



Editorial

ATTENTION, BUSINESS PRESS

Here's A New Avenue
Of Reader Interest

Someday the nation's leading business journalists are going to place their collective heads together and look inside the coin machine and vending business, at the sales and marketing levels, and what they see will make headlines, and we're not talking about the kind you've been reading in some of the industry journals just recently off the press.

Business analysts have long since been intrigued with automotive and chemical doings and they can't let an issue get by without devoting a section to railroads or utilities.

While this isn't exactly avoiding the journalistic responsibility, our business writers might not do bad to spend more time reviewing what goes on in our coin machine and vending plants when acquisitions, mergers and retooling programs take place. We can attest to the interest and excitement to be found in these quarters. The preparation of our forthcoming Annual Directory has necessitated our presence on many of these scenes. General Motors and Dupont look out! This is the way you got started!

What is so encouraging personally is that the picture beams with health, as reported here several weeks ago. At the top, we've seen the giants discuss plans for the fall season and it makes you want to go into the operating business. There are that many opportunities which will come about through management planning and the production of new and specialized equipment. Without going into detail, one area we refer to is that of the general merchandise field, where several of our manufacturers have great expectations, and for this coming season. They're not talking about the future anymore.

New ideas and entirely new merchandising concepts are traveling the assembly lines and management either is not at all concerned with the usual psychological resistance to newness, or they are convinced the operator is ready and willing to take their word for it. Time was when a new piece of chrome stirred the conservative elements out of their pre-war shells. Not so today.

The appointment of new music and vending distributors during the past several months indicates that the factories want representation in certain area from people who believe in the basic idea, not just the first week's collections. They're finding 'em too.

Perhaps in the fall we'll be in a position to write some of the behind-the-scenes stories which today are shaping into tomorrow's sales programs. They should make interesting reading.

Which brings us back to the point we began to make several paragraphs back. With a little cooperation from the nation's business press, our industry can proceed at a more rapid pace to place the business of coin-operated machines in a category with autos, and packaging, and transportation, where the headlines attract investment as well as an image which smooths many of the paths ahead. The PR meet conducted by NAMA and industry leaders in New York City last week did much to emphasize this mood among many of the liaison people who work with the business and consumer press. Next time we ought to take these writers on a tour of our plants. They'll probably thank us for opening a whole new avenue of excitement to their present business world.

Seeburg Premieres LP-480 Console Before European Distributors At Antwerp

CHICAGO—July 15th was Premiere Day in Antwerp for Seeburg distributors and subsidiaries as the Seeburg Family viewed for the first time the company's new LP-480 with the much talked about "Spotlighted Album" Award feature. W. F. (Bill) Adair, Executive Vice-President of Sales, accompanied by Marc Lefebvre, Vice President-Field Operations and John Blaney, Sales Manager of Seeburg International, joined Maurice Rosengarten, President of Musicvertrieb with G. L. H. Gilbert, Seeburg International Vice President, who hosted the show. Rosengarten is engaged with Seeburg in a joint venture arrangement in distributing facilities in London, Milan, Rome, Zurich, Antwerp and Hamburg. John Stuparitz, Seeburg technician and service specialist, preceded the group by several weeks in order to assist in the physical arrangements.

The theme of the show, "Seeburg Sales Power," duplicated the theme of the United States presentation which was held in Chicago the preceding month. All Seeburg European distributors and their sales personnel attended the Antwerp meeting.

As the new "480" LP Console was unveiled, the design change was immediately noticeable but the biggest news was in engineering—with the "Spotlight Album Award" feature being the highlight. When "Spotlight Album Award" was revealed, it explained the mystery behind the row of little LP Album covers at the top of the console. In back of these album covers there is a traversing light. When the patron makes any selection, a chime and flashing light call his attention to the row of little LP Albums. A few seconds later, the

traversing light pauses, and holds, behind one of the albums. A second chime indicates that the light will hold behind this album selection for approximately 40 seconds and, during this time, the patron may play this 50¢ selection for half-price—one quarter. Seeburg has called Spotlight Album Award a "compelling new force in the industry that appeals directly to the impulsive nature of the coin-phonograph patron."

What's more, Seeburg anticipates that Spotlight Album Award will increase location income by appealing to that certain percent of location patrons who seldom or never use the coin-phonograph.

Three-Way Audio

Another significant engineering advancement on the LP Console 480 is the new Three-Way Audio feature that Seeburg refers to as "the biggest news in sound since Seeburg introduced stereo in 1959."

A total of six high-fidelity speakers are now built into phonograph, creating a dramatic cascade of sound. Two super Hi-Fi "Listen Level" tweeters at the top of the console deliver a "live music" impact. Two 6x9 "elliptical" speakers of revolutionary new design power the middle range. Two 12" bass speakers immerse the entire area with throbbing, vibrant "lows." Durable, sensitive diamond styli reduce record wear, deliver true stereo sound. Music from the LP Console 480 has a realism, a "presence" that permits the melody to be heard clearly even when the volume is turned down low.

A "Selection Now Playing" Light, as the name intimates, makes it easy

for patrons to see what selection they're now hearing. Seeburg research has shown that many people learn their favorite songs by hearing them first on the coin-phonograph. With 480 selections to choose from, Seeburg feels that the "Selection Now Playing" Light will increase location income by making it convenient for a patron to quickly find the title of a song he hears and likes.

