



Editorial

NAMA Recognition

We have long held the belief that NAMA is probably one of the more astute trade associations in American business today. Perhaps the food industry, the chemical field or the automotive business enjoy greater returns from associations supported by multi-billion dollar corporate structures, but we doubt it. Because of the nature of the vending business and because of the problems which must be expected when machines, cigarettes, food, health and locations play such an important part in the individual operator's business, the vending industry's trade association must be led by knowledgeable experts in these fields and they must be served by a highly efficient staff. NAMA is all of these things and more. Which leads us into the point of discussion here.

Last week NAMA announced that effective next year, the association would receive members from the coin machine industry—the industry which was founded on games of chance and which has today evolved to a business serving the nation with a broad line of music, amusement and of course, vending, the ultimate goal of every coin machine operator who is building with tomorrow in mind. The fact that NAMA has opened its doors to this segment of the industry is living proof that the coin machine operator has hurdled the specialized music-amusement field and is today a major factor in an industry where the street location and the single-machine site account for a large share of vending's billions at the point of sale.

No doubt the expansion of the national operating companies who were once vending specialists and now, through the purchase of entire music and amusement routes, are deeply entrenched in all coin-operated services, helped to bring this change about. But the thousands of music operators who, for the most part, operate cigarettes, and have slowly diversified into candy, snack and drink machines, make up the trend which has been brought to the attention of the industry on these pages many times during the past several years.

Less than two months ago we cited examples of factories today re-tooling for the production of individual machines aimed at the marginal operator as well as full-line banks of equipment which will enable these same operators to gain entry to locations which cannot support the top line installations as we know them.

There will be even more unfamiliar faces at the forthcoming vending convention in October and this number of newcomers to the business will continue to grow as it has over the years. It is to NAMA's credit that recognition has been granted at a time when the trend has been confirmed by so many individual examples of diversification. There is strength in numbers and there is greater representation when the lines of demarcation are more general. Thousands of operators who have placed vending equipment on routes which once were comprised of coin-operated music and amusement machines can now look to leadership as it pertains to their vending interests, which is as it should be.

700 Celebrate Atlas-Ginsburg 30th Ann'y Party



(Standing—left to right) Bruce Telfer, Asst. to president of Automatic Canteen; Eddie Ginsburg, Jo Ann Ginsburg, Don Maxfield, VP of Canteen. (Seated from left) Canteen Prexy Patrick L. O'Malley, Mrs. Eddie (Adele) Ginsburg, Canteen Vice Prexy Jack Harper, Mrs. Sam Gersh & Sam Gersh, VP Atlas Music Co.



Atlas guests at poolside—(Left to right) Irving Kaye, president of the Irving Kaye Co., Bill O'Donnell, president of the Bally Manufacturing Co., Ray Riehl, United Manufacturing Co. exec., Mrs. Bill (Nicki) O'Donnell and Mr. and Mrs. Paul Calamari, Bally service chief.

From Dawn To Dusk, And Then Some — Ops & Factory Reps Enjoy Atlas Hospitality

CHICAGO—"Man of the hour" Friday, July 10, was Atlas Music Prexy Edward Ginsburg, when he invited many of his friends and customers to a delightful day-long outing at Pheasant Run Lodge & Country Club, near St. Charles, Illinois. More than 700 revelers joined in the fun, sun and frolic.

The affair was climaxed, during a gala dinner banquet, with presentation of prizes to many lucky winners. Golf trophies went to: (Men) for the longest drive on the fairway—Jim Melius and Ed Zagan. Closest to the pin—Ed McCarthy. Low net score—Jim Melius. 2nd low net—Mike Sankovich. First low gross score—Bill Morris. 2nd low gross—Moose Cholak. (Women golfers) Low net—Mrs. Ken Kelly. Low gross score—Mrs. Leon Mohill.

Other prizes were awarded: Rowe-AMI donated an M200 phono which was won by AA Swingtime Music Company. Airport Music Co. won an Irving Kaye III coin-operated pool table. A Bally "Grand Tour" flipper amusement game went to Blackstone Music Co.

Also, Jerry Thole was the winner of a United "Tiger" shuffle alley bowler, and S&C Vending Service was awarded a Rowe "77" Candy vending machine. Peter Georgelds won a Rowe "86" cigarette vending machine. Conex donated 10,000 cups which was awarded to Refresher, Inc.

Representing the manufacturers who supply Atlas Music Co. were: Patrick L. O'Malley, Jack Harper, Fred Pollak, Bruce Telfer, Don Maxfield, Paul Huebsch, Jim Newlander and Bob MacGregor, for Automatic Canteen and Rowe AC Mfg. Corp. Irving Kaye and Clayton Nemeroff, for the Irving Kaye Co. Bill O'Donnell and Paul Calamari, Bally Mfg. Co. Herb Oettinger and Ray Riehl, United Mfg. Co.



Jack Harper presents a bouquet of red roses to Mrs. Ginsburg.



Ready to tee off—(from left) Don Maxfield, Eddie Ginsburg, Pat O'Malley, Bruce Telfer and Jack Harper.



(Left to right)—Mrs. Adele Ginsburg, Harry Silverberg of W.B. Music, Eddie Ginsburg and Mrs. Harry Silverberg.



Lou Casola, president of MOA, and Zeke Georgi surrounded by operators and their wives.



Willard Warlin, a 20 year employee at Atlas, being introduced at the banquet by Eddie Ginsburg.



Frank Bach, 30 year veteran at Atlas Music, receives his gift from Eddie Ginsburg.



Eddie honors Frank Malak, who, with more than 30 years at Atlas, is the oldest employee.



Mort Jacobs, parts manager, presents Eddie with a "Best Boss in the World" plaque from all his employees.



Eddie's sister, Mrs. Nate (Eve) Feinstein, congratulates him on his 30th anniversary.



Eddie Ginsburg and Phil Greenberg of Atlas Music in Pittsburgh.



Guest speaker Pat O'Malley.



Jack Harper presents Eddie with a horse statuette (the kind that doesn't eat hay!).

DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS

DEPENDABLE Coin-Operated Equipment FROM DAVIS

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

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

SPECIAL!

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

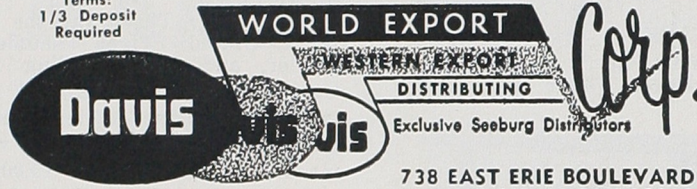
CIGARETTE VENDORS	
Seeburg E-2 Reconditioned	\$225.00
Seeburg E-1 Reconditioned	125.00

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

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

Write or visit our representative for guaranteed quality used equipment

Terms:
1/3 Deposit
Required



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

DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS DAVIS

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

PHONOGRAPHS

COMPLETELY RECONDITIONED AND REFINISHED

AMI I-200	\$325
AMI J-200	375
AMI K-200	395
AMI CONTINENTAL 1-200	495
AMI CONTINENTAL 2-200	595
AMI L-200	595
SEEBURG 100-R	295

POOL TABLES—Thoroughly Reconditioned

New Cloth—New Rack—New Cues

VALLEY:

IRVING KAYE:

750A, 75"	\$295	MARK I, 75"	\$275
745A, 75"	225	MARK II, 85"	335
7450, 75"	175	MARK III, 92"	375

Terms 1/3 Dep., Bal. Sight Draft or C.O.D.

We carry the most complete line of Phonographs, Games, Arcade and Vending Equipment. Write for Complete List!



WORLD WIDE distributors

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

Golf Device To Preview At Fair

NEW YORK — 'Electro-Golf,' an automatic miniaturized golf driving range manufactured by the Electronics Recreation Corp. of Albany, N.Y., will be introduced to the public July 22nd at the New York World's Fair Transportation & Travel Pavilion. Although an attendant will be on hand at the Fair to accept customer's money, the manufacturer eventually plans to market the device on a coin operated basis.

Already tabbed 'the golf brain' by many who have previewed the ma-

chine, the manufacturer contends that 'Electro-Golf' is the most accurate golf machine developed during the past two decades. It has been in the development stage for four years, its makers advise, and is designed to enable a player to shoot one hole or eighteen holes without traveling to a golf course. It measures distance and direction with such accuracy, they contend, that the Professional Golfers Association has used Electro-Golf in exhibitions. The manufacturer further advises that the unit comes completely equipped to be set up in virtually any 10'x15'x10' area and is fully guaranteed.

225 Bottling Show Exhibitors To Date

CHICAGO—The 1964 International Soft Drink Industry Exposition of American Bottlers of Carbonated Beverages has attracted 225 exhibitors to date, according to Convention officials currently readying the McCormick Place site here. The show will be held November 9-12.

