of Bally Mfg. Co., advised t'other day that reports from locaions using the recently introduced "Grand Tour" 5-ball pingame indicate that he new Bally automatic ball return is being widely acclaimed. Bill O'Donnell and Herb Jones look forward to seeing a lot of friends at the Atlas Music outing.

Sam Stern, prexy of Williams Electronic Mfg. Corp., informs that when the plant re-opens, July 13, he anticipates the heaviest possible production schedale the firm has ever experienced. The new flipper amusement game on the ines will be Williams "Heat Wave" single player.

Empire Coin owner Gil Kitt topped his hectic European itinerary with a cestful (?) week at the Riviera. He is expected to debark from the Italian iner Cristofer Columbo at New York. Vice prexy Joe Robbins is on a fishing rip with Bill Cleary, of So. Automatic Music Co., in Sault Ste. Marie. Meanvhile Jack Burns and Bill Milner are minding the store at Empire Coin.

Sam Gensburg and Ralph Wyckoff are stimulating sales at Chicago Dynamic Industries while Sam Wolberg is vacationing (he's due back July 13). fort Secore has gone fishing near Lake Geneva for a few days

Paul Huebsch, regional manager for Rowe AC Mfg. Corp., is warming up us seldom used golf clubs, priming them for the Atlas Music outing at Pheasant Run Lodge. Paul hopes (as we all do) to break 100 (on the first 3 (les!)

Jennings & Company shut down last week for a two week vacation break. rexy Lou Urban is meanwhile supervising an inventory with a skeleton crew of Jennings personnel. The plant will reopen July 20. . . Bill Weikel, director of sales for Fischer Sales & Mfg. Co., just returned from a sales tour to his AcHenry sales offices.

The vacation bug is biting Marvel prexy Ted Rubey and Estelle Bye. So, hey're working it out between 'em.... When we chatted with Miss B. Cole of Block & Co., she informed that the firm handles a wide variety of coin hanling equipment for the trade. She said that the Block catalog is widely disributed.... Joe Schwartz, president of National Coin Machine Exchange, is xpected to return shortly from his summer vacation, according to Mort evinson

Nate Feinstein, Art Wood and Tom Higdon are taking the World Wideeeburg LP Console 480 phono show on the road, during which time they'll old several showings downstate. This time, according to Nate, World Wide vill have Seeburg mobile demonstration studios (vans) along. The first showng will be in Champaign's Holiday Inn Motel, July 14, and the second one n the Holiday Inn in Decatur, Illinois, July 16. Chuck Gates, Seeburg's field <sup>is n</sup>gineer will accompany the World Wide staff.

Bill DeSelm, of United Mfg. Co., reports excellent acceptance already on he new United "Tiger" (puck) shuffle alley bowler. He said production is eing increased to meet the demand neluded

Atlas Music's Stan Levin reports that the big Atlas bash will be a "roarng success," according to the RSVP's he received.



Seeburg to well as the company's new organ line. He was born in Chicago and re-ceived his bachelor's degree in physics and mathematics at Temple Univer-sity in Philadelphia. He also taught the matics at Temple University.

Seeburg coin-operated products, as well as the company's new electronic

He succeeds Charles M. Smith who held the same position with Seeburg for seventeen years. Smith will stay on as consultant for several months and to complete the field test equipment program.

Chapin lives with his wife and daughter in Chicago.



lash Box—July 18, 1964

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# **Cash Box** VENDING NEWS

The Vending Machine Industry's Only Newsweekly

THE CIGARETTE SCENE

# On Self-Regulation @

#### **Cig Ops Programs Curb** Intervention **By Government**

CHICAGO-Health and municipal au-

By Government CHICAGO—Health and municipal au-thorities in states on both coasts re-cently decided to shelve proposals for restrictions on cigarette vending ma-chines when they became acquainted with the steps taken by local opera-tors under the Self-Regulation pro-gram of the National Automatic Mer-chandising Association. The Health Council of the state of Maine considered regulatory steps for a number of weeks, according to Louis J. Risman, chairman of the NAMA Special Cigarette Committee. Under NAMA direction, a number of local operators reinforced the Self-Regulation Program and reported their actions to state officials. ". . (the steps taken by the vend-ing industry) will be very helpful to the Health Council of Maine in deter-mining what, if anything, we might do to help in this matter," wrote Ed-mund P. Wells, the Health Council's secretary-treasurer. "I am personally convinced that anything we might do which required the use of decals would be an unnecessary duplication," he wrote to James M. Daly, state chairman of OPERATION ALERT in Maine. Similarly, the city of San Fer-Maine

Similarly, the city of San Fer-nando, California, last month declined nando, California, last month declined to enact new laws curbing the loca-tion of cigarette vending machines after local operators pointed out their adherence to NAMA's 6-step Self-Regulation Program. Located in sub-urban Los Angeles where pressure groups had been agitating repeatedly against cigarette vending, San Fer-nando's city council undertook its own study after receiving the operators' report. The decision not to take new action followed.

## **Meyner To Enforce** Ad Code Oct. 1st

NEW YORK-Although the United NEW YORK—Although the United States Justice Department has granted its qualified approval of the Tobacco Institute's self-imposed ad-vertising code, the code's administra-tor, former New Jersey Governor Robert B. Meyner, indicated last week that he will not be exercising his regulatory powers for several more months at least. Meyner set a tentative date of Oc-tober 1st as the day when he cod

tober 1st as the day when he and his still-to-be-picked staff of legal, advertising and government oriented personnel will begin to enforce the terms of the strict code, from offices in New York, upon those tobacco manufacturers who have voluntarily accepted them as the new set of advertising standards.

Once the administrator's office is functional, the former governor advised, he and his staff will devote a "terrific amount of time" to the enforcement of the code. However, the tobacco companies are still expected to gradually reorientate the substance and style of their advertising to comply with the new standards even without the administrator's supervision.

"In these and other cases, the vending operators had followed the NAMA Self-Regulation Program,' Risman reported. "As we've said all along, putting our own house in order voluntarily not only prevents attacks; it also gains the approval of authorities when we keep them informed."