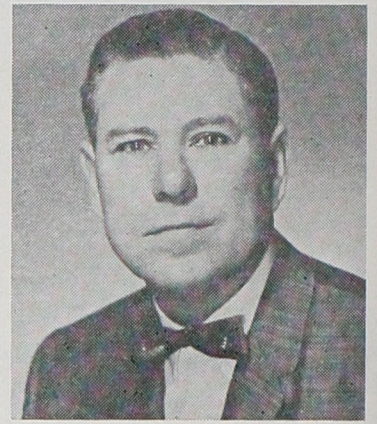
The new "Album Merchandising Panel," strategically located at the focal point of the LP Console 480, serves to remind customers of the availability of album play. With its colorful letters on a field of burnished aluminum and two "Albums of the Week" on either side, the Album Merchandising Panel adds to the attractive "flash" of the new Seeburg LP Console 480 and does an able job of promoting album music. (Complete details on specifications of the Seeburg LPC-480 were published in Cash Box earlier).

Record Firms Release Little LP Through Normal Distribution

The machine has been on location in the USA for approximately two months and factory execs are delighted with results to date. Since the introduction of the new phonograph, Columbia Records, RCA Victor, Capitol, Kapp Records, Recording Industries Corporation, Sue Records and Canadian American Records, have announced that Little LP Programs have been set. Regular releases will be made available for all operators through normal distribution channels. The move followed several years of special pressings for Seeburg who pioneered the Little LP product.

Casola Writes 'Open Letter' To The Trade

■ Asks For 100% MOA Support



LOU CASOLA

CHICAGO—In what has been termed an 'Open Letter to the Coin-Operated Music Industry', Lou Casola, president of the Music Operators of America, has pleaded for support of the association by its members through their prompt payment of dues, and has urged all non-members to join the ranks of MOA now. Casola advised that this campaign for association strength is necessary to continue and win the fight against the Celler Bill HR 7194 which, if passed, would require music operators to pay royalties on their programming material. The letter reads:

As never before, the Music Operators of America (MOA) needs the support of every operator in the industry.

It is not only important and urgent that members pay their current dues promptly. It is also important and urgent that all non-members join MOA now. It is time for everybody interested in the welfare of this industry to stand up and be counted.

Only with this kind of support can MOA continue to fight HR 7194 which, if passed, would end performance royalty exemptions for coin-operated phonographs. We repeat that only with the full support of all operators and others associated with the industry can MOA continue the fight.

The Board of Directors and many members of MOA are cooperating and standing solidly behind the people who represent us in Washington, D.C. Let's make it 100% support by every operator paying his fair share. This is the only way that the Music Operators of America can present a solid front.

It is up to you! (Signed)

LOUIS CASOLA
President

Mondial's Fesjian Views The European Coin Machine Scene

■ Sees French, Italian Rules Hampering Biz

NEW YORK—Information pertaining to the amusement machine economic picture in France, which has appeared in an industry trade paper (not Cash Box), has been attacked by Suren D. Fesjian, President of Mondial Commercial Corporation and Mondial International Incorporated. Fesjian, an expert in the coin machine field and a leading factory representative for several amusement machine lines around the world, returned two weeks ago from a month-long tour of European countries where he visited Mondial's extensive official distributor network. He told Cash Box in an exclusive interview, that reports have appeared in another trade paper, stating that France's amusement game business is "flourishing." According to Fesjian, "nothing could be further from the truth."

"While business in most of the countries I visited was about normal," stated Fesjian, "the business climate in Italy and in France is not good." The coin machine export exec attributed this not only to the present long vacation period which annually causes business to dip from July to mid-September, but also to severe credit restrictions imposed on all commerce and industry by both of these governments, who evidently have taken steps to curb inflation. "Government restrictions have cut the purchasing power of operators drastically," continued Fesjian, "and have added to the woes of smaller collections, a situation which has been brought about by the over-abundance of amusement games on the market."

While the other trade paper articles stated that France was capable of absorbing "thousands of more games," Fesjian claims that this is contrary to the actual situation in this country.



SUREN D. FESJIAN, Mondial President

Describing the Italian market situation, Fesjian stated that bans placed on amusement machines in public places such as bars, cafes and similar locations, have limited the number of games which can be shipped into this country. Again, credit restrictions have curbed the smaller shipments which were formerly used by private clubs where machines are permitted. "Should the Italian ban be lifted, and this is possible, the picture in Italy would again be a healthy one," said Fesjian. While Fesjian represents several U.S. manufacturers overseas, he told Cash Box that he will advise the factories of this situation and suggest that they do not rely "too heavily" on the French and Italian markets as prime outlets for games. He added that business in the United Kingdom, Germany, and the Scandinavian Countries was fairly good. "Should Spain open its doors to

greater amounts of equipment, this too would ease the situation. Greece presents good potential and if the restrictions here are lifted, it would also add to a better market picture," stated Fesjian.

But in the meantime, Mondial will probably drop at least one or two of its lines now being handled through the export firm's outlets overseas. "We will concentrate all of our sales efforts and financial strength on those lines having the greatest player appeal and those machines which have proven technically superior," he continued.

Fesjian is known for his perceptive analysis of the European market. "Rather than embellish the report, I feel it is to the good of the industry and for all concerned that we view the situation as it is and work toward making it a better one," concluded the Mondial head.