Thirteen vending machine manufacturers and an equal number of product suppliers are among the early registrants. Vending equipment exhibitors are: Cavalier Corporation; Choice-Vend, Division of the Seeburg Corporation; Coin Acceptors, Inc.; Continental-Apco, Inc.; Glasco Division, Universal Match Corporation; Gold Medal Products Company; LaCrosse Cooler Company; National Rejectors, Inc.; Rock-Ola IVI Corporation; Rowe AC Services; Selectivend Corporation; The Vendo Company, and Westinghouse Electric Company.

Product suppliers are: Canada Dry Corporation; Chocolate Products Company; The Coca-Cola Company; Crush International, Inc.; Dixie Cup; Dr. Pepper Company; Inter-County Industries, Inc.; Lily-Tulip Cup Corporation; No-Cal Corporation; Pepsi-Cola Company; Royal Crown Cola Company; Seven-Up Company, and Sweetheart Cup, Division of Maryland Cup Corporation.

Zach Toms Dies

NEW YORK—Zach Toms, chairman of the board and chief executive officer of Liggett & Myers Tobacco Co., died suddenly last week at his Richmond, Va. home. He was 63 years old.

Toms began his career with Liggett & Myers in 1922.

He was elected a director in 1945 and president in 1961. Officials stated that under his leadership, the company's progress was marked by continuing improvement and growth.

Write
For Special Low
Prices on
Chicago Coin's
Champion Rifle
Range
in original crates



Exclusive Gottlieb and Rock-Ola Distributor for Eastern Penna., So. Jersey and Delaware.
Reconditioned Equipment For Export
ACTIVE Amusement Machines Co.
666 No. Broad Street, Phila. 30, Pa. POplar 9-4495
1101 Pittston Ave., Scranton 5, Penna.

WURLITZER 2800

Makes the Swing to
Higher Earnings

VERY SPECIAL VALUES At Prices & Conditions That Can't Be Beat MISC. NOVELTY GAMES

12 VOICEOGRAPH (Williams) 45 R.P.M.—With Sound—LIKE NEW	CLOSEOUT PRICE	\$1,000.00 ea.
3 PRO GOLFER (4 Player) LIKE NEW		445.00 ea.
5 TIME TRIALS (Midway) LIKE NEW		445.00 ea.
3 PRO BASKETBALL (C.C.) LIKE NEW		300.00 ea.
3 SPEEDWAYS (Midway) LIKE NEW		275.00 ea.
6 ROAD RACER (Williams) LIKE NEW		245.00 ea.
5 VANGUARD RIFLE (Williams)		195.00 ea.
6 MOTORAMA (Genco)		95.00 ea.
4 SPACE AGE (Genco)		95.00 ea.
10 BEAR GUNS (Seeburg)		95.00 ea.
2 SHARPSHOOTER-Pistol		95.00 ea.
5 PITCH'M & BAT'M (Scientific) Remember This One—It Was Great—And It Still Is		75.00 ea.

SEND FOR COMPLETE LIST
World's Largest Inventory
WIRE • PHONE • WRITE TODAY

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

DAVID ROSEN, INC.

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

FOR QUICK ACTION CHROME WALL BOXES

100 SEEBURG 3WI—100 SEL.	\$15 ⁰⁰ ea.
100 SEEBURG 3VWA—200 SEL.	\$35 ⁰⁰ ea.

SEACOAST DISTRIBUTORS

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

Will Pay
Top Price
NEED 20
GOTTLIEB
SUPER JUMBO

Cash On The Line
RUNYON
INTERNATIONAL, INC.
U.S. Route #22 & Fadam Road
Springfield, New Jersey
DRexel 6-8720

Meeting Dates & Trade Events

JULY

22-24 National Food Distributors Association, Annual Convention
Place: Pick Congress Hotel, Chicago, Ill.

AUGUST

2-4 National Candy Wholesalers Association
Place: Sheraton Park Hotel, Washington, D.C.

3-5 American Management Association
Place: 135 W. 50th St., N.Y.C.

4-6 American School Food Service Association
Place: Portland Hilton Hotel, Portland, Ore.

24-26 National Association of Concessionaires Eastern Regional Conference
Place: Mayflower Hotel, Plymouth, Mass.

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

SEPTEMBER

6 Music and Vending Association of South Dakota, Business Meeting
Place: Mitchell, S.D.

18-19 Minnesota Candy & Tobacco Distributors Association
Place: Leaming Hotel, Minneapolis, Minn.

18-20 Iowa Association of Tobacco Distributors
Place: Hotel Savery, Des Moines, Iowa

24-26 Pennsylvania Association of Tobacco & Candy Distributors
Place: Tamiment-In-The-Poconos, Tamiment, Pa.

24-26 Michigan Tobacco & Candy Distributors and Vendors Association
Place: Statler-Hilton Hotel, Detroit, Mich.

24-26 Texas Merchandising Vending Association—Texas and Oklahoma Tobacco Distributors (joint meet)

25-27 MONY, NYS Operators Guild and Westchester Operators Guild
Place: Nevele Hotel, Ellenville, N.Y.

27-Oct. 2 National Association of Concessionaires
Place: Conrad Hilton Hotel, Chicago Annual Convention

28-Oct. 1 Motion Picture & Concessions Industries Trade Show
Place: Conrad Hilton Hotel, Chicago

OCTOBER

1-4 New York State Association of Tobacco Distributors, Inc.
Place: Concord Hotel, Kiamesha Lake, N.Y.

9-11 Tobacco Distributors Association of New Jersey, Annual Convention
Place: The Colony, Atlantic City, N.J.

14-16 Music Operators Of America
Place: Sherman House, Chicago Annual Convention

15-17 Ohio Association of Tobacco Distributors, Convention-Exhibit
Place: Statler-Hilton Hotel, Cleveland, Ohio

17-20 National Automatic Merchandising Assoc.
Place: McCormick Place, Chicago Annual Convention

29-30 Wisconsin Food and Tobacco Institute
Place: Schroeder Hotel, Milwaukee, Wisconsin

NOVEMBER

6-7 Wholesale Tobacco Distributors of Maryland
Place: Sheraton Belvedere Hotel, Baltimore, Md.

9-12 American Bottlers of Carbonated Beverages
Place: McCormick Place, Chicago, Ill.



GUNS		ARCADE	
ARIZONA	\$195	AUTO PHOTOG	\$895
BAZOOKA	175	CHAMP	395
BULLSEYE	165	CRANES	50
CC CHAMPION	495	DEL A BAGGER	125
MIDWAY DEL SHOOTING GALLERY	175	DEL 57 BASEBALL	150
MIDWAY RIFLE RANGE	395	GRAND SLAM	NEW
MIDWAY SHOOTING GALLERY	125	GRAPHOSKOP	NEW
MIDWAY TROPHY	NEW	MOONROCKET	495
SHARP SHOOTER	125	MOTORCYCLE	295
SHOOT THE CLOWN	225	PRO BASKETBALL	325
SKY RAIDER	175	ROAD RACER	175
TITAN	225	SKILL ROLL	75
		SPACE SHIP	250
		TOP HIT	NEW
		TWIN PONIES	295
		WINNER	325
		YANKEE BB	150

PHONOGRAPHS		BOWLERS & SHUFFLES	
WURLITZER		BANK POOL (NEW)	\$495
2000	\$175	BANK POOLS	395
2100	195	CHALLENGER	275
2150	195	DUPLEX	275
2200	295	EXPLORER	75
2250	295	JUMBOS	AS IS
2204	295	BONUS	100ea.
2510	545	PAN AMERICAN	275
2500	575	PLAYTIME	225
AMI Continental I	495		
AMI Continental II	575		

EMPIRE INTERNATIONAL

Cable: EMCOMACH
Call, Write or Cable

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

Cherry Electric Products Reps In Chi To Learn Product's Use At Rock-Ola

Switches They Make Help Play The Music You Sell

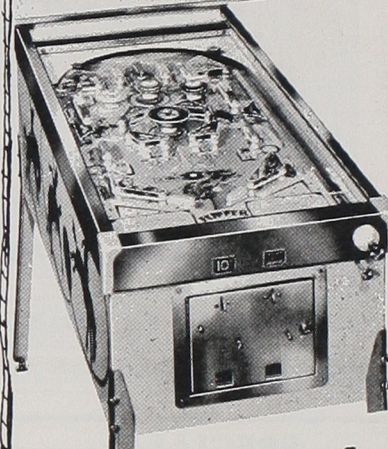


Left to Right: Robert Adolphus, Richard Stegmeier, Winfried Tobolewski and Dr. David Rockola pictured in front of Rock-Ola Manufacturing Corporation's huge plant on Chicago Avenue and Kedzie in Chicago, Illinois.