## L&M's 'Logical' Ad Approach

Ad Approach NEW YORK—Officials at the Lig-gett & Myers Tobacco Company stated recently that they have developed a new "logical" theme and approach in the advertising of their L&M ciga-rette brand. "Among people who are switching to another cigarette," ob-served Milton E. Harrington, Liggett & Myers president, "are many who still want the rich tobacco taste they are accustomed to—but in a filter cigarette. For this large group of smokers," Harrington added, "we be-lieve the logical move is to L&M. It's logical for the smoker who can't find enough flavor in any other filter ciga-rette, and logical too for the non-filter smoker who is looking for a filter cigarette with plenty of flavor." The tobacco official said that in or-der to give the 'Logical Move' cam-paign substance and meaning, the L&M campaign will picture logical moves in familiar life situations such as the logical Move' campaign, as L&M calls it, will be tied in with a "very catchy whistling jingle," the company's officials advised, and will som be seen and heard by millions of smokers. The advertising will include heavy schedules of spot and network radio (News of the World, News on

soon be seen and heard by millions of smokers. The advertising will include heavy schedules of spot and network radio (News of the World, News on the Hour, Emphasis and Monitor on NBC, Sidelights with Charles Colling-wood on CBS and ABC's Democratic and Republican Convention Cover-age); heavy concentrations in spot and network television (The Virgin-ian, Dr. Kildare, Burke's Law, To-night Show) and four-color pages in many national magazines. According to those at Liggett & Myers, the wholesale and retail trade will be introduced to the 'Logical Move' campaign through a special promotion package which includes a 5-minute sound-slide presentation via portable film projectors being supplied to L&M sales reps and merchandising kits which include some tricky check-er problems and their solution through

er problems and their solution through "logical moves." Point-of-sale materi-als, all featuring the red and black checkerboard theme, include carton cards, window posters, floor displays, mobiles, shelf strips, and change tray decals.

decals. The new campaign was scheduled to begin breaking in all advertising media the week of June 21, and ac-cording to the L&M execs, will con-tinue in heavy schedules through the rest of the year.

"Breadth of participation in the contest is indicated by the fact that winners of the 352 prizes live in vir-tually every state. This means that our Ski cigarettes were introduced in new areas, and that other markets were broadened substantially."

## Dynamic Sales Up

NEW YORK-Dynamic Vending Corporation, the only publicly held firm whose principal business is exporting American appliances, reported record sales of \$3,041,901 for the year ended March 31, 1964. The previous year's sales were \$2,496,685.

Reporting to stockholders, Presi-dent Walter W. Bechhofer stated the firm during fiscal 1964 maintained its position as the leading distributor of coin-operated dry cleaning and laundry machinery in Europe. In Puerto Rico, Dynamic became the leading distributor of commercial refrigeration and restaurant equipment, he said.

# **VENDO BUYS** CONTINENTAL

WESTBURY, N. Y. — Continental Vending Machine Corporation and Continental Apco were sold to the Vendo Company of Kansas City last week for a sum which will total ap-proximately \$6.5 million, it was learned last week. Complete details of sale appear in this issue on Gen-eral News Page of the Coin Machine Section. Section.

# **Canned Beer Takes**

**Healthy Rise** NEW YORK—The Can Manufactur-ers Institute reports that beer brew-ers used 13% more cans during the first four months of 1964 than dur-ing that period in 1963, and thereby increased their share of the beer market. In 1963, 36.6% of domestic beer shipments were packaged in cans, up from 34.8% in 1961, and the upturn, the Institute contends, is con-tinuing.

upturn, the Institute contends, is con-tinuing. On the more practical side, certain reports have revealed that some res-taurant locations are solving a pilfer-age problem, successfully keeping the help away from the dining room bar during working hours, and are mak-ing a profit from beer vended from can vendors offering a column of cola, a seven-up column, and one for canned beer. The machines are placed away from the dining area and are for use by kitchen help who have a habit of appearing at a service bar habit of appearing at a service bar for refreshment in view of the clien-tele. Early results are promising.

#### **Continental Can Expands Paper Activities Abroad**

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NEW YORK—Continental Can Com-pany, Inc., and Jagenberg-werke AG of Dusseldorf, Germany, recently an-nounced a major program to manu-facture and market Continental's Bondware line of paper cups and food containers. Jagenberg is Europe's largest producer of paperboard milk containers and a world leader in the manufacture of paper converting ma-chinery.

chinery. Production of the Bondware line is expected to begin by the end of the year through Jagenberg's wholly-owned subsidiary, Papier Und Kleb-stoff-werke Linnich GmbH. Machinery and equipment for the new venue and equipment for the new venture adka, a are now under construction in Continental's Chicago machine shops.

According to Continental, a steadily increasing demand for disposable containers has been generated In the throughout Western Europe by changes in living patterns resulting attren from self-service merchandising and tronding the use of automatic vending math chines. Bondware has proved successful in several other countries, and Continental anticipates that West Germany will become one of its largest overseas markets.

#### **Coffee Decline Continues**

NEW YORK-Coffee supplies will continue to decline for at least another year, many coffee importers and dealers are saying, and this drop \$15.0 will mean higher prices for vending AIRM operators, although probably not until late in 1964.

The average retail price for a pound can of coffee for the month of May was up almost 14¢ compared to alk Alk of the state May was up almost 14¢ compared a year earlier. The average can, dealers say, cost 82.8¢ during May.

# National Sales Down

On Sales @

National Sales Down WASHINGTON—A report issued re-cently by the U.S. Department of Agriculture stated that national cig-arette sales for the first six months of 1964 were off approximately 6.5%, or about 16 billion cigarettes, com-pared with reported sales of the first six months of 1963. The department's report said that data available to them thus far has indicated that "consumption dropped sharply following release Jan. 11, of the Surgeon General's report on smoking."

the Surgeon General's report on smoking." Although the progression of the de-cline has lost its severity, the depart-ment stated, cigarette consumption has not recovered to that level which it had enjoyed before the health re-port was issued.

## American Tob. Up

NEW YORK-Record sales gains scored by Pall Mall and Tareyton cigarettes, plus the introduction of Carlton, Montclair and Half & Half brands, have been responsible for an overall American Tobacco Co. rise during the second quarter of 1964, compared with that period of 1963, company officials stated. However, the company revealed that sales of Lucky Strike cigarettes have on the other hand lagged, reflecting a possible trend away from regular sized, nonfilter cigarettes.

## **Taxes Off**

NEW YORK—The Tobacco Tax Council has reported a decline in the amount of taxes collected through cigarette sales in 47 states and the District of Columbia to the tune of 4.5% for May when compared with the same period of the previous year, while the volume of cigarettes taxed fell 12.1%. The cigarette volume for May foll

The cigarette volume for May fell to 1,825,112,000 packs from 2,075,-503,000 for the previous period, and the Council collected only \$102,947,-158. Only three of the 48 tax areas reported a volume increase, the Coun-cil revealed.