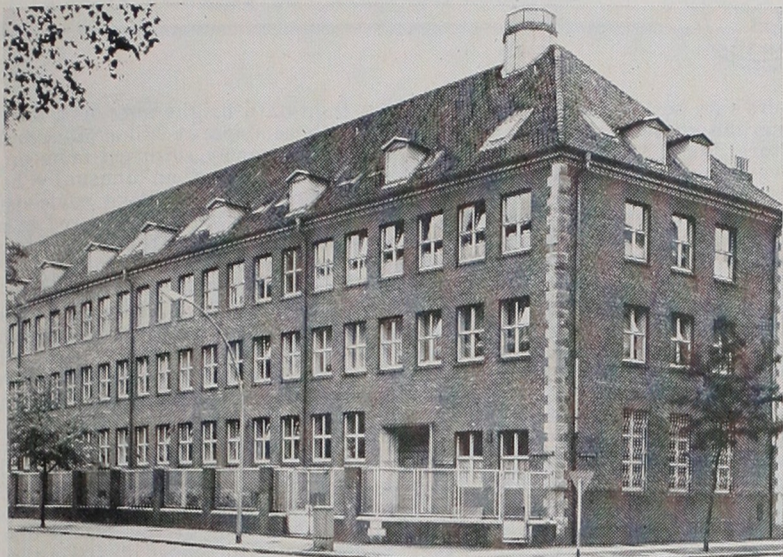
'Cotton Candy's' A Twin Pack

CHICAGO—The Seeburg Corporation's 'Little LP' releases for the week of July 27th feature an album under their 'International' heading by the Everly Brothers titled 'Golden Hits' on Teldeck label.

Seeburg is offering operators a wide selection of materials in their 'Pop Instrumental' category with Sam Butera's 'Thinking Man Sax' on Reprise, Junior Mance and his Capitol recording 'Get Ready, Set, Jump', and an Al Hirt 'twin pack' release of 'Cotton Candy' on RCA Victor.

Seeburg released its first Twin Pack several months ago on 'Sinatra's Sinatra' and the demand for this Little LP surpassed expectations of the most optimistic Seeburg execs.

Nova Expands Office and Plant Facilities



Nova House

HAMBURG—A. W. Adickes, president of Nova Apparate, European distributors of music, amusement and vending machines, announced the extension of their plant and office facilities at Nova's headquarters located at 24 Semperstrasse. The expansion became necessary, according to Adickes, because of a steadily increasing turnover in Rock-Ola phonographs, Gottlieb Flippers, other amusement machines, and lately in vending equipment.

Nova has been conducting business at this Semperstrasse plant for over ten years. Until only recently, the Semi-Official Number Lottery occupied the top floor of the building. Nova immediately seized upon the va-

cancy as the perfect solution to their space problem and now occupies the entire building—henceforth to be known as "Nova House."

Adickes stated that "this increased space has enabled the installation of a more efficient and larger telephone and teletype system. The accounts department has also moved to the third floor, and this has made it possible for an attractive showroom to be created. The record department has been moved into Nova House and the greater facility afforded us will enable an increase in the efficiency of our record service." Adickes further added that he plans a fall season open house for members of the trade.



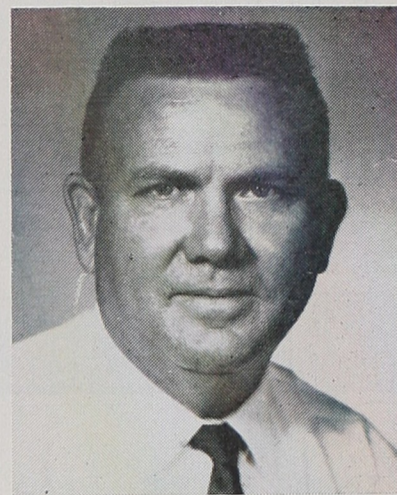
Service and factory space just around the corner from Nova House

Wurlitzer Names New Distributor For South Texas Territory

Joe Steele Heads Gulf Coast Dist. Of Houston



JOE STEELE



L. C. BUTLER

NORTH TONAWANDA, N.Y.—A newly formed organization, the Gulf Coast Distributing Company of Houston, Texas has been named distributor for Wurlitzer phonographs and remote equipment in the south Texas area, it was announced by Robert H. Bear, Manager of Sales, Wurlitzer Phonograph Division. Gulf Coast will replace Bill Williams Distributing Company, former Wurlitzer distributorship, which has been dissolved.

Heading the new organization as President is Joe R. Steele, who for twelve years, from 1948 until 1960, represented the Wurlitzer Company in the same area. His partner and Vice-President is "L. C." Butler, a man of long experience in the vending and coin machine business in Houston and environs. Gulf Coast Distributing Company is located at 2617 Leeland Avenue in Houston and is completely equipped to furnish operator needs for phonographs, allied equipment, parts and service.

Joe and L. C. have the red carpet out and extend a very cordial invitation to operators in their territory to visit them and become fully aware of the profit producing potential of the new Wurlitzer 2800 with its special feature of Ten Top Tunes by which ten top sides of ten records or the top and bottom sides of five can be played for a half-dollar coin. Wurlitzer is also offering single piece location personalization strips with artwork designed to point up the specialties of the house.

According to Joe Steele, "The new Wurlitzer phonograph offers the greatest flexibility of any instrument of its kind ever designed. Half-dollar

play is a must today and Wurlitzer has it both on the phonograph and from the wallbox. In offering musical bargains to patrons, the cash box always contains more coins in a Wurlitzer."

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Tel-A-Sign's Acquisition Of Scopitone Approved

CHICAGO—Stockholders of Tel-A-Sign, Inc., approved the acquisition by the company of Scopitone, Inc., U.S. manufacturers and distributors of the Scopitone audio-visual machine. Tel-A-Sign's president, A. A. Steiger, stated that once the acquisition was approved, the Scopitone would "dwarf" the other manufacturing activities of the company.

Although Tel-A-Sign bought 80% of the shares of Scopitone, Inc. last March, company officials stated that they couldn't move "full steam" with the machine's production and distribution until the purchase was approved by the company's shareholders. Jack Mitnik, the sales manager of Scopitone, who has just recently returned from a seven-week road trip aboard the Scopitone mobile unit, advised that the stockholder's approval was all he needed to put the ground work of the last few months into a most impressive number of machines on location.