Riding HIGH! Chicago Coin's BRONCO



Available in 2 Player
ADD-A-BALL Model!



EXCLUSIVE! BUCK'N ACTION CORRAL

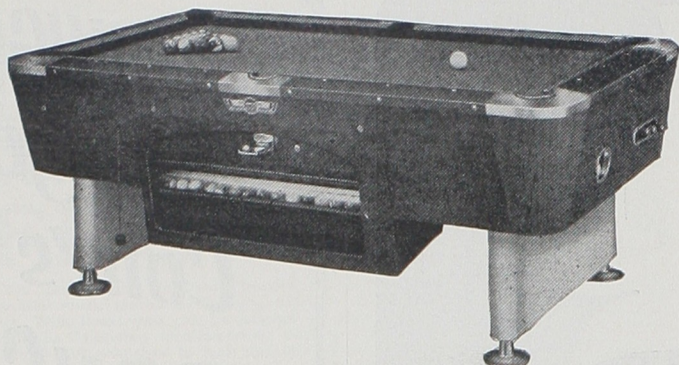
AT YOUR CHICAGO COIN DISTRIBUTOR!

Chicago
Dynamic
Industries, Inc.

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

You may have a Respiratory Disease. Don't take chances.
**Cough too much?
Short of breath?**

See your doctor, says your Christmas Seal organization.



Xalley®

**DELUXE
6-POCKET
POOL TABLES**

**FEATURES TO RELY ON FOR PROFITS
YOU CAN COUNT ON**

- NEW Play-Stimulating DESIGN
- NEW TYPE LEG ADJUSTER
- GENUINE SLATE PLAYFIELD
- COMBINATION RECESSED BALL VIEWER,
BALL TRAP, BALL RETURN DRAWER
- NEW OPERATING MECHANISM

Sizes: 78"x45", 88"x50", 95"x53". WALNUT FINISH

Complete Selection of Parts and Accessories.

See your Distributor or contact us direct

Xalley® SALES COMPANY

(Sales Affiliate of Valley Manufacturing Co.)

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



Eastern Flashes

Murray Weiner of Weiner Bros. Sales is looking forward to Gold Medal Products' exhibit at the upcoming National Automatic Laundry and Cleaning Council to be held Aug. 26 thru 30 at the New York Coliseum. Murray reports that he and brother Bill have been interviewing a number of applicants to fill the Weiners' currently vacant post of field service engineer. They have narrowed them down to two possibilities but will leave the final selection to Automatic Products' regional service manager Bill Herbold. Murray also advises that he and brother Bill are sittin' on a big deal but ain't talkin' 'till the final agreements are settled!

Mike Munves reports big action on the abstract art machine he's currently distributing. He's even shipped one to a French coin rep who spotted the apparatus in the Munves showroom and immediately saw the (\$) possibilities. The large shipment of coin machines which the Munves servicemen were crating last week was a sight to warm any operator's heart. The machines, which included a ChiCoin 'Ray Gun', were being readied to fill an arcade owner's order.

Al Cohen, Philly based eastern sales manager for WICO, coin machine parts and supply house, dropped by Lipsky Distribs last week for a short business huddle with Abe. The Lipsky showroom floor, usually jammed with Abe's generous assortment of reconditioned phonographs, now must make room for almost as generous a shipment of Th. Bergman's 'Arizona' gun game which arrived in force on the Lipsky premises last week.

Harry Koepel at Albert Simon Distribs is advising metro area ops that the long awaited Rock-Ola 'Phonette' wall box is in and says he should have enough to supply all needs. The 'Phonette' wall box features two built-in stereo speakers, a single selector panel and personal volume control, and according to Rock-Ola Exec VP Ed Doris, "its big surprise is not only the step up in collections, but that it can also be used with any current model Rock-Ola phonograph." Simon's parts specialist Larry Feigenbaum, whose duties have him movin' around 'rather' rapidly these warm summer days (accent that word 'rather' for the old boy is still fresh from that recent antique hunt through Britain with the wife), says that Al Simon and Al D'Inzillo have lately been spending some extra time out at the U.S. Billiards plant in Amityville, Long Island. They're probably consolidating operations between the present plant and the new woodworking factory which Simon bought recently from Ray-Gold, a furniture manufacturing outfit.

Irv Holzman, who hasn't been in his office due to his meetings with Nassau County DA Bill Cahn, has the sincere hopes of the industry with him as he attempts to resolve the terrible extortion attempt on his business which was widely publicized in the New York press last week.

Columbia Records' Gene Weiss delighted with the acceptance of the little LP's by ops. A new release is being readied for August distribution.

Seemed like old times down at the West Side Coin Machine Corp. with both Mr. and Mrs. Harry Berger on the scene. Harry's wife will be down at the store for two weeks to help out in the absence of Harry's secretary Billie Sporko, who's currently enjoying her vacation in Maine. So now when you phone and hear "West Side" in the oval tones of a Bronx housewife instead of the drawl of a N. Carolina expatriate, you'll know the reason why. One visitor to the West Side store last week was Bill LaPorte, National Vendors eastern rep.

Metro New York operators who stopped by Runyon New York last week, according to sales exec Louie Wolberg, included: Carl Pavesi, Westchester association president; Pat O'Neil of Celtic Music, an Astoria-Woodside operation; Gert Brown of Paramount Vending, and Bernie Levine of Tip Top Vending Sales, Myric, L.I. Jackie Mills, Runyon's ace mechanic, performed a truly extraordinary feat last week by servicing a phono out in the Montauk Point area from the Runyon offices on Tenth Ave. He merely listened while the operator listed the phono's symptoms over the phone, offered the correct remedy, and went back to his usual duties leaving one satisfied op and saving himself a 200 mile trip. Louie says to keep a sharp lookout for good friend LaVerne Baker's new Atlantic release, 'Go Away.' Lou advises that the disk sounds like a sure winner and in order to double check that opinion, he has placed a number of the records in a scattering of test locations from Conn. to New Jersey.

Marshall Caras, Trimount Automatic Sales VP, reports terrific operator acceptance in the Boston area of the Rowe AC vending line. . . . United East Coast manager Louie Druckman couldn't keep out of Dave's, Charlie's and the other mechanics' way last week as they shipped United's new 'Tiger' shuffle alley in and right out again to accommodating ops. . . . Jack Bess of the Roanoke Vending Exchange Inc. is tickled to death over his results with Rowe's 'Customusic' background system. Incidentally, for those who haven't already heard, Jack is now chairman of the board at the Va., W. Va. and N.C. distributing outfit, and Harry Moseley is now president.

Murray Kaye, head salesman at Atlantic New York, said last week that, "Sales wise, the new Seeburg LPC-480 has made this the hottest summer so far." Murray contends that the NY ops are coming thick and fast to see and buy the new console with the half-price optional-album feature. This, plus the fact that 75% of the Atlantic personnel are currently on vacation, is forcing him to work extra hours, Murray stated, which might even entail the ultimate sacrifice on the coinvet's part—giving up golf.

Reports along the Tenth Ave. scene during the week revealed that CORE, the civil rights organization, has been on the lookout for juke boxes for use in southern educational centers. Ops are being canvassed.

Fred Pollak was off from the Whippany, N.J. plant last week to visit with southern Rowe distribs. Pollak left, following meetings with Jack Harper, Rowe chief exec, who flew in to Whippany from Chicago. The lads had a ball at Eddie Ginsburg's Chi outing last week. Jim Newlander is traveling the road for Rowe, and expects to write a lot of business on that SK-9 single cup fresh brew unit you've heard so much about.

Mondial's Suren Fesjian arrived aboard a liner from Europe two weeks ago with some penetrating observations on the export scene. Aspet Varten and Dick Sarkisian met with Fesjian to outline the export firm's post-summer sales plans.

Betson's Bert Betti is typical of the coin machine operator who is today deeply entrenched in vending. The Betson Vending Industries route now consists of cigarettes, cold and hot drink (cups, cans) and pastry, snack and candy machines. "The potential is unlimited," says Bert, who started the whole idea with music and games.

Ed Doris, Rock-Ola exec VP, visited the NY World's Fair with his family during a vacation trip last week.

HERE WE GO AGAIN DEPT: Teddy Cohn, the late Nat Cohn's son, is revitalizing the Conat Distributing Company and will handle the DuKane Corp.'s 'Ski 'n Skore' game. The unit is being tested out at the Travel and Transportation Exhibit at the World's Fair and expectations are running high. Sales Mgr. Joe Lyon, who heads this division of DuKane, is working with Teddy and you can look for further news from this corner once Cohn gets things organized.

SPECIAL!