#### 'Ski' Winners Announced

Announced NEW YORK—First prize in a na-tional limerick contest conducted for Ski brand cigarettes—a two week ski trip to Innsbruck, Austria—was won by Wm. Michael McKinnie, Jr., ana-lyst for the Ford Motor Co., it was announced today by Paul M. Archi-bald, vice president and product man-ager of sales for United States To-bacco Company.

ager of sales for United States To-bacco Company. Winners of 351 other prizes, which also were awarded on the basis of skill in contemplating the last of a 5-line limerick about Skis, filter-tip cigarettes, were announced at the same time. These prizes included a 1964 Saab sedan, 100 Belforte Cal-endar wrist watches, 100 ski locks, and 150 nylon headband sets for pro-tection against cold while skiing.

# **World Wide Takes** Seeburg LPC 480 Show On The Road

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<section-header> CHICAGO-Nate Feinstein, of World

Mills Bros. Make Seeburg's 'Artist'

CHICAGO-Highlighting this week's collection of 33<sup>1</sup>/<sub>3</sub> rpm stereo releases by the Seeburg Corporation, in the 'Artist of the Week' spotlight, are the Mills Brothers and their Dot album titled 'Gems'. This evergreen group has always proven a consistent favorite among music operators and their customers and appears to be an excellent step toward the fulfillment of the adult programing gap.

Among Seeburg's Little LP releases in their 'Pop Vocal' classification is an RCA Victor album titled '3 Great Guys', which is performed by Paul Anka, Sam Cooke and Neil Sedaka. Rounding out the 'Pop Vocal' material is the Aretha Franklin recording of 'Unforgetable' on the Columbia label.

In the 'Pop Instrumental' slot, two recordings are featured—a Decca album titled 'Let's Dance Latin' by Warren Covington, and the Command recording of 'Dimension #3' by Enoch Light and the Light Brigade.





TRADE PUBLICATION

See your doctor, says your Christmas Seal organization.

**Melody Music Visits World Wide** 



CHICAGO—Sales and service personnel of Melody Music Company in this city, are shown visiting at World Wide Distributing Company, during a recent gala showing of the new Seeburg LP Console 480.

In the photo on the left World Wide's Fred Skor is shown demonstrating the phono. In the second photo, Tom Higdon (left), music sales, stands by the Melody Music staff, and Seeburg's LP Console 480.



ADDRESS .....

Be Sure To Check Business Classification Above!

# California Clippings

The summer resort season is now in full swing and the good business being may and used equipment. . . . Marshall Ames of Vendart Distributing Co area table being the search of the search of the season of the seas

# UPPER MID-WEST MUSINGS

18-1

18-20

24-26

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24-26

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-Oct. 2

1-4

9-11

14-16

15-17

17-20

Mr. and Mrs. Jack Backus and the family spent several days in the Twin Cities. Jack spent much of the time making the rounds and visiting with several distributors, while Mrs. Backus occupied herself shopping and taking the children to the lake swimming. . . Mr. and Mrs. Gene Clennon's son Pat is home from the Navy for a ten day furlough, at the end of which, he will be assigned to the Carrier Lexington. . . Mr. and Mrs. Matt Huppert in town to see the Twins ball game. . . The Sandler Distributing Co. and the Lieberman Music Co. remained closed Friday, July 3rd through the 5th, giving their employees a three day vacation. . . Mr. and Mrs. Harlow Norberg. Mankato, spent a very pleasant three week vacation visiting relatives in Dallas, Texas, and then drove on to New Orleans for a few days there. . . . Fred Norberg got away from the office for a three day respite in Canada and completed the scene by coming home with some pretty good sized fish. . . A. L. McFarlin and the wife are currently on a two week vacation up North, relaxing and fishing. . . . Louis Armstrong comes to the Metropolitan Stadium next week for one night. . . Martin Kallsen, Worthington, in town for the day, as were Mr. and Mrs. Larry Dwyer from Rochester. . . . Congratulations to Louise Englestad on her forthcoming marriage July 10th.

# Houston Happenings

H. A. Fredrick, office head at Amusement Distributors, Inc., (Rock Ola-Bally) reported excellent business in all lines. . . . Winston Rush, owner and operator of Coin Operated Amusement Devices, Groveton, Tex., in City on shopping trip. . . . Harold Horton still getting home with more than living sugge at cigarette machine operations. Harold, one of the all around most highly regarded men in Texas coinmatics, was co-owner of the first established coin operated machine distributing firm in Houston. . . . Karl Johnson, Wurlitzer regional service engineer, on extended business trip in City with head-coin operated machine distributing firm of the industry business. The Multiams, ABC Music, back from out of the industry business trip to California. . . Operator Fred M. Troy, Marc Amusement Co., reported business as good; better in pool, shuffle alleys and novelty games than music. . . Capitol Records Distributing Corp. office here closed and notice posted on door ordering all shipments forwarded to Dallas. . . . Operator Bill Morrison, who does not mind being reminded that he has been in the business angles. . . . . Bob Davenport, regularly employed at Bill Williams Distributing Co. (Wurlitzer), fooling around in service department and doing a pretty fair job geting in everybody's way back there who were trying to get some work done. . . . Most record and distributing firms here observed a long July Fourth weekend by closing Friday.

CITY ...

# Meeting **Dates &** Trade **Events**

## JULY

- 19 South Carolina Coin Operators Asso-ciation, Inc. Place: Charleston, S.C.
- 22-24 National Food Distributors Associa-tion, Annual Convention Place: Pick Congress Hotel, Chicago, III.

## AUGUST

- 2-4 National Candy Wholesalers Associa-Place: Sheraton Park Hotel, Washing-ton, D.C.
- American Management Association Place: 135 W. 50th St., N.Y.C. 3-5
- American School Food Service Associa 4-6 tion Place: Portland Hilton Hotel, Port-land, Ore.
- 24-26 National Association of Concession-aires Eastern Regional Conference Place: Mayflower Hotel, Plymouth, Mass.

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26-30 National Automatic Laundry & Clean-ing Council Place: N. Y. Coliseum (exhibits); Bar-bizon-Plaza (meetings), New York City

## SEPTEMBER

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

## **OCTOBER**

- New York State Association of To-bacco Distributors, Inc. Place: Concord Hotel, Kiamesha Lake, N.Y. 1-4
- Tobacco Distributors Association of New Jersey, Annual Convention Place: The Colony, Atlantic City, N.J. 9-11
- 14-16 Music Operators Of America Place: Sherman House, Chicago Annual Convention
- Ohio Association of Tobacco Distribu-tors, Convention-Exhibit Place: Statler-Hilton Hotel, Cleveland, Ohio 15-17
- 17-20 National Automatic Merchandising Assoc. 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, Bal-timore, Md.
- 9-12 American Bottlers of Carbonated Bev-erages Place: McCormick Place, Chicago, III.