While approving the purchase, the shareholders also elected as company

directors Alvin Malnik, Scopitone president, Irving Malnik, a St. Louis attorney, and Pierre Janichewski,

vice president of Cameca Corp., the French firm which originally introduced the machine.

Sign Of The Times—

During the Coin Shortage . . .

We have been having an awful time trying to get together enough coins to make change. We would greatly appreciate it if you would pay your bill in small coins if you have them.

Chock Full o' Nuts

Typical of the signs spotted at many retail stores throughout the New York metropolitan area is the one reproduced above, which has been placed on the counters of Chock Full O' Nuts stores, requesting the cooperation of their patrons in lieu of the current coin shortage. (See story on the shortage in the July 25th issue of *Cash Box*).

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- 5 Smoke Shops V-27, 18 selections 27 columns, cap. 630 paks \$175.00
- 5 Smoke Shops V36, 27 selections, 36 columns, cap. 850 paks \$250.00
- 4 Mutoscope Model D floor model Flip Picture machine \$185.00 each. These are Antiques.
- 15 Midway Shooting Galleries \$195.00 each
- 3 Mutoscope Sky Fighters \$85.00 each
- 3 Harvard Metal Typers \$195.00 each
- 2 Mills Panorams \$375.00 each
- 10 Rowe 14 column Ambassador Cigarette Vendors \$125.00 each
- 6 Foot Vibrators \$125.00 each
- 2 Foot Vibrators with relaxing chairs \$145.00 each
- Double Turnpike Auto Test, originally \$2495.00 special \$795.00

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PRO 3—93 x 53
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Simon Appoints Stuckey New Field & Service Rep



HARRY STUCKEY

NEW YORK—Harry Stuckey, a former sales engineer with the Seeburg Corp., has been appointed sales and service representative at Albert Simon Distributors Inc. Al Simon, the firm's president, announced recently. Simon advised that Stuckey will represent their Rock-Ola, Chicago Coin and U. S. Billiards lines in the New York State and Connecticut territories.

Stuckey stated that in his previous post with Seeburg as sales engineer, he had to travel extensively throughout the New England and New York State area while working with the factory's various distributors, such as Davis in Syracuse and Atlantic New York in Manhattan. However, when he and his wife Shirley's fourth baby, and first son, came along ten months ago, Harry resigned this position saying it took him away from his family a little too often.

Before Seeburg, Stuckey spent four years with the Curtiss Wright Company as a field engineer for their flight simulator equipment. Stuckey is a graduate of the DeVry Institute in Chicago with a degree in applied science and technology.

W. Va. Ops Announce Convention Locale

■ Program Ad Space On Sale

MARTINSBURG, W. VA.—The annual convention of the West Virginia Music and Vending Association will be held at the Holiday Inn, in Huntington, Sept. 17, 18 and 19, Dilman DeHaven, association president, announced last week. DeHaven further stated that exhibitors may set up and display their equipment on Sept. 17, free of charge.

The convention committee is now involved in the preparation of their 7 by 10 inch convention program booklet and is offering advertising space for sale to manufacturers, distributors and suppliers starting at \$100.00 per page. John Wallace, committee chairman, advised that the committee program should reach 32 pages and said that the committee has set Sept. 1, as the deadline for all copy.

Wallace urged all those wishing to attend the three day convention to make their reservations directly to the Holiday Inn, and to write or call him for any further information. Also on the committee with Wallace are Jack Bess, chairman of the board of Roanoke Vending, and Jack Cruze.

C. H. Flannery is the first Vice president of the West Virginia association, Edward M. Oliver the second VP and Leoma W. Ballard the treasurer. Association directors are: Anthony Cupola, Mathew M. Corey, Ross Gerard, Joe Hunt, James K. Hutzler, Jerry Derrick, James Kiser, Carl Keesling, Tom Hunt, Joe Dobkins, Andrew Kniska, Shelton Price, William N. Anderson and Chris Ballard.



Eastern Flashes

There's no better way to begin a column than on a bright note such as mentioning the current sales boom in progress these days at Mike Munves Distributors. Both Mike and brother Joe, who just recently returned from an extensive sales swing through the eastern terrains, report an unusually heavy amount of action for this generally slow time of the year. Mike advised that sales activity quieted as expected around July 4th but has since soared to such a degree the past three weeks that all vacations have been forestalled temporarily in order for them to catch up with equipment orders.

A more serious note is being expressed by members of the trade over the recent Harlem and Brooklyn riots. Although no coin box pilferage has been reported, some operators of equipment on locations in the strife-torn area have advised that their collection men have found it difficult to go about their normal duties. Some entertainers who have signed to perform in clubs in this area have also expressed their concern whether they may be able to fulfill their commitments or not.

New York was a sea of red fezes and enthusiastic conventioners last week as hundreds of the nation's Shriners turned the big city into a madcap playground. Two of their more ardent members, Ted Quiling and Paul King, DJ's from station KRLA on the coast, bounced into Eric Bernay's A-1 Record Sales "laughin', scratchin' and hollerin' like mad," according to the record distrib. Eric took time out from watching their zany antics to report on those records which are hot with his ops. They include: "Steal Away" by Jimmy Hughes on Fame label, "Where Did Our Love Go" by the Supremes on Motown, "Angelo" by Rene and Rene on Columbia, and still red hot—"Memphis" by Johnny Rivers on Imperial.

Harry Berger of the West Side Machine Corp. was citing some of his woe-full experiences with coin box pilferage and route collections. He stated that one of the reasons why many operators hire their own relatives as collection personnel is 'family trust.' Harry said the most frustrating result of pilferage is when a machine has to be yanked from a location because the operator simply can't get enough machine protection in that particular spot. On the lighter side, Harry was happy to be able to get his hands on four season tickets for the upcoming round of New York Football Giants games. He contends he knew several of the players and managers on the team when they played in the Polo Grounds but his own interest faded when they departed from the game. His interest was revived one day, however, when he took his son Bobby and Al Simon's son, also named Bobby, to a game at the Stadium and now says he's got the fever again.