V200

**RESTYLED
AS SHOWN**

Working order—
All parts, complete

\$265.00

fob
Ft. Worth

WRITE FOR PRICES ON
VL200's and 100C's
ALSO Exchange Cabinets and Kits

1/3 deposit on all orders
SUN REFINISHING CO.
201 E. Daggett
Ft. Worth, Texas

**Scopitone Cited
As Sales Impetus
For Two NY Pubs**

NEW YORK — Don Sparks, owner and operator of Sparks Pub North, and Sparks Pub South, advised recently that he has enjoyed a noticeable increase in business since the installation of the 'Scopitone' audio-visual film system in each of his two establishments.

Sparks stated that the majority of the films programmed on the machines in his taverns feature current hit tunes, along with familiar standards, which are performed in lavish settings, many of them in "big musical" style. Others are done with simple scenic backdrops. Sparks' pubs have been the subject of several consumer press feature stories in recent weeks.

At present, most of the existant films have been produced in France, but Sparks stated that many top American artists who are interested in appearing in films for Scopitone, plus those several who are already involved in this production, will give great impetus to the use of the machine in this country.

A recent Cash Box interview with Alvin Malnick, president of Scopitone USA, the firm involved in the machine's distribution and domestic film production, stated last week that screenings of American produced prints have just been concluded and that these films should be available to Scopitone operators in the very near future.



PRO SERIES

CUE BALL LOCK (15th
ball locks cue in)

PRE-ASSEMBLED PRO-
FESSIONAL STURDY
BASE (NO WEDGE)

CALL (Area Code 516)
PY 8-2626
or LOCAL DISTRIBUTOR

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

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



Chicago Chatter

Most coin machine factories will be back to business as usual this coming week as the vacation schedules terminate. All are aiming for full production to meet increasing demands among the operators of music, vending and amusement equipment.

A highlight of the Atlas Music outing at Pheasant Run Lodge was the golf program. The very tricky course was heavily populated with coin machine and vending people. Atlas execs and adman Fred Kleiman provided Cash Box with a battery operated golf cart to roam the greens in comfort and style. Foursomes lined up at the first tee bright and early in the morning. . . Mrs. Nate (Eve) Feinstein attended the gala affair to wish her brother Eddie Ginsburg, continued success and good health.

Among the suppliers (manufacturers) in attendance at Pheasant Run Lodge were: Patrick L. O'Malley, Jack Harper, Bruce Telfer and Don Maxfield, for Automatic Canteen Company of America; Fred Pollak, Paul Huebsch, Jim Newlander and Bob MacGregor, for Rowe AC Mfg. Corp.; Irving Kaye and Clayton Nemeroff, Irving Kaye Co., of Brooklyn; Bill O'Donnell and Paul Calamari, Bally Mfg. Co.; and Herb Oettinger and Ray Riehl, for United Mfg. Co.

Now that Sam Wolberg is back from his vacation, and Mort Seore returned from a business trip to the Canadian east coast region everything is back to normal at Chicago Coin, according to Ralph Wyckoff. The factory is back in full production following the end of the vacation period.

Bob Jones, the Arnold Palmer of coinbiz, can forget about his golfing for at least six weeks due to a slipped disc in his back. Hank Ross tells us Bob is wearing a special harness contraption to keep working. Midway Mfg. is now in peak production on "Trophy Gun" after a brief vacation break. Sales are heavy in Europe, Canada, and the States, according to "Iggy" Wolverton. . . Larry Patterson appointed Dale Johnson, Dale Distributing, Canadian distrib for the Patterson foreign-made line.

Sam Stern, vice prexy & general manager of Williams Electronic Mfg. Corp., returned last Friday from a whirlwind tour of Antwerp, Paris and London calling on customers there. Sales veepee Jack Mittel minded the store during Sam's absence. . . Another recent returnee from the European Continent was Gil Kitt, owner of Empire Coin Machine Exchange. Gil was delighted over his reception everywhere he traveled in Europe. Joe Robbins enjoyed a "most successful" fishing trip in Wisconsin with Bill Cleary, of So. Automatic Music Co., of Sault Ste Marie.

Rowe AC Vice Prexy Fred Pollak managed to get in 9 fast holes of golf during the Atlas Music outing, although he arrived late. He jetted in from New York to greet Eddie Ginsburg and his guests. Also on hand was Jack Eigel, of Buchen Advertising.

Many accolades were heaped on Stan Levin, manager of the games division at Atlas Music for his excellent planning of the day's festivities. Other Atlas staffers who went all out for their guests were vice prexy Sam Gersh (who emceed the banquet), Joe Kline, Sam Kolber, Chuck Harper, Mort Jacobs, Bill Phillips, Morrie Minkus; and, of course, Bob Fabian, Mike Blumberg, Ray Grier and Johnny Havrilla. Honored for 30 years of constant service at Atlas Music were Frank Bach and Frank Malak, and 20 year man Willard Warlin. Speaking of Mike Blumberg: Finding the first tee on the fine Pheasant Run Golf Course was easy "as pie". All one had to do was spy the bright red Bermuda shorts Mike wore. His golf co-chairman, Bob Fabian, was edately attired in "simple" sport togs.

United Mfg's. Phil Schwartz recently returned from, what he considers, a very successful European tour, where he strengthened United's distributor setup. Bill DeSelm is expected back from his vacation this coming Monday. . . News from MOA headquarters: Fred Granger advises that ROSA (One top assn.) will have an exhibit booth directly opposite MOA's booth.

Alvin Gottlieb returns to his office at D. Gottlieb & Co. this coming Tuesday when he will terminate his vacation, along with Judd Weinberg. . . The World Wide Distribs "road show" with the Seeburg LPC 480 continues on July 21, moving in to the Holiday Inn in Springfield. Downstate operators here will be greeted by Nate Feinstein, Art Wood and Tom Higdon. Chuck ates, Seeburg's field engineer, will also be on hand. The next stop is the Holiday Inn in Quincy, Illinois.

Glad to see Eddie Holstein, of Ace Music, back on his feet after a heart attack. Eddie and his lovely frau took in the festivities at the Atlas Music ash. . . Woody Johnson, of United, Inc., of Milwaukee, was a visitor for few days in Chicago last week. Harry Jacobs, Jr., United's prexy, is taking s golf seriously these balmy summer days, and manages at least nine holes aily.

Now it can be told: Very pretty Mrs. Adele Ginsburg is one of those gals ho actually married the boss. She was Eddie Ginsburg's secretary at the me. Now daughter Jo Ann is in the act, she handles the switchboard at las Music these days. . . A well-tanned, robust looking Joe Schwartz, las Music these days. . . A well-tanned, robust looking Joe Schwartz, exy of National Coin Machine Exchange, returned t'other day from a vaca- on in Florida. While Joe was away Mort Levinson minded the store.

We chatted briefly with Herb Perkins, of Purveyor Distribs; Earl Kies, Apex Music; and numerous other operators at the Atlas Music outing. . . Jack-Ola Mfg. Corp. will be in full operation on Monday, July 20, after a cation shutdown. . . Art Weinand is still in the process, with his staff, moving some of the J. H. Keeney facilities to the Jennings plant, and pects to be in operation August 1.

TROPHY GUN
by Midway

NEW 4 SENSATIONAL MOVING BALL TARGETS!

★ BEAT THE SCORE FEATURE ★ TIME FEATURE

AVAILABLE IN REGULAR & SHOOT AGAIN MODELS

24" WIDE
33" DEEP
67" HIGH

DANCING CAT & MOUSE TARGETS

HINGED AT FRONT & REAR FOR SERVICING

CAT & MOUSE SCORE 30 WHEN MOVING

BALLS SCORE 30

MIDWAY MANUFACTURING COMPANY
10136 PACIFIC AVENUE, FRANKLIN PARK, ILLINOIS

It was a great
30th Anniversary
Party. Thank you!
Eddie Ginsburg



Cable:
ATMUSIC—Chicago

ATLAS MUSIC COMPANY

2122 N. WESTERN AVE., CHICAGO 47, ILL. ARmitage 6-5005

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

BANNER SPECIALTY COMPANY

PHILADELPHIA, PA.
1641 N. BROAD ST.