## 'Arizona' Comes To NY

Valley Sales Expands

EARL FEDDICK

EARL FEDDICK BAY CITY, MICHIGAN—The Valley Sales Co., sales affiliate of the Val-ley Manufacturing Co., is currently involved in the expansion of its office tacilities here, Earl Feddick, presi-dent, announced last week. Feddick advised that, with the ex-pansion, "space will be doubled, and this, with the addition of the equip-ment that will handle billings, state-ments, accounts payable, payroll, etc., makes it possible to do a better and quicker job of handling all details."

NEW YORK—Abe Lipsky, head of the Lipsky Distributing Co., announced last week that his company has be-gun distribution of the German-made 'Arizona' gun game in the metro New York area. The announcement coin-cided with the approval of the 'Ari-zona' game by the City's licensing bureau

zona' game by the City's licensing bureau. The 'Arizona' gun is manufactured by the Th. Bermann Company of Hamburg, and was introduced in this country early last Sept. at the MOA convention. Joe Nemish, president of the Duncan Sales Company, the firm which is the manufacturer's repre-sentative for the machine's distribu-tion in the U.S.A., said that the game has been enjoying a healthy growth in many areas of the country since its premiere, and is gaining special recog-nition in taverns and other such loca-tions. tions.

Lipsky advised that many metro area ops had expressed entries in the gun game even before it had passed the scrutiry of the licensing board, and now that it has gained the bureau's approval, it should be popping up in many New York loca-tions in the next few weeks. Among the more attractive features of the 'Arizona', according to Lipsky, is its small size which enables it to be placed in almost any location.

## NOTICE

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GIGI	310.00
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BIG DADDYS	275.00
BEAT THE CLOCKS	275.00
KISMETS 4 PL	185.00
OH BOYS 2 PL	375.00
SOCCER	WRITE
Southland's SPEEDWAYS	360.00
Southland's LITTLE PRO	WRITE
ChiCoin's ALL STAR BASEBALL	265.00
SAN FRANCISCO 2 PL	385.00
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50¢ MODEL	895.00
BEAUTY CONTEST	75.00
GAUCHOS	370.00
NEW ORLEANS	
INEW UKLEANS	
NOVELTY COMPA	NV
NUALLII GUMLA	

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Cash Box-July 18, 1964

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CIGARETTE VENDORS Mark II; 13 or 17 colum

- 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.
- Tiger Shuffle (7/64) ..... Thunder Bowler (6/64)
- URBAN INDUSTRIES
- Movie Theaters Model AP-10 Panoram Kiddie Kolor Kartoon

- VALLEY SALES CO.
- Model 775-78x45 Model 875-88x50 Model 975-93x53 Regulation Bumper Pool THE VENDO CORP.
- HE 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.
- Heat Wave IP (7/64 San Francisco 2P (5/64) Grand Slam Baseball (2/64) ....
- THE WURLITZER COMPANY
- 2800 Stereo-Mono., 200-sel. phono. 2810 Stereo-Mono., 100-sel. phono. Wall Boxes 5121 Private Stereo Spkr. for use on WB 5200 and WB 5250 with Models 2300 thru 2700
  - 2700 5010 WB Ten Top Tunes sel. 50¢ 5250 WB 200-sel. 10-25-50¢ 5207 WB 104-sel. 5200 WB 100-sel. 10-25-50¢ topLons
- Speakers 5122 Stereo Convertible Console Spkr. 5123 Stereo Wall Spkr.—12" Coaxial 5124 Stereo Corner Spkr.—8" Extended
- Range 5125 Stereo Extender Spkr. (Packed in Pairs) 5126 Stereo Directional Spkr. (Packed in Date)
- 5126 Stereo Mars Pairs) Hideaway Phonographs 2717 Stereo-Mono. 200-sel. ..... 2711 Stereo-Mono. 100-sel. .....

# COIN MACHINE INVENTORY LISTS-USED EQUIPMENT

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

MUSIC MACHINES D-40, '51, 40 Sel. D-80, '51, 80 Sel. E-40, '53, 40 Sel. E-80, '53, 80 Sel. E-80, 55, 80 Sel. E-120, '53, 120 Sel. F-40, '54, 40 Sel. F-80, '54, 80 Sel. F-120, '54, 120 Sel. G-120, '55, 120 Sel. G-120, '56, 200 Sel 56, 200 Sel. 57, 120 Sel. H-120, H-200 200 Sel. H-200, '57, 200 Sel. I-100M, '58, 100 Sel. I-200M, '58, 200 Sel. I-200E, '58, 200 Sel. J-200K, '59, 200 Sel. J-200M, '59, 200 Sel. J-120, '59, 120 Sel. K-200, '60, 200 Sel. K-120, '60, 200 Sel. Continental '60, 200 Sel. Lyric, '60, 100 Sel. Continental 2, '61, 200 Sel. Continental 2, '61, 200 Sel. Continental 2, '61, 100 Sel. ROCK-OLA 1436, '52, Fireball, 120 Sel. 1436A, '53, Fireball, 120 Sel. 1438, '54, Comet, 120 Sel. 1446, '54, HiFi, 120 Sel. 1446, '54, HiFi, 120 Sel. 1452, '55, 50 Sel. 1454, '56, 120 Sel. 1455, '57, 200 Sel. 1455, '58, 200 Sel. 1465, '58, 200 Sel. 1465, '59, 120 Sel. Tempo I 1468, '59, 120 Sel. Tempo I 1468, '60, 200 Sel. Tempo II 1478, '60, 200 Sel. Tempo II 1478, '61, 200 Sel. Tempo II 1478, '61, 200 Sel. Tempo II 1478, '61, 200 Sel. Regis 1488, '61, 120 Sel. Regis 1496, '62, 120 Sel. Empress 1497, '62, 200 Sel. Empress 1493, '62, 100 Sel. Princess 1497, '62, 200 Sel. Emp 1493, '62, 100 Sel. Prin SEEBURG M100B, '51, 100 Sel. M100BL, '51, 100 Sel. M100BL, '51, 100 Sel. H100G, '52, 100 Sel. HF100G, '53, 100 Sel. HF100G, '54, 100 Sel. HF100G, '55, 200 Sel. VL200, '56, 200 Sel. VL200, '56, 200 Sel. L100, '57, 100 Sel. 201, '58, 160 Sel. 222, '59, 160 Sel. 220, '50, 100 Sel. AY1005, '61, 160 Sel. AY1005, '61, 160 Sel. DS 160, '62, 160 Sel. DS 100, '62, 100 Sel. WURLITZER 1250, '50, 48 Sel., 45 or 78 PPM WURLITZER 1250, '50, 48 Sel., 45 or 78 RPM 1400, '51, 48 Sel., 45 or 78 RPM 1450, '51, 48 Sel., 45 or 78 RPM 78 RPM 1500, '52, 104 Sel., 45 & 78 Intermix 1500 A, '53, 104 Sel., 45 & 78 Intermix 1600, '53, 48 Sel., 45 & 78 Intermix 1650, '53, 48 Sel. 1650A, '54, 48 Sel. 1650A, '54, 48 Sel. 1700, '54, 104 Sel. 1800, '55, 200 Sel. '56, 200 Sel. '56, 200 Sel. '57, 200 Sel. 1900 2100. 2104, 2150, 7, 104 Sel. 7, 200 Sel. '58, 200 Sel 2200, 2204. '58, 104 Sel '58, 200 Sel 2300. '59, 200 Sel 2304, '59, 104 Sel. 2310, '59, 100 Sel. 2304 2400, '60, 200 Sel. 2400, '60, 200 Sel. 2404, '60, 104 Sel. 2410, '60, 100 Sel. 2500, '61, 200 Sel. 2504, '61, 104 Sel. 2510, '61, 100 Sel. 2600, '62, 200 Sel. 2610, '62, 100 Sel. 2710, '63, 100 Sel. 2710, '63, 100 Sel. 2710, '63, 100 Sel. PINGAMES BALLY Acapulco (5/61) Barrel-O-Fun (9/60) Barrel-O-Fun '61 (4/61) Barrel-O-Fun '62 (11/61) Ballerina (6/59) Beach Beauty (11/56) Beach Time (9/58) Beauty Contest (1/60)