Another coin machine distrib who has exercised his athletic prowess on the ball field, only in this case the baseball diamond, is Abe Lipsky, who at one time had played with Hank Greenburg when the latter was rewriting the record book up at James Monroe High School in the Bronx. Abe has since discarded the glove and turned his attention to such pursuits as the distribution of the 'Arizona' gun game. Several 'Arizona's' are now on location in the metro NY area, Abe advises, and says he's anxiously awaiting the first sales returns. Abe said he'll be more than satisfied if they even come close to the terrific play the game has enjoyed on its European locations, where it has been operating since its introduction by Th. Bergmann of Hamburg.

Bill and Murray Wiener's vending equipment outlet on Tenth Ave. was definitely the place to be last week if you wanted to take the edge off your appetite. The Wieners had cartons full of cookies and crackers for operators of Universal's new 'Candimat' machine, and if you were polite enough you'd be offered a few free samples. The two coin vets say they have no complaints about the way their equipment has been moving and contend that shipments actually aren't coming in fast enough to fill the orders.

M. A. Cardinal, Gilchrist Vending Ltd. exec in Montreal, reports that the 'Tropicana' phonograph and the rest of Rowe's full line of vending equipment, which his firm distributes in Canada, have been quite popular with operators in that area. Cardinal also expressed great interest in NAMA's recent acceptance of music and amusement operators into their association, and is anxious to see the results of such a union. . . . Sid Greenfield at Musical Distributors has been a regular Marco Polo the last few weeks, expediting service calls in both upstate New York and Conn. Meanwhile, Miltie Tucker continues to whomp up sales on the road for this Wurlitzer distrib. . . . Last week Louie Druckman at United East Coast Distributors once again displayed his deft ability to turn the proper screw or replace that certain fuse in a shuffle alley to have the device functioning again. After a series of necessary professional frowns and groans, Lou carefully applied a little pressure somewhere in that maze of wires and contacts behind the backglass and presto, the machine banged, clanged, lit up and hummed. All those present agreed that Dr. Druckman's performance was infinitely more dramatic than anything ever accomplished by Ben Casey.

Not only are there two 'Al's' down at Albert Simon Inc. (Simon and D'Inzillo), but now there are a pair of 'Harry's' (Koepel and Stuckey). The second Harry to join the organization is Harry Stuckey, who was hired several weeks back by Simon. Stuckey, who now functions as the distrib's sales and service rep throughout the NY and Conn. territory, reports that since he's joined the firm, he's found that operators' enthusiasm for the Rock-Ola 'Grand Prix' phono and the U.S. Billiards 'Professional' pool table series has made these items the "salesman's best friends."

John Wallace, convention chairman of the West Virginia Music & Vending Assn., wrote to say that the association has decided to hold their annual convention at the Holiday Inn in Huntington, W. Va., Sept. 17, 18 and 19. Wallace advised that equipment may be set up and displayed on the 17th, free of charge, and that ad space in the convention's program booklet is now on sale. All those wishing to attend the affair are urged to make their reservations direct to the Holiday Inn. Jack Bess of Roanoke Vending and W. T. Cruze are also on the convention committee.

Smokeshop's Art Brier says his company is really swinging with their cig vendor sales. They shipped a carload of Starlite's to the west coast one week and released another one to Canada on the following week. Bill Herbord, assistant sales manager and service chief, visited Wiener Sales last week for a confab with Bill and Murray on the Smokeshop. Brier's trying not to work too hard while recuperating from his recent illness. However, he'll be sure to attend the MONY-NYS Guild-Westchester outing at the Nevele come Sept.

In an open letter to the coin-operated music industry, MOA brass asked for operator support both through the prompt payment of dues and the enlistment of non-members of MOA. MOA is asking for this operator support to fight the pending Celler Bill HR 7194, which, if passed, would end performance royalty exemptions for music operators. . . . MONY's girl Friday Sophia Seglin is back from her motor trip to Quebec, Montreal and the New England area. Sophie says she never enjoyed herself more and hopes that the scenery will keep her floating for the months to come (at least until her second vacation week!). Ben Chicofsky at MONY advises NY area ops that more than half the rooms in the Nevele have already been reserved for the Sept. outing and he urges all those who haven't made arrangements to "get on the stick."



Chicago Chatter

Bill Weikel, sales director for Fischer Sales & Mfg. Co., is particularly pleased over the sales action he's receiving on the Fischer "Empress" (models 101 and 92) and "Regent" (models 91 and 77) coin-operated pool tables.

Sam Stern is back at his desk at Williams Electronic Mfg. Corp. after a whirlwind European business jaunt which carried him to Paris, London and Antwerp. He explained that there is a constantly growing interest and increase in sales of Williams flipper amusement games in foreign markets. Bud Lurie spends most of his time on the road calling on Williams distributors throughout this country.

Joe Lyon, sales chief of DuKane Corp.'s new "Ski 'n Skore" coin-operated amusement game, reports progress in the eastern part of the country. He is currently concentrating on setting up national distribution. Teddy Cohn, the late Nate Cohn's son, revitalizing Conat Distributing, in New York, and 'Ski 'n Skore' will get VIP treatment.

Although Alvin Gottlieb, of D. Gottlieb & Co., was expected back from his vacation early last week he was delayed a few more days. . . . Since amusement games were okayed for locations in Canada, Marvel Mfg. Co. has been working double shifts and adding to the factory personnel to keep up with orders on electrical scoreboards, according to prexy Ted Rubey. Estelle Bye, in lieu of taking her annual vacation, will have her daughter, Mrs. Loralee Anderson, and granddaughter, Melanie, visit her for a couple of weeks.