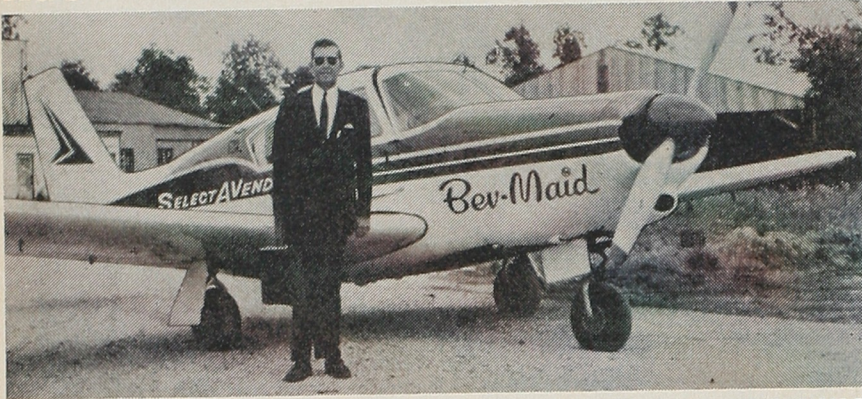
PITTSBURGH, PA.
1508 FIFTH AVE.

EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

W. F. Saxon Appoints Woodruff Nat'l Director Of Distrib Sales



BEV-MAID AIR SERVICE EXPEDITES SALES AND TRAINING

ST. LOUIS, MO.—Officials at W. F. Saxon & Associates, exclusive sales representatives for Bev-Maid and Select-A-Vend products, have announced the appointment of Jack Woodruff to the post of national director of distributor sales.

W. F. Saxon, president, advised that his company's national program

has expanded rapidly due to the vast demand for the Bev-Maid vending machine and twelve varieties of hot and cold beverages, patented for companies and small offices.

"We are now using air service to offer distributors expedient training of personnel and to aid in negotiations of large contracts," Saxon said.

Betson Vending's Growth Requires Additional Property Purchase



BERT BETTI
"The future is bright."

NORTH BERGEN—Bert Betti, president of Betson Vending Industries, announced last week that the 15,000 sq. ft. of building space his company moved into three years ago has already been outgrown, and to accom-

modate the firm's expansion, they have purchased an adjacent 25,000 sq. ft. of land. The new tract, Betti advised, will for the present be used for the storage of their increased volume of billiard slate, but according to the coin machine vet, "we hope in the near future to start plans to add additional square footage to our present building."

Betti cited Betson's growth in the distribution and operation of vending equipment as one of the biggest single causes of his company's rapid growth. Like many music and amusement orientated coin men, his vending activities began with cigarettes and summarily progressed into candy, soda (cups and cans), coffee and pastry. "We are now looking at ice-cream and other products which might fit into our vending operation," Betti stated. He further advised that "it is my firm opinion that vending is still in its infancy and that the greatest growth potential lies in this direction."

Besides vending, Betti's other interests have enjoyed success during the past years. "We feel that the 'growth bug' will continue with us in the years ahead," he stated. Increases in Betson Enterprises, their distribution business, have been "beyond expectation," he said, and Eastern Novelty, their wholesale billiard supply business, "has been doubling every year for the past few years and we have no reason to believe that it will not do the same for the next few years," he added.

"With our growth of course, have come the usual growing pains," Betti continued. "Larger trucks, heavy handling equipment, bookkeeping machines, eight trunk phone lines etc., have been necessitated by our growth, and we are constantly on the lookout for anything that will help us to streamline our operations and give better and more efficient service to our local customers and many customer friends we have throughout the country."

"The future of this industry," Betti advised, "is, in my opinion, brighter than ever. It's just a matter of enthusiasm, hard work, and proper business application," he stated. "To sum it up," Betti said, "the frontier is endless."

The FTC Ruling And The Nation's Press

NEW YORK—The nation's press, for the most part, have opposed the recent Federal Trade Commission ruling which requires cigarette makers to display health warnings on each individual pack. Most editorials which appeared in newspapers following the FTC announcement, expressed fear that FTC was wielding too much power as a governmental agency. "The issue is not whether cigarettes are a hazard," said a *Chicago Daily News* editorial, "but whether cigarettes can be singled out for this kind of action." The editorial added that such sweeping and broad powers are something "we should all worry about."

Other editorials indicated that progress should be made through voluntary action and not through governmental ruling. Still others stated that the powers being wielded by FTC were far more harmful than the health risks in cigarette smoking.

Editorial cartoons pictured FTC scrawling signs which read "beware" across candy store windows, "poison" on the doors of liquor stores, "dangerous" across the hood of an automobile, and "watch it" on a "banana peel." Hearst's papers said: "The ruling strikes us as Big Daddyism." The *N.Y. Daily News* said: "We think the FTC increases daily in arrogance and impudence. . . the tobacco industry owes it to its fellow Americans, we believe, to fight this FTC order with every lawful weapon available—as it is expected to do." The editorial added: "We believe the time is rotten-ripe to cut the FTC bureaucrats down to size."

The most caustic editorial, to most observers, appeared in the *NY Herald Tribune*. "The hardest hit (by this FTC ruling) might be the jingle writers who would soon run out of catchy rhymes for 'cancer.' We suspect the public will eventually get tired of morality lectures from the FTC."

Continental Can Reports Best 6 Months

NEW YORK—Earnings of Continental Can Company, Inc., for the first six months of 1964, were \$21,024,000 or \$1.71 per common share, highest in the company's history, Thomas C. Fogarty, Chairman of the Board, announced last week. Earnings for the same period last year were \$16,892,000 or \$1.34 per common share.

Sales for the first half of 1964 also set a record of \$577,996,000, up from \$552,591,000 for the same period last year. Second quarter sales for 1964 were \$308,646,000 compared with \$301,342,000 in 1963. Earnings were \$13,020,000 or \$1.06 per common share. Second quarter earnings last year were \$11,323,000 or \$.90 per common share.

ARA Business Booms As New Accounts Double Annual Volume

NEW YORK—Sales of new accounts in the month of June will add approximately five million dollars in annual volume for Automatic Retailers of America, Inc., President William S. Fishman told a luncheon meeting of New York security analysts last week.

Fishman said that the Philadelphia-based company, which offers both manual and automatic food service to business, schools and hospitals, added more than 25 major new client locations in the month. The June result brings the total of new account sales to more than 10 million dollars on an annualized basis for the three-month period of April-May-June.

The new sales include contracts signed in June for food service at installations of Republic Aviation, Long Island; Quaker Oats in St. Joseph, Missouri, and at the American Museum of Natural History in New York City, Fishman reported.

ARA began service in June at NASA's George C. Marshall Flight Center at Huntsville, Alabama, under a contract signed in May which will produce more than a million dollars in annual volume. This installation is not included in the June new-sales figure.

Among the educational institutions added to ARA's Slater division client list in June were six New Jersey state colleges, located at Newark, Paterson, Trenton, Montclair, Jersey City and Glassboro, plus Barrington College, Rhode Island and Immaculate Heart School and Convent, Los Angeles.

ARA's Hospital Food Management division's new clients signed up in June, Fishman advised include the Mercy Hospital, Kokomo, Indiana; Memorial Hospital, Maryville, Tennessee; and Central DuPage Community Hospital, Wheaton, Illinois.

The *Washington Star* noted that the ruling puts the government in the "ridiculous position" of supporting an industry, the product of which it brands harmful.

R. F. Jones To Host Rowe Service Class

LOS ANGELES — Rowe's Ralph Phipps will conduct a service school at the Los Angeles branch of R. F. Jones Company on July 28. The school will cover the Celebrity cold drink and coffee machines from the AK-8 through the SK-9 single cup fresh brew model. Vending operators in the area have been invited to attend the school.

Dinner time?

time for
ROWE AMI
music

Tobacco Resins To Be Studied— —May Be One Answer To Health Question

DURHAM, N.C.—The Research Triangle Institute, will shortly be undertaking a four year research study into neutral tobacco resins—resins which represent tobacco 'flue', cured tobacco which science has not been able to characterize as yet—under the auspices of the U.S. Department of Agriculture. It is thought possible that these resins may be important to the flavor of a cigarette as well as having an effect upon the health of the smoker.

After lengthy analysis of the various properties of tobacco, scientists

at the Dept. of Agriculture's Research service have not been able to identify a certain number of substances which they call neutral resins.

The Research Triangle Institute will make use of more elaborate scientific techniques in their attempt to identify the real nature and properties of the resins. They plan to do this by separating the resinous substance into compounds which can be more easily studied, and if they succeed, may unearth certain here-to-fore unknown properties that lie in cigarette tobacco and act accordingly.

**Frank Ash To Sales Dept.
In Active's Phila. Office**
■ Back From Navy



FRANK ASH

PHILADELPHIA—Lt. (JG) Franklin Ash, son of Joe Ash, president of Active Amusement Machines Co., with offices in Philadelphia and Scranton, was discharged from the U.S. Navy on July 13th.

Lt. Ash was attached to the U.S.S. Pickway during his two years in the service and saw duty with the Seventh Fleet in the Far East. Hawaii, Hong Kong, Japan, the Philippines, Laos, Thailand, etc. were some of the areas included on his assignment.