Beauty Contest (1/60)

Big Show (9/56) Bounty (Bingo) (10/63) Can-Can (10/61) Carnival (11/57) Carnival Queen (11/58) Carnival Queen (11/58) Circus (8/57) Circus Queen (2/61) County Fair (10/59) Crossroads (1/56) Cue-Tease 2P (7/63) Cypress Gardens (6/58) Double Header (7/56) Funspot '62 (11/62) Flying Circus 2P (6/61) Colden Gate (6/62) Golden Gate (6/62)Hootenanny (Pin) 1P (11/63) Hootenanny (Pin) 1P (11/63) Key West (12/56) Laguna Beach (3/60) Lido (2/62) Lite-A-Line (2/61) Lotta-Fun (9/59) Bongo 2P (3/64) Miami Beach (9/54) Miss America (2/58) Monte Carlo 1P (Pin) (2/64) Moonshot (3/63) Night Club (4/56) Parade (6/56) Moonshot (3/65) Night Club (4/56) Parade (6/56) Queens (Bch., Is., Trop.) (3/60) Roller Derby (6/60) Sea Island (2/59) Ship-Mates 4P (2/64) Shoot-A-Line (6/62) Show Time (3/57) Silver Sails (11/62) Sky Diver 1P (4/64) Star Jet (Pin) 2P (12/63) Sun Valley (7/57) Target Roll (1/58) 3-In-Line 4P (8/63) Touchdown (11/60) Twist (11/62) U.S.A. (8/58) CHICAGO COIN Sun Valley (8/63) Firecracker 2P (12/63) GOTTLIEB GOTTLIEB Around Wid. 2P (1/59) Atlas 2P (5/59) Big 1P (1/64) Brite Star 2P (4/58) Captain Kidd 2P (7/60) Contest 4P (10/58) Contl. Cafe 2P (7/57) Cover Girl 1-Plyr. (7/62) Criss Cross IP (3/58) Dneg. Dolls 1P (6/60) Dbl. Action 2P (1/59) Egg Head 1P (12/61) Fair Lady (12/56) Falstaff 4P (11/57) Fashion Show 2P (6/62) Fligper IP (11/60) Flipper Cowhoy 1-P (10/62) Flipper Cowhoy 1-P (10/62) Flipper Cowhoy 1-P (10/62) Flipper Fair 1P (11/61) Flor. Parade (5/61) Foto Finish 1P (1/61) Flying Chariots 2P (10/63) Gaucho 4P (1/63) Gaucho 4P (1/63) Gig 1P (12/63) Gondolier 2P (8/58) Hi-Diver 1P (4-59) Kewpie Doll 1P (10/60) Lancer 2P (8/61) Liberty Belle 4P (3/62) Lite-A-Card 2P (3/60) Mademoiselle 2P (11/59) Majestic (4/57) Melody Lane 2P (9/60) Mry-Go-Round 2P (12/60) Miss Annabelle 1P (8/59) Oklahoma 4P (2/61) Olympics 1-P (9/62) Pienic 2P (10/58) Preview 2-P (8/62) Qun. of Diam. (6/59) Rack-A-Ball 1P (12/62) Rocket Ship 1P (5/58) Royal Flush (5/57) Seven Seas 2P (1/60) Showboat 1P (4/61) Silver 1P (10/57) Sittin' Pretty 1P (11/58) Slick Chick 1P (4/63) Spot-A-Card 1P (3/60) Str. Flush 1P (12/57) Straight Shooter (2/59) Sunset 2-player (11/62) Sunshine 1P (10/57) Straight Shooter (2/59) Sunset 2-player (11/62) Sunshine 1P (10/57) Straight Shooter (2/59) Swing Along 2P (7/63) Texan 4P (4/60) Tropic Isle 1P (5/62) Universe 1P (10/57) Wid. Beauties 1P (2/58) World Champ 1P (8/57) World Champ 1P (8/57)