Atlas Music prexy Eddie Ginsburg is very gratified over the many people who've taken the time to write him telling him what a wonderful time they had at his recent festive outing at Pheasant Run Lodge. Stan Levin tells us business is booming at Atlas Music despite the humid, warm weather. . . . Over at National Coin, Mort Levinson reports export business is a big factor of late.

Now that Chicago Coin is back at full production after having been shuttered for a two week vacation period Sam Ginsburg decided to take his much needed vacation. Sam Wolberg returned from his t'other day. Mort Secore and Ralph Wyckoff are busy writing orders on ChiCoin's "Bronco" two-player.

Empire Coin owner Gil Kitt, Jack Burns and Bill Milner are mindin' the store while Joe Robbins motored to the Upper Peninsula of Michigan to visit with Francis Nardi, Empire's regional man. From there Joe and his Marian drove to Eagle River, Wisconsin to visit their camping sons, Mark Jay and Larry Robbins.

Herb Jones, of Bally Mfg. Co., reports that now that the large factory is back in production after a short summer hiatus he's pushing for increased shipping to all markets of Bally's "Mad World" two-player, "Grand Tour" single player, and the single player add-a-ball model, "Happy Tour." All, he and Bill O'Donnell say, are enjoying brisk sales action.

Seeburg Corp.'s marketing vice prexy Tom Herrick addressed the recent NAMA Vending Industry Public Relations Conference in N'Yawk. Herrick, head of the PR committee, chaired the session. Other speakers were: Walter W. Reed, NAMA's public relations director; and Dale O'Brien, public relations counsel to NAMA on the cigarette-health issue. . . . World Wide's Nate Feinstein took his "road show" of the Seeburg LP Console 480 model phono in to its last leg in the Voyager Inn in Davenport (the tri-cities) Iowa. Nate was assisted throughout the entire tour by Art Wood and Tom Higdon. Also, Chuck Gates, of Seeburg, was on hand, along with Seeburg's demonstration mobile studios (vans).

Harry Moseley, president of Roanoke Vending Co., advises that Bill Snow, who recently joined Roanoke's staff, suggested recently that they change the name to "Rowe-noke" vending. Bill claims they sell so many Rowe products that the name would be very appropriate. (This was Paul Huebsch and Bob MacGregor's contribution to this column.)

Swinging over to Franklin Park to visit with Hank Ross, Marcine "Iggy" Wolverton and (achin' back) Bob Jones we learned that Midway Mfg.'s "Trophy Gun" is still enjoying a banner sales season in most markets. The factory is at peak production.

Dick Cole, head of Ditchburn Vending Machines, Inc., is planning to move to larger headquarters shortly. He advises that the new Ditchburn "Minicold" cold drink machine is enjoying great popularity in the midwest. . . . Jack Gallagher, of Miller-Newmark Dist. Co., in Grand Rapids, Michigan reports that some territories are available for the new "Formula 336" lubricant and rust inhibitor for phono steppers, printed circuits, etc. Miller-Newmark is the national distributor for the product. Bill Miller is still ailing, and drops in occasionally to chat with the boys.

MOA's managing director Fred Granger is readying a jet trip to the west coast to meet with record company officials there. He plans to be there about the middle of August. Fred, and Lou Casola, prexy of MOA, will attend the West Virginia Music & Vending Assn. Convention, Sept. 17-19, in the Holiday Inn, Huntington, W. Va. John "Red" Wallace is president of the association, as well as an officer of MOA.

Now that United, Inc., of Milwaukee, Wisconsin, bought all the Wurlitzer parts and equipment from the defunct First Coin Machine Exchange Harry Jacobs, United's prexy, says he has the largest, most efficient Wurlitzer parts dept. west of the factory in Tonawanda. Woody Johnson was on the road last week concentrating in the Wisconsin Dells area. . . . Pioneer Sales' Joe Kleiman infos that Rowe's "Sk-9" coffee vendor is doing a big selling job in Wisconsin.



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1 STRIKE BOWLER (Bally) 11 ft.	150.00
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1 CLASSIC BOWLER (C.C.) 14 ft.	150.00
1 JUMBO BOWLER (United) 12 ft.	175.00
3 LUCKY STRIKE (C.C.) 16 ft.	175.00
1 PLAYTIME (United) 16 ft.	195.00
2 BONUS BOWLER (United) 12 ft.	195.00
15 PLAYERS CHOICE (C.C.) Your Choice of 13-16- 20 ft.	195.00
1 TWIN BOWLER (C.C.) 13 ft.	225.00
17 KING BOWLER (C.C.) 20 ft.	295.00

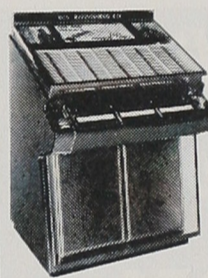
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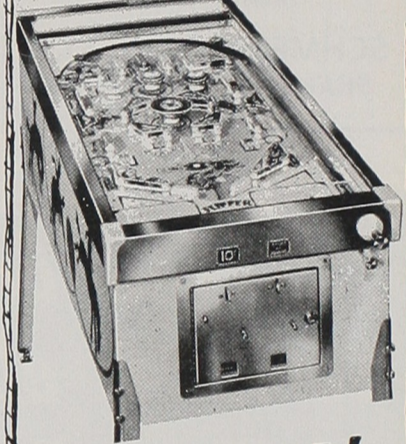
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ADD-A-
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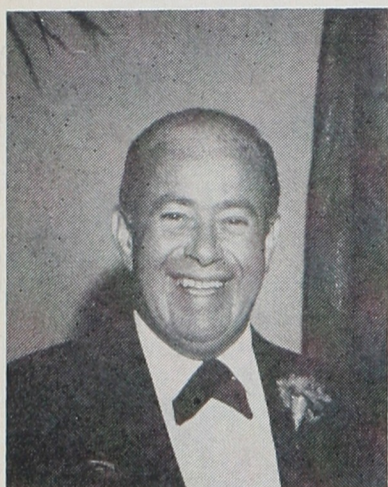
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EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR

"Put A Tiger On Your Route" — Holzman



IRVING HOLZMAN

NEW YORK — "The Thundering Tigers" are moving out of the United East Coast Corporation's showrooms here, according to President Irving

Holzman, who distributes the United line throughout a seventeen-state area. The reference of course is to United's "Tiger" shuffle alley and the "Thunder" bowler, newest of a steady crop of coin-operated amusement machines flowing from the Chicago factory to distributors around the nation. Manager Lou Druckman confirms the acceptance of the equipment by operators in this area by pointing to a full staff of showroom employees unloading the Windy City trailers and checking each machine out for local destinations.

Holzman described the 6-player shuffle alley as the factory's most successful shuffle to come along in months. "We're stealing some of the gasoline company 'thunder' when we tell every operator to 'put a tiger on location,'" stated Holzman, whose showroom radio was blaring the "Put a tiger in your tank" commercial being aired over the radio and TV waves these days.

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Our modern new factory is devoted exclusively to manufacturing

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- DEALER.....
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- RACK JOBBER.....
- COIN FIRM.....
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California Clippings

The export business continues to boom with many shipments of used equipment leaving distributor warehouses this week. . . . At California Music Co., auditor Nelson Hawley on vacation for one week. Bob Yorke, former vice-president of RCA-Victor, now residing in Los Angeles and is visiting with Sammy Ricklin. Jerry Wallace stopped by to check with Buddy Robinson on sales of his hit record on Challenge, "In The Misty Moonlight." . . . Cliff Nugent on vacation from the Wurlitzer Factory Branch for two weeks. Wurlitzer regional sales manager, Gary Sinclair in town for a one-day visit with Clayton Ballard before leaving on his vacation.

Joe Duarte back at his desk at Duarte International Sales Co., after spending a pleasant two-week vacation in New York. In visiting this week at Duarte was Mr. Del Franco from Manila. . . . At Vendart Distributing Co., Marshall Ames reported the new "American" pool tables selling at a good clip. Marshall's seven-year-old son, Douglas, in the hospital for a tonsillectomy. . . . Frank Mencuri said the Rock-Ola "Caravelle" cigarette machines moving very well at Simon Distributing Co. Joe Merrill of the parts department on a one-week vacation trip to Yosemite National Park. Several export orders being processed for shipment to the Far East.

Hank Dabeck, production manager of United Manufacturing Co., visiting on the West Coast with his wife, Helen and son Johnny. . . . At Amco Music and Vending Co. Mort Drootin, manager of the Background Music Department, announced that Ken Alford is back working in the service department. Leo Simone back from a trip with the Seeburg roving van through Washington, Idaho and Montana. Leo said that he and Warren Tillquist took many orders for new LPC 480 Seeburg phonographs during the trip. Office manager Bob Bright and his wife are the proud parents of a new baby boy, John Michael. . . . Bob Huffman and George Smith conducted a very successful showing in San Diego for both operators and service men. . . . Lou Wolcher from San Francisco visiting the local offices of Advance Automatic Sales Co., and very pleased with the way things are going. Sonny Lomborg calling on operators in the Long Beach-San Pedro area. Jack Leonard reported the mail order business in the parts department increasing steadily.

At the R. F. Jones Co., Rowe-AMI field service engineer Ralph Phipps conducted a vending service school which was well attended by the local operators. Don Edwards in Bakersfield, and Johnny Hotz in San Diego assisting the operators for a few days. Chuck Klein spent a day at the home office of R. F. Jones in San Francisco and then spent the weekend visiting with Woody Matthews in Monterey. Don McGowan, manager of the communications division at Jones signed a \$15,000 order for the installation of a Tele-Norm system in the Air Research division of the Garrett Corp. Ralph Phipps back from San Francisco where he installed vending equipment in the Cow Palace for the recent Republican National Convention. Previous to that, Ralph spent two weeks in Texas holding service schools for the operators in that territory. Jack Rolling of the San Francisco office of the Jones Co. spending a two-week vacation with his family in Hawaii. All the Jones boys still working hard at winning the Rowe-AMI sales contest. . . . At Paul A. Laymon, Inc., Britt Adelman still out serving jury duty in Santa Monica Superior Court. Jimmie Wilkens entertaining visiting relatives from Galesburg, Illinois. . . . Visiting Pico this week were: Tex Mowka, San Bernadino; Tom Felkins, Apple Valley, and Lloyd Crutts from Sherman Oaks.