Ash graduated from Penn State University with a Bachelor of Arts degree in 1962. At that time he was immediately commissioned an ensign and called to active duty.

His current plans call for employment with Active Amusement Machines Co. in their Philadelphia office where he will work in the sales department.

Active is factory distributor for the Rock-Ola music and vending lines. The firm recently received the 'Phonette' wall box from the Chi factory after viewing the wall box unit at 'Grand Prix' meetings in NYC several months ago.

In addition, Rock-Ola manufacturers a batch-brew vendor, a single-cup fresh brew unit, a coffee and hot drink vendor (soluble coffee), a can cold drink vendor, a cigarette vendor, the Book-O-Mat, and the Rhapsody, Capri, and Grand Prix juke boxes.

**Van Dyke Stars
On Seeburg LP**

CHICAGO—The Seeburg Corporation's 'Little LP' releases for the week of July 20th features the Command album 'Songs I Like' performed by the nationally known TV and stage comedian Dick Van Dyke, in their 'Pop Vocal' class. Another Command recording, 'Something Special For Young Lovers' by the Ray Charles Singers, rounds out the 'Pop Vocal' slot.

Seeburg's 'Pop Instrumental' category is occupied this week solely by the Decca recording 'Something Special' by Lenny Dee. In the 'Jazz/Rhythm And Blues' spotlight, the Riverside label comes across with 'The Compositions of Charlie Parker' performed by Clark Terry, Cannonball Adderley, Sam Jones and Blue Mitchell. Seeburg also offers one item in the 'International' class—'Illusionen' by Hildegard Knef on Decca.

**National Lock Acquires
Steel Industries, Inc.**

ROCKFORD ILLINOIS—On July 1, 1964, the National Lock Co. acquired Steel Industries, Inc. of Crawfordsville, Indiana. Founded 16 years ago, Steel Industries' principal source of business now is in the relatively new field of manufacturing precision metal parts by high impact extrusion. Officials at the company say they have been very successful in this field, having gained a "high degree of technical ability and a strong position in the industry."

The 61 year old National Lock Company is one of the country's largest hardware and fastener manufacturers. The company's product line



**PLAYER FUN MOUNTS...
OPERATORS PROFITS SOAR**



HEAT WAVE
SINGLE PLAYER
"REPLAY GAME" WITH
ADJUSTABLE 3-or-5 BALL PLAY

As ball hits "advance" bumpers and advances roll-over buttons, the temperature climbs on thermometer in back box increasing drop target value 100 to 500 points! When thermometer "Blows Its Top," the drop target and two side roll-over lanes light for special scoring.

4 DRUM TYPE SCORING REELS

- 1 drop target
- 2 sling-shot kickers
- 2 flippers
- Number match
- Slug rejectors
- Twin chutes (opt.)
- Plastikote Finish Playfield
- Stainless steel trim

NEW

EXCLUSIVE WILLIAMS FEATURES:

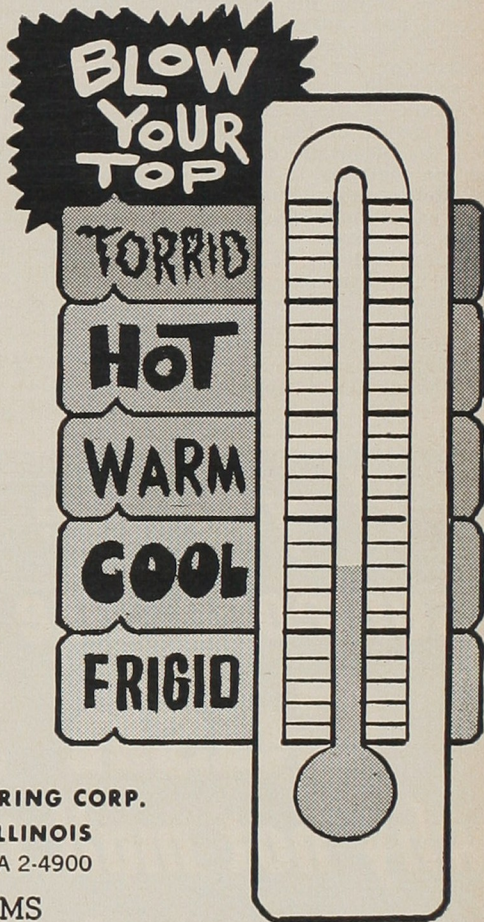
- Trouble-free Drum Units
- Large, Locked Cash Box
- Latch-Locked Playfield
- Improved Motor Unit
- Coin Switch



Williams ELECTRONIC MANUFACTURING CORP.

4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS
Cable Address: WILCOIN, CHICAGO . . . NEVADA 2-4900

BUY THE BEST—BUY WILLIAMS



**KEENEY'S
ALL-NEW
COLORAMA**

**the DIFFERENT
2-PLAYER
FLIPPER GAME!**
See your Distributor
or contact

J. H. KEENEY & CO., Inc.
2600 W. 50th St., Chicago 22, Ill.
Phone: HEMlock 4-5500

includes locks; furniture, refrigerator, range and builders' hardware; fasteners; plastics; zinc die castings and residential locksets. National has also sold its diversified line of locks to the manufacturers of music, amusement and vending equipment, as well as to the broader market of coin machine distributors where these products have

FOR SALE!

1 Model #9 PHOTOMAT

1 CHICOIN COMMANDO GUN
(in factory built trailer)

1 COIN OPERATED PLAYER PIANO
with BANJO. 1915 antique.
(completely overhauled, 1st class
condition)

LIEBERMAN MUSIC CO.

257 Plymouth Avenue North, Minneapolis, Minnesota

become staples on the shelves of many parts rooms and in the reconditioning of equipment.

The addition of Steel Industries is a logical extension of National Lock's business, and it will be a significant factor in the continued growth of the Company. High impact extrusion is a process of cold forming

metals under high pressure. The principal advantages of intricate cold extrusion are material savings, design freedom and the ability to hold unusually close dimensional tolerances. Various metals which can be used in this process are copper, aluminum, magnesium and numerous steel alloys.

Mexican Wurlitzer Distrib Expanding In Latin America

MEXICO CITY—In line with a far-reaching program of expansion and diversification, Industrias Riojas, S. A., a Mexican enterprise now in its twenty-third year of operation, is taking steps to export all its products to other Latin American countries through the Latin American Free Trade Association.

In addition to the automatic phonographs, portable record players, pipe and electronic organs currently under production, IRSA is starting manufacture and distribution of SONY products in Mexico under a licensing agreement with Sony Corporation of Japan. These products will be eventually exported to Colombia and Brazil. Foremost in the company's expansion plans is the building of a 2-million pesos new plant which is expected to be the most modern of its kind in Latin America. In order to launch this program the stockholders meeting recently held voted a capital increase of twelve and a half million pesos (one million dollars), which will raise the capital from 32,500,000 to 45,000,000 pesos.

The company was established in 1941 by Jose Riojas Guerra as Casa Riojas, a private ownership, its main purpose being the importation and sale of used automatic phonographs. In 1946 he was appointed Exclusive Distributor for Wurlitzer Automatic Phonographs and this has been the main line of the company ever since.

The desire of the Mexican Government to encourage domestic industry led the company to turn from simple distribution to manufacture in 1956. The added manufacturing activities made it necessary to create a corporation in 1957, Casa Riojas, S. A., which has gradually absorbed the operations of the private ownership.

In 1958 the company signed an agreement for the manufacture and distribution of Tamburini Pipe Organs throughout Latin America on an exclusive basis. In the same year the

2-million pesos Pipe Organ at the National Auditorium, third largest in the world, was installed.

In 1961 a manufacturing and distribution agreement for portable record players on an exclusive basis for Latin America, was signed with TEP-PAZ S. A., of France, the largest company of its kind in the world, manufacturing 500,000 units a year. With the addition of these lines the Board of Directors considered that the style Casa Riojas, S. A., was no longer representative of the widely diversified activities and voted a change of the corporate name to Industrias Riojas, S. A., effective January 1963. At the same time the company floated an issue of 10-year bonds for 10,000,000 pesos which was over-subscribed and sold in a single day.

Last year an agreement was worked out with The Wurlitzer Company to export automatic phonographs and electronic organs manufactured in Mexico to all of Latin America. Manufacture of electronic organs is scheduled to start soon and Brazil and other Latin American countries will start to get Wurlitzer products manufactured in Mexico in the very near future.

Back in 1941 the company had 11 employees. The latest count is 464. The premises originally occupied by Casa Riojas were 180 square meters. Present manufacturing facilities occupy 5,000 square meters and offices 1,250 square meters in a five-building compound adjacent to the original site now housing Personnel and Payroll Departments.