#### KEENEY

Flash Back riasn back Old Plantation (2/61) Black Dragon El Rancho Hacienda Rainbow (6/62) Go-Cart IP (5/63) Poker Face 2P (9/63) WILLIAMS Beat The Clock (12/63) Big Dadl JP (9/63) Big Dadl JP (2/63) Black Jack IP (1/60) Casino 17P (10/58) Club House IP (10/59) Coquette (4/62) Crossword IP (4/59) Darts IP (6/60) El Toro 2P (8/63) Fiesta 2P (12/59) Four Roses IP (12/62) Four Star IP (7/58) Gay Paree (6/57) Gldn. Gloves IP (12/62) Four Star IP (7/58) Gay Paree (6/57) Gldn. Gloves IP (1/60) Gusher IP (9/58) Jig Saw IP (12/57) Jumpin' Jacks 2P (4/63) Jungle IP (9/60) Kings IP (8/57) Mardi Gras 4P (11/62) Merry Widow 4P (10/63) Music Man 4P (8/60) Naples 2P (9/57) Nags IP (3/60) Oh, Boy 2P (2/64) Palooka IP (5/64) Reno IP (10/59) Soccer IP (3/64) Sea Wolf IP (7/59) Serenade 2P (5/60) Skill Pool IP (6/63) Space Ship 2P (12/61) Starfire (1/57) Steeplechase IP (11/57) Swing Time IP (5/53) IO Strike 2P (1/58) Tic Tac-Toe IP (1/58) Trade Winds (6/62) Turf Champ (8/58) Twenty-One IP (2/60) Valient 2P (8/62) Vagabond (10/62) Viking 2P (10/61) SHUFFLES—BOWLERS BALLY BALLY Shuffles ABC Bowler (7/55) Jumbo Bowler (9/55) King Pin Bowler (9/55) ABC Spr. Del. (9/57) All-Star Bowling (12/57) All-Star Deluxe (2/58) Lucky Shuffle (10/58) Speed Bowler (2/59) Club Bowler (2/59) Club Deluxe (5/59) Monarch Bowler (11/58) Club Bowler (2/59) Official Jumbo (9/60) Jumbo Deluxe (9/60) Boll Bowlers ABC Bowl. Lane (1/57) ABC Tournament (6/57) ABC Champion (10/57) Strike Bowler (11/57) Trophy Bowler (4/58) Lucky Alley (8/58) Pan American (6/59) Challenger (9/59) Super Shuffle (12/61) Big 7 Shuffle (9/62) CHICAGO COIN Shuffles Triple Strike (2/55) Shuffles Big 7 Shuffle (9/62) CHICAGO COIN Shuffles Triple Strike (2/55) Arrow (2/55) Cr. Cross Targette (1/55) Bonus Score (4/55) Hollywood (5/55) Blinker (8/55) Score-A-Line (9/55) Bowling Team (10/55) Rocket Shuffle (3/58) Explorer Shuffle (6/58) ReBound Shuffle (12/58) Championship (11/58) Double Feature (12/58) Red Pin (2/59) Bowl Master (8/59) 4-Game Shuffle (11/59) Bull's Eye Drop Ball (12/59) 6-Game Shuffle (6/60) Triple Gold Pin Pro (2/61) Starlite (5/62) Citation (10/62) Triple Gold Pin Pro (2/6 Starlite (5/62) Citation (10/62) Strike Ball (5/63) Boll Bowlers Bowling League (2/57) Ski Bowl 6 Plyr. (11/57) Classic (7/57) TV Bowling Lg. (11/57)

Lucky Strike (1/58) TV (with rollovers) Player's Choice (9/58) Twin Bowler (10/58) King Bowler (3/59) Queen Bowler (3/59) Duke Bowler (8/60) Duchess Bowler (8/60) Perinces (4/61) Dichess Bowler (8/00) Princess (4/61) Gold Crown (3/62) Royal Crown (8/62) Grand Prize (3/63) Official Spare Lite (9/63) SHUFFLES—BOWLERS UNITED UNITED Shuffles Clipper (5/55) 5th Inning (6/55) Capitol (6/55) Super Bonus (9/55) Deluxe model Top Notch (10/55) Regulation (11/55) 6-Star (10/57) Midget Bowling (3/58) Shooting Stars (4/58) Eagle (5/58) Atlas (8/58) Cyclone (10/58) Niagara (11/58) Dual (1/59) Zenith (6/59) Flash (6/59) Slope (10/58) Super (10/50) Super (10/50) Super (10/60) Line-Up (1/61) 5-Way (5/61) Avalon (4/62) Silver (6/62) Shuffle Baseball (6/62) Action (7/62) Embassy (9/62) Action (7/62) Embassy (9/62) Circus Roll-Down (9/62) Circus Řoll-Down (9/62) Lancer (11/62) Sparky (12/62) Caravelle (2/63) Crest (4/63) Rumpus Targette (5/63) Astro (6/63) Ultra (8/63) Skippy (11/63) Jill-Jill (11/63) Bank Pool (11/63) Topper (2/64) Tempest (2/64) Pacer (4/64) Boll Bowlers Bowling Alley (11/56) Ball Bowlers Bowling Alley (11/56) Jumbo Bowling (9/57) Royal Bowler (12/57) Pixie Bowler (8/58) Duplex (11/58) Simplex (5/59) Advance (5/59) League (10/59) Handicap (11/50) League (10/59) Handicap (11/59) Teammate (12/59) Falcon (4/60) Savoy (5/60) Bowl-A-Rama (9/60) Bowl-A-Rama (9/60)Ex Gun PatrolBowl-A-Rama (9/60)Ex Gun PatrolTip Top (10/60)Ex Space GunDixie (1/61)Ex Songe GunCameo 5-Star Bowling (5/61)Ex StooterClassic (6/61)Ex Star ShooterClassic (6/62)Ex Star Shtg. Gal. (9/54)Sahara (7/62)Gallery (11/54)Lucky (11/62)Ex Treasure CoveSabre (2/63)Shooting Gal. (6/55)Futura (12/63)Ex Jungle Hunt (2/63)Futura (12/63)Ex Jungle Hunt (2/63) Futura (12/63) Tornado (3/64) Futura (12/63) Tornado (3/64) WILLIAMS Ball Bowlers Roll-A-Ball (12/56) 6 Player UPRIGHTS AB Circus (5/56) AB County Fair (3/57) AB Circus Wagon Wheels (12/58) AB Galloping Dominos AB Circus Play Ball (4/59) AB Magic Mirror Horoscope (11/59) AB Mermaid (3/60) Aquati Prod. Squoits (11/57) B Jumbo (5/59) B Sportsman (6/59) B Jamboree (10/60) B Super Jumbo (11/60) CC Star Rocket (5/59) GA Skeet Shoot (1/57) GA Super Hunter (6/57) GA Super Hunter (6/57) GA Super Hunter (6/57) GA Super Wild Cat (7/59) GA Super Wild Cat GA Twin Wild Cat (7/59) GA Super Wild Cat Trail Blazer (12/60) Twin Trail Blazer (2/61) K Big Tent K Big Tent