Even distribution and service are achieved through branches located at Chihuahua, Guadalajara, Hermosillo, Mazatán, Monterrey, Morelia, San Luis Potosi, Tuxtla Gutiérrez and Veracruz and a subsidiary, Casa Riojas de Puebla, S. A., plus a number of agencies.



California Clippings

Pool tables of all kinds and makes continue to lead sales in the local coin machine business and create traffic for the wholesalers and distributors. . . . The new Bally single player, 'Grand Tour' on display at the showroom at Paul A. Lamon, Inc. . . . Jimmie Wilkens said operators are very enthusiastic about the new E-Z latch front moulding and playfield panel. Jimmie's son, Jim Jr. returning from Puerto Rico this week and stopping off for two days in New Orleans on the way back.

Mr. and Mrs. Bud Patton of Patton Music Co. in Modesto, Calif. flew into town for a few days. Bud is one of California's biggest and most successful operators and is also a distributor for Rock-Ola phonographs.

A new shipment of Valley pool tables being checked in at Simon Distributing Co. Max Brown, of the Max Brown Co., Philadelphia distributor in visiting with Frank Mencuri and Jack Simon while in town.

Jimmie Hilliard, A & R topper for Warner Bros.-Reprise Records, in visiting with Sammy Rickland and Buddy Robinson at California Music Co. and checking up on sales of current product on the labels.

At the Wurlitzer Factory Branch, Bart Bartholomew covering the San Diego and Riverside territory, and Royce Garris calling on the operators in San Bernardino. Shop employee, Phil Cracraft on vacation for two weeks and traveling with his family through the Northwest. Clayton Ballard's son, Jim, working temporarily at Wurlitzer during the summer vacation period.

At the R. F. Jones Co., Ralph Phipps from Rowe Manufacturing Co., conducting a service school for operators at 7:30 P.M. next Tuesday night, July 28. The service school will cover the Rowe Celebrity Cold Drink and Celebrity Coffee machines, from the A-K-8 through the all new SK-9 single cup coffee machine. Don Edwards, with Hans Von Reydt, Rowe-AC district sales manager in San Diego, enjoying a very successful trip. Bill Gray spending the week in Las Vegas calling on operators. Service manager, Johnny Hotz starting a two week vacation beginning this Friday, July 24. A good showing of operators expected at a service school for phonographs to be held this Tuesday night. Jack Rolling, vice president and comptroller of the Jones Co., spending a few days in the Denver office and taking a few extra days to do some sight seeing in the area. At the San Francisco home office, the Jones employees held a golf tournament July 12, with the top honors won by Billy Erskine, coin machine sales manager. George Trambitas is the new manager of the Seattle office of the Jones Co., replacing Ralph Cragan. George is a twenty year veteran of the coin machine business, primarily as manager of Western Distributing Co. in Seattle.

Amco Music and Vending held a showing of the new Seeburg LPC-480 phonograph in Bakersfield last week which drew an excellent turn-out of local operators. John Montgomery said the response to the new machine has been tremendous, with many operators amazed at the increase in collections. Bill Happel the proud winner of a trophy in the President's cup golf tournament at the Wilshire Country Club.

At Advance Automatic Sales Co., Bob Portale said the Irving Kaye pool tables, and Chicago Coin's Champion Rifle Range are both moving very well. Sonny Lomberg calling on the operators in San Bernadino. . . . At Vendart Distributing Co., Marshall Ames said that used equipment sales are holding up very well, and also that sales of the new American pool tables have been very good. . . . At Lueunhagen's Record Bar the Solle Sisters spent the recent holiday weekend with Melba Kindig of Melody Music at Park Estates in Long Beach.



UPPER MID-WEST MUSINGS

Frank Davidson, of Bradenton, Florida, is currently spending a few summer months at Spooner, Wisconsin with his family. . . . Bert Davidson, Wurlitzer regional sales manager, stopped by the Sandler Distributing Co. last week. . . . Earl Ackley, Spooner, Wisconsin, was in town for the day picking up records and parts. . . . Amos Heilicher, has been re-elected president of ARMADA in Miami. . . . Mr. and Mrs. Lawrence Sanford, Dodge Center, were in town for the day picking up parts and records. . . . J. C. Weber, Blue Earth, was also in the cities for the day making the rounds. . . . Mr. and Mrs. John Czerniak, Duluth, were in the cities visiting their children. . . . Morris Berger and his service man were also in town for the day picking up records and parts. . . . Nik Berquist, Ironwood, was also in the cities for the day making the rounds and picking up his record order. . . . Mr. and Mrs. Gene Clennon and family returned from a vacation in the Black Hills. . . . The Golden Strings at the Raddisson Hotel. . . . Louis Armstrong will be performing at the Parade Stadium July 16th. . . . Red Skelton will appear at the Metropolitan Stadium July 25th. . . . Frank Phillips, Winona, was in town for the day as was Lloyd Williamson. Harry and John Galep, Menomonie, Wisconsin, were also in the cities for the day picking up records and parts.

Happy Birthday This Week To:

Wm. Buset, Ft. Williams, Ont., Canada. . . . E. R. Sheldon, Sr., Payette, Ida. . . . Emil J. Pfister, Sheboygan, Wis. . . . Anita Ehrhardt Payne, Shreveport, La. . . . Sam Waldor, Newark, N.J. . . . James H. Young, Warwick, Va. . . . Harry Wichnasky, Eliza, N.J. . . . Irving Geltzer, New London, Conn. . . . Bastenie Amand, Antwerp, Belgium. . . . Howard Berk, Bayonne, N.J. . . . F. H. Decker, Fond Du Lac, Wis. . . . Wayne E. Neyens, Elmhurst, Ill. . . . Wm. A. Chambers, Athens, Ga. . . . John Gilmore North, Norfolk, Neb. . . . Clarence Otis Moon, Atlanta, Ga. . . . Homer F. Prior, Cedar Falls, Iowa. . . . Les Montooth, Peoria, Ill. . . . Lewis Bogie, Lexington, Ky. . . . Nicholas P. Christy, Det., Mich. . . . Geo. Burroughs, New Haven, Conn. . . . Theodore Nichols, Fremont, Neb. . . . Leo Weinberger, Louisville, Ky. . . . Sam Zelles, Shaker Hts., Ohio. . . . Josephine Welsh, New Orleans, La. . . . Geo. A. Miller, Oakland, Calif. . . . Jerry Harris, Omaha, Nebr. . . . Kenneth Ferrier, Oxnard, Calif. . . . W. H. Cooper, Augusta, Ga. . . . Mrs. Mary H. Hughes, Ladoga, Ind.

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

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

Enclosed find my check.

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

NAME
FIRM
ADDRESS
CITY ZONE STATE

Be Sure To Check Business Classification Above!

(Check One)

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

Treasury Dept. Moves To Check Coin Shortage

Will Double Present Output Within 1 Yr.

WASHINGTON—The United States Treasury Department recently announced plans for doubling its usual rate of coin production within a year's time. The department advised that their mints, which are now producing coins at the rate of 4.3 billion annually, will be turning them out at a yearly rate of over nine billion by June of 1965.

The present production distribution among the five denominations of coins will be more or less maintained—that is: two-thirds pennies, one-fourth nickels and dimes and the remainder in quarters and half-dollars.

The steps the Treasury will take to increase their annual rate of production, and thereby offset the current coin shortage which has been plaguing the nation for many months, will include the purchase of new coin presses, suspension of the production of 'bright uncirculated' proof coins for collectors, and a petition to Congress to continue with the 1964 date on all coins indefinitely in order to discourage hoarding and speculation.

Department officials advised that the production boost is directly intended to ease the shortage until new mint facilities at Philadelphia are completed, probably in 1967. Causes of the coin depletion, according to the officials, are both the nation's expanding economy and the unchecked hoarding of uncirculated coins by collectors, dealers and speculators.

One further step which the Treasury plans to take toward offsetting the shortage, in addition to the suspension of proof-coin production and the acquisition of additional coin presses, is the purchase of bronze strips from which pennies will be stamped, thus freeing melting, casting and rolling operations for the production of more silver coins. Officials at the department advised that they have already begun purchasing nickel strips from which to stamp the five cent coins.

Most concerned parties agree that the main cause of the coin depletion has been the boom in recent years in the hoarding of the 'bright uncirculated' coin by collectors and speculators. Most coin dealers believe that the Treasury's steps involving the freeze of the 1964 date plus the end of proof-coin production will kill this boom and cause many of the hoarded coins to be returned to general circulation.

Hundreds of rolls of uncirculated coins of various denominations have been put aside by collectors over recent years, and have gained in value appreciably. The sharpest value hike this year has been with the new Kennedy half dollars, many of which have been sold by collectors for as much as 90¢. Almost none of the Kennedy halves have gone into general circulation because of this hoarding but the Treasury believes the freeze of the 1964 date, plus an additional minting of 141 million more will force this particular coin into the hands of the public for the first time.

Protocision Testing New Game

DETROIT—Jerry Stein, President of Protocision Engineering Inc., a manufacturer currently developing a new game idea which will be introduced at the forthcoming MOA Convention in Chicago, told Cash Box last week that several interested factory execs have viewed the machine. The firm is currently in limited production.

The game, a coin-operated amusement machine with a v-shaped play-

field permitting shuffleboard along the 'V' to the cirvex and then rebounding back along the second section of the playfield, has been in the prototype stage for several months.

Stein has reserved exhibit space for the MOA show and is discussing the game's potential with distributors throughout the country. Stein stated that several units are now on test locations.

BONANZA



Gottlieb's Colorful New 2-Player!

- Play-maker "Center Bank" feature relays ball to top of playfield
- Making top rollovers or mid-field targets lights center button, bottom rollovers and pop bumpers for high score
- Running light rollover feature scores up to 50 points
- Center button scores 100 and resets numbers 1 thru 4

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

Ask your distributor for a feature demonstration!

D. Gottlieb & Co.

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

That Extra Touch of Quality



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

BUY

Bally

FOR

TOP EARNINGS

IN

EVERY TYPE OF LOCATION

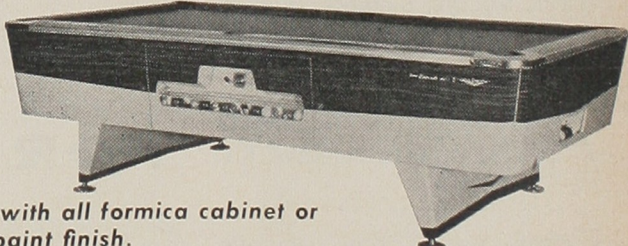
EVERYWHERE

SUPERLATIVE!

The only word to describe the

NEW, DELUXE *Eldorado* FOR 1964

- Mark I 77" x 45"
- Mark II 85" x 47"
- Mark III 92" x 52"
- Mark IV 105" x 57"
- Mark V 114" x 64"



Available with all formica cabinet or standard paint finish.

- NEW Streamlined, flush ball drawer. No underhang.
- NEW! Balls release to rackers' end. Speeds up game.
- NEW! Five inch chrome plated leg levelers. Table can be leveled without lifting.

See the complete line at your distributor's now!

Irving Kaye Co. Inc.

363 Prospect Place Brooklyn 38, N. Y.

STERLING 3-1200

Serving the industry around the world

COMING IN THE
AUGUST 15th ISSUE!

THE LIFE OF GEORGE WASHINGTON



1964-1965 COIN MACHINE & VENDING DIRECTORY

22nd Anniversary Edition

- ANNUAL WORLD WIDE DIRECTORY 1950-1951
- ANNUAL WORLD WIDE DIRECTORY 1951-1952
- ANNUAL WORLD WIDE DIRECTORY 1952-1953
- ANNUAL WORLD WIDE DIRECTORY, 1953-1954
- ANNUAL WORLD WIDE DIRECTORY 1954-1955
- ANNUAL WORLD WIDE DIRECTORY 1955-1956
- ANNUAL WORLD WIDE DIRECTORY 1956-1957
- ANNUAL WORLD WIDE DIRECTORY 1957-1958
- ANNUAL WORLD WIDE DIRECTORY 1958-1959
- ANNUAL WORLD WIDE DIRECTORY 1959-1960
- ANNUAL WORLD WIDE DIRECTORY 1960-1961
- ANNUAL WORLD WIDE DIRECTORY 1961-1962
- ANNUAL WORLD WIDE DIRECTORY 1962-1963
- ANNUAL WORLD WIDE DIRECTORY 1963-1964

THE COMPLETE BUYERS' GUIDE TO EQUIPMENT, SUPPLIES, SERVICES

Table of Contents

PHONOGRAPHS

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

AMUSEMENT MACHINES

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

BACKGROUND MUSIC

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

KIDDIE RIDES

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

VENDING MACHINES—GENERAL

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

CIGARETTE VENDORS

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

CANDY MACHINES

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

SUPPLIERS

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

EXPORT-INTERNATIONAL

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

HISTORY OF YEAR IN REVIEW

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

JOBBER-DISTRIBUTORS

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

ADVERTISEMENTS

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

ANNIVERSARY SECTION

In observance of Twenty-Second Year serving the trade.

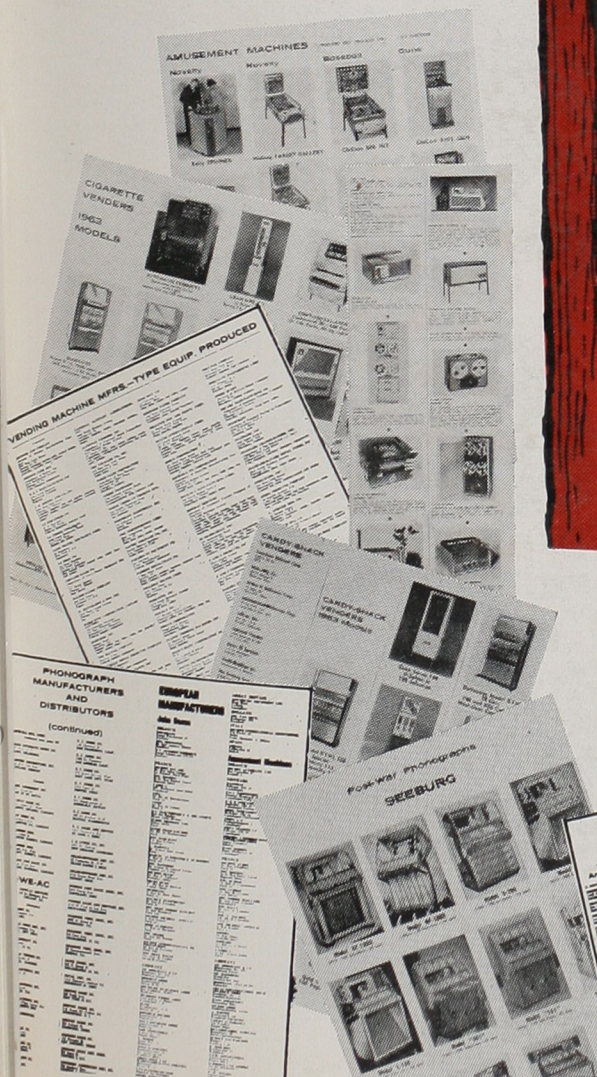
Advertising Deadline: August 5, 1964

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

CHICAGO • LOS ANGELES

ENGLAND • GERMANY • ITALY • BELGIUM • HOLLAND • SWEDEN

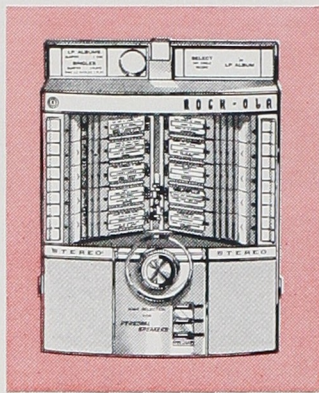
AUSTRALIA • CANADA • MEXICO • ARGENTINA • BRAZIL • JAPAN



Cash Box		ANNUAL EXPORT VOLUME REPORT		FOUR QUARTERLY REPORTS FOR 1963	
Phonographs	Amusement	Machines	Vending	Machines	Machines
1963	1963	1963	1963	1963	1963
1964	1964	1964	1964	1964	1964
1965	1965	1965	1965	1965	1965

EPITOME OF QUALITY Rock-Ola builds it simple. Rock-Ola builds it solid. Rock-Ola builds in the quality it takes to keep the rich full stereo sound of a Broadway album or single coming in loud and clear to Main Street 24 hours a day. That's why the versatile new Grand Prix is a solid hit in any location.

Every component in the famous Rock-Ola mechanism is functional. The entire assembly is a masterpiece of simplicity, engineered for maximum performance with minimum servicing. These Rock-Ola features tell the story: a "common" receiver system; automatic money counter; exclusive Mech-O-Matic intermix; and new transistorized amplifier.



Phonette remote speaker-selector unit

NEW WAY TO PROFIT . . . Twin stereo speakers, simple selector system, and personal volume controls make the new Rock-Ola Phonette coin-activated remote speaker-selector unit outstanding for private listening in booth or bar. The Phonette brings in more pay for every play, boosts profits, builds collections. Can be used with any current model phonograph in the Rock-Ola line.

Look to

ROCK-OLA for advanced products for profit

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

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

160 PLAY STEREO MONAURAL PHONOGRAPH WITH 7" LP FEATURE—MODEL NO. 425