K Spr. Big Tent (6/57) K Shawnee (1/59) K Big Roundup (3/59) Little Buckeroo (4/59) Del. Big Tent (5/59) Big 3 (5/59) Touchdown (9/59) K KK K K Touchdown (9/59) K Big Dipper (10/59) K Twin Big Tent Criss Cross Diamond (1/60) K Red Arrow (4/60) Sweet Shawnee '60 Black Dragon '60 K Twin Red Arrow (5/60) K Flashback (6/61) ARCADE ABT 6 Gun Rifle Range Air Football Air Hockey Auto Photo Model 9 Amer. Shuffle Situation (5/61) B Undersea Raider (5/61)
B Undersea Raider
B Derby Gun (2/60)
B Bulls Eye Shooting Gallery (9/55)
B Big Inning (5/58)
B Heavy Hitter (4/59)
B Ball Park (4/60)
B Sharpshooter (2/61)
B Golf Champ (8/58)
B Bat. Practice (8/59)
B Skill Roll (B 3/58)
B Moon Raider (7/59)
B Target (10/59)
B Spook Gun (9/58)
B Skill Parade (1/59)
B Skill Parade (1/59)
B Skill Parade (4/59)
B Table Hockey (2/63)
B Spinner (2/63) Novelty
B Bank Ball (1/63)
B Fun Phone (3/63) B Fun Phone (3/63) B Fun Phone (3/63) Capitol Midget Movies CC Bullseye Baseball CC Basketball Champ CC 4-Player Derby CC Goalee CC Midget Skee CC Midget Skee Super model CC Big League (5/55) CC Twin Hockey (5/56) CC Shoot The Clown CC Stm. Shovel (5/56) CC Batter Up (4/58) CC Criss Cross Hockey (10/58) CC Croquet (8/58) CC Clayland Rifle Callery (8/59) CC Pony Express (4/60) CC Ray Gun (10/60) CC Wild West (5/61) CC Long Range Rifle Callery (1/62) Cc Long Kange Kine Gallery (1/62) CC All-Star Baseball (1/63) CC Big Hit (10/62) CC Pro Basketball (6/61) CC Riot Gun (6/63) Ex Gun Patrol Ex Treasure Cove Shooting Gal. (6/55) Ex Jungle Hunt (3/57) Ex Ringer Ball (11/56) Ex Pop Gun (9/57) Ge Lucky Seven Ge Sky Gunner Ge Night Fighter Ge 2.Player Basketball Ge Rifle Gal. (6/54) Ge Big Top Rifle Gallery (6/54) Super model (12/55) Ge Gun Club Ge Wild West Gun (2/55) Ge Championship Baseball (9/55) Ge Championship Baseball (9/55) Ge Quarterback (10/55) Ge Hi Flv Baseball (5/56) Ge State Fair Rifle Gal. (6/56) Ge Davy Crockett (10/56) Ge Circus Rifle (3/57) Ge Motorama (10/57) Ge Gypsv Grandma (5/57) Ge Fun Fair (5/58) Ge Space Age Gun (6/58) Jungle Joe Ke Air Raider Ke Sub Gun Ke Sportland DeLuxe model Ke Ranger (3/58) Ke Ranger (3/58) DeLuxe Model (3/55) Ke League Leader (4/58)

te in This Section Ke Sportland Ke Two-Gun Fun (3/62) Mid Red Ball (5/59) Mid Joker Ball (11/59) Midway Bazooka (10/60) Midway Shooting Gallery (2/60) Mid. Del. Baseball (5/62) Mid. Target Gallery (7/62) Mid. Target Gallery (7/62) Mid. Carn. Tgt. Glry. (2/63) Mid. Slugger BB (3/63) Mid. Rifle Range (6/63) Mid. Raceway (10/63) Mid. Winner 2P (12/63) Mid. Top Hit BB (3/64) Mills Panorama Peek (11/54) Mid. 10p Hit BB (3/04) Mills Panorama Peek (11/54) Munves Bike Race (5/58) Munv. Sat. Trkr. (5/59) Mu Atomic Bomber Mu Ace Bomber Mu Ce Bomber Mu Fly Saucers Muto Lord's Prayer Mu Photo (Pre-War) Mu Photo (Pre-War) Mu Silver Gloves Mu Silver Model Post-War Model Post-War Model Mu K. O. Champ Mu Drive Yourself Mu Bang-O-Rama (4/57) Philadelphia Toboggan Mu Bang-O-Kama (4/57 Philadelphia Toboggan Skee Alley Scientific Pitch 'Em Seeburg Bear Gun Seeburg Coon Hunt Set Shot Basketball Southland's Speedway (6/63) Southland Fast Draw '63 Southland Time Trials (9/63) Southland Time Trials (9/63) Telequiz Un Jungle Gun Un Carn. Gun (10/54) Un Bonus Baseball (3/62) Un Bonus Gun (1/55) Un Star Slugger (7/55) Un Syr. Slugger (4/56) Un Pirate Gun (10/56) Un Yankee BB (3/59) Un Sky Raider (10/58) Wm. Del. BB (4/53) Wm. Del. BB (4/53) Wm. Major Leaguer Wm. Big Lg. BB (2/54) Wm. Jet Fighter (10/54) Wm. Jet Fighter (10/54) Wm. Safari (2/54) Wm. Safari (2/54) Wm. Safari (2/54) Wm. Sidewalk Eng (4/55) Wm. King of Swat (5/55) Wm. King of Swat (5/55) Wm. 4Bagger (4/56) Wm. Penny Clown (12/56) Wm. 10-Strike (12/57) Wm. Ten Pins (12/57) Wm. Shortstop (4/58) Wm. Pinchhitter (4/59) Wm. Vanguard (10/58) Wm. Hercules (2/59) Wm. Crusader (6/59) Wm. Titan (8/59) Wm. Del. Bat. Champ (5/61) Wm. Extra Inning (5/62) STAINLES Wm. Del. Bat. Champ (5/61) Wm. Extra Inning (5/62) Wm. World Series (5/62) Wm. Road Racer (5/62) Bally Champion Horse Bally Moon Ride Wm. Official Baseball (4/60) Wm. Major League (3/63) Wm. Voice-O-Graph 1962 KIDDIE RIDES Bally Champion Horse Bally Moon Ride Pony Twins Bally Space Ship Bally Speed Boat Bally Tnrvle. Trolley Bert Lane Lancer Horse Bert Lane Merry-Go-Round B.L. Miss America Boat Bert Lane Fire Engine B.L. Whirlybird (3/61) B.L. Moon Rocket (3/61) Capitol Donald Duck Capitol Dalomina Horse Capitol Palomina Horse Capitol See Saw Chicago Coin Super Jet Chicago Round The World Trainer Deco Merry-Go-Round KIDDIE RIDES VEW BUTTE lot in playfi without poss oring with e YLON FLIP uch up witho VIVERSAL T ther 115 volts Deco Merry-Go-Round VOLTS CIRI Deco Merry-Go-Round Deco Space Ranger Exhibit Big Broncho Exhibit Mustang Exhibit Sea Skates Exhibit Space Patrol Scientific Television Scientific Television Scientific Boat Ride Texas Merry-Go-Round Exhibit Rudolph The Reindeer ne voltage, in bumper ac rmance.

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# **NO OTHER** MANUFACTURER offers these great

SINGLE-PLAYER

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**ADJUSTABLE** 

5 OR 3

BALLS



**NEW AUTOMATIC BALL RETURN** saves player bother pressing ball-lifter knob, speeds up play, increases average hourly earnings and eliminates maintenance of ball-lifter and ball-trough.

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**E-Z LATCH PLAYFIELD with 4-Points Lock-**Down provides all the service convenience of latched playfield without the danger of panel warpage, because lock pressure is uniform on all sides

ALL-STEEL PLAYFIELD SIDE-RAILS reinforce 4-Points Lock-Down design to maintain perfectly flat play surface.

E-Z LATCH BACKGLASS RETAINER permits quick, easy front-access lamp replacement.

STEEL BACK-DOOR RETAINER protects backcabinet from "door-groove breakage" and adds steel-to-steel back-door security

E-Z LATCH FRONT-RAIL with replaceable Corner Castings permits quick, easy removal of the top-glass, encourages routine cleaning of playfield and arch, speeds up playfield repairs.

STAINLESS SPRING-STEEL BUMPER SKIRT corrects weakest point in bumper design, adds flash to playfield, stops costly nuisance of bumper breakage

MUSHROOM BUMPER scores like a big bumper in half the space and permits increased open action areas on playfield.

NEW BUTTERFLY ROLLOVER operates without slot in playfield, insures smooth passage of ball without possibility of hang-up, positive rollover scoring with extremely light pressure-contact.

NYLON FLIPPER-ARM CAPS take punishment touch up without use of brush.

UNIVERSAL TRANSFORMER may be used with

50 VOLTS CIRCUIT less affected by fluctuations in line voltage, insures extra snappy flipper, kicker and bumper action, and continuous profitable

**3 ways to get Extra Balls COLORFUL CARRY-OVER FEATURE** 

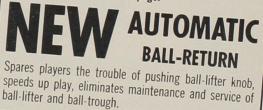
Kick-Back Gate is always open, permits player to flipper-kick balls back to area above Top Rollovers, collecting 50 points on the way. Free-Ball Gate turns out-hole balls into extra balls. Tour Gate delivers free ball, scores 100, lights next City in 1-to-10 carry-over feature. Plenty of extra balls and 25 ways to score points insure strong play-appeal, top earning-power. Get GRAND TOUR going for you now

> E-Z **FRONT MOULDING** Permits quick, effortless (no bolts and wing-nuts)

removal of top-glass, encourages routine cleaning of playfield and arch, speeds up maintenance and repair



parts by eliminating time-consuming job of removing screws to raise playfield-panel. Exclusive Bally "rigidgrip" design provides all convenience of latched panel without danger of panel warpage.



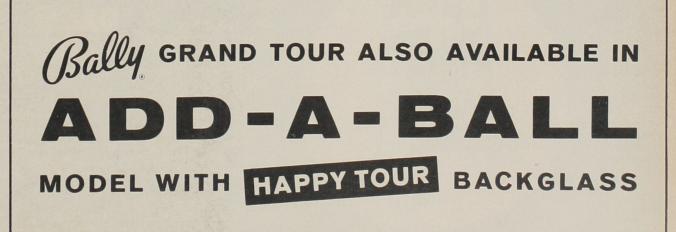
See your distributor or write BALLY MANUFACTURING COMPANY · 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 60618, U. S. A.

**MATCH-FEATURE** 

NEW

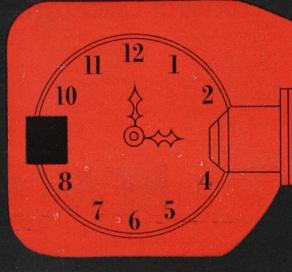
"BUTTERFLY"

ROLLOVERS



# WURLITZER CASHRAK

SAVES COLLECTORS' TIME ... PROTECTS OPERATOR EARNINGS



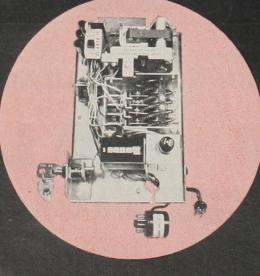
WurliTzer

Cashrak

# TOTALS PHONOGRAPH RECEIPTS ACCURATELY AUTOMATICALLY

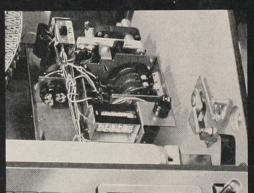
Cashrak eliminates collection worries, saves collectors' time, minimizes bookkeeping, pays for itself in a hurry. With Cashrak, you know the earnings of every phonograph at a glance. Separate Ace lock makes it tamper-free. See it at your Wurlitzer Distributor TODAY.

**ELECTRONICALLY REGISTERS COINS** Cashrak electronically registers nickels, dimes, quarters and half dollars, tallies each on a mechanical counter. Non-resettable meter accumulates receipts, offers a verified check on earnings.



SAVES COLLECTORS' TIME

Saves collectors' time, saves time in balancing out. Aids collector in making many more stops per day. Impresses location owners as a sound business management device.



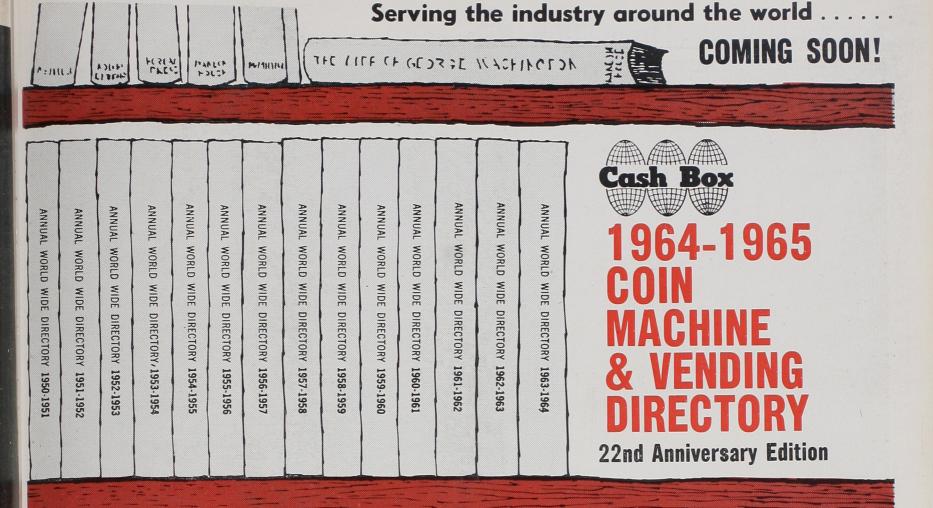
# EASY TO INSTALL

Mounts inside dome on right front side on chassis mounting plate. Eleven prong plug connects to power source — five prong plug to Playrak. Insert the two plugs, install two screws and the Cashrak is working for you.

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

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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.

#### CIGARETTE VENDORS

JOBBERS and DISTRIBUTORS

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.

#### Table of Contents

#### 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.

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In observance of Twenty-Second Year serving the trade.

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