Houston Happenings

Dan J. Mechura, sole owner of Allstar Records, Inc. and Allstar Music Enterprises, has climbed into big league class since moving into his own brand new completely modern building some two years ago at 1110 Washington St., South Houston, Texas. Dan is producer and national distributor of two major labels, Allstar and Cool, together with minor labels including New Star, Airco, Teen and Spoke. Collectively his outfit embraces 17 separate projects aimed directly at manufacturing, distributing and promotion of records and music as written. His building has every necessary facility including spot for testing amateurs with a yen to go professional. One of his projects, a live show promotional that might make history, is scheduled to hit the public early this Fall. . . . Local operator E. J. Slanina Jr., partner with his Dad in Sly Distributing Co., and charming wife Hilda out for an evening of pleasure. Aside, Junior hinted that while the event was supposedly straight recreational window shopping between dinner and either movies or dancing sometimes led to other types of spending. . . . Veteran operator K. T. Park, Bluebonnet Music and Cigarette Service, inferred that despite record breaking hot weather and business nothing to boast about, he was ahead of bankruptcy by several long jumps. . . . From stands of a junior rodeo glimpsed Hazel Turner, secretary-treasurer Coin Machine Sales, officiating as usual as arena secretary. Poor girl actually appeared busier than when working big time rodeos. Could have been she was, as many junior league baseball umpires often have to do, struggling against too much parental interest. . . . Extended visit with local coinman L. C. Butler ended with a view of his sizable collection of silver dollars. . . . A. F. (Al) Lemke, dean of local operators, spends considerable of these hot days in a large stock brokers office watching quotations on the big board. He has a reputation down there of being a pretty shrewd trader too. . . . Edward Arguello, representative of AAA Record Co., San Antonio, in Houston on a routine business trip connected with placing the firm's records on the market here. Arguello said their current best seller was "Together Again" by Rudy and The Reno Bops. . . . Edward Arwady, American Music Co., out of the city on his annual vacation. . . . The H & H Distributing Co., headed by C. O. (Red) Harrington recently acquired distributorship of Athon Background Music over southwest portion of State of Texas.

Happy Birthday This Week To:

Wm. Buset, Ft. William Ont., Canada. . . . E. R. Sheldon, Jr., Payette, Ida. . . . Emil J. Pfister, Sheboygan, Wisc. . . . Anita Ehrhardt Payne, Shreveport, La. . . . Sam Waldor, Newark, N.J. . . . James H. Young, Warwick, Va. . . . Harry Wichansky, Elizabeth, N.J. . . . Irving Geltzer, New London, Conn. . . . Bastenie Amand, Antwerp, Belgium. . . . Howard Berk, Bayonne, N.J. . . . F. H. Decker, Fond Du Lac, Wisc. . . . Wayne A. Chambers, Athens, Ga. . . . John Gilmore North, Norfolk, Neb. . . . Clarence Otis Moon, Atlanta, Ga. . . . Homer F. Prior, Cedar Falls, Ioa. . . . 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 Haris, Omaha, Nebr. . . . Kenneth Ferrier, Oxnard, Calif. . . . W. H. Cooper, Augusta, Ga. . . . Mrs. Mary H. Hughes, Ladoga, Ind. . . .

**World Wide Completing
LPC 480 "Road Show"**

■ Final Show Slated For Aug. 4



NATE FEINSTEIN

CHICAGO—World Wide Distributing Company's "road show", featuring the new Seeburg LP Console 480 model coin-operated phonograph, is on the last leg of its Downstate Illinois tour, heading into the Davenport, Iowa (Tri-Cities) area, Tuesday, August 4. This final showing will be held in the Voyager Inn.

The World Wide contingent includes Nate Feinstein, Art Wood and Tom Higdon. The Seeburg Corporation is represented by Charles (Chuck) Gates, field service engineer.

A novel addition to this series of showings, according to Harold Schwartz, head of the World Wide Music Division, is the use of Seeburg's demonstration mobile studios. In this manner operators are easily able to go directly to locations and explain deals with all the equipment at hand. Convenience, Schwartz said, is the big factor.

Seeburg demonstration studio people are also on hand to help the operator seek out new locations and facilitate service to present locations.

This series of five showings, which started July 14 in Champaign, Ill., was described as a "roaring success" by Schwartz.

The World Wide contingent moved on to Decatur, July 16, Springfield on July 21, and then Quincy, Illinois, July 23.

NEW YORK—"The Thundering Tigers" are moving out of the United East Coast Corporation's showrooms here, according to President Irving Holzman, who distributes the United line throughout a seventeen state area. The reference of course is to United's "Tiger" shuffle alley and the "Thunder" bowler, newest of a steady crop of coin-operated amusement machines flowing from the Chicago factory to distributors around the nation. Manager Lou Druckman confirms the acceptance of the equipment by operators in this area by pointing to a full staff of showroom employees unloading the Windy City trailers and checking each machine out for local destinations.

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





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'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

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EXCLUSIVE WILLIAMS FEATURES:

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- Large, Locked Cash Box
- Latch-Locked Playfield
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**Miller-Newmark Co.
Offers Dealerships
For 'Formula 336'**

CHICAGO—Jack Gallagher, of Miller-Newmark Distributing Company, with offices and showrooms in Grand Rapids and Detroit, Michigan, advised this past week that dealerships are still available in many parts of the United States for "Formula 336", a new type of lubricant and rust inhibitor for phonograph steppers, printed circuits, etc.

Gallagher explained that "Formula 336" is recommended by many manufacturers and distributors as a lubricant for those parts and components which heretofore could not be effectively lubricated.

Miller-Newmark is the national distributor for this new product for the entire coin machine industry.

SPECIALS!

AMI "STEREO"
CONTINENTAL 1-200
33 1/3 and 45 R.P.M. . . . **\$575**

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FUN PHONES . . . **\$69.50**

Write for Complete List:
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Cash Box

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

NAMA Holds A Vending Public Relations Conference; PR Experts See 'Pride In Business' As Key Problem Issue



TOM HERRICK

CHICAGO—Building the individual operator's pride in his business is the single biggest public relations need facing vending, according to the industry's professional public relations director and counselors. They expressed this opinion at a special "Vending Industry Public Relations Conference" sponsored by National Automatic Merchandising Association. The Conference, held July 13 in New York City, was the third such meeting conducted by the NAMA public relations department in recent years. Threefold purpose of the meeting, according to Conference Chairman Thomas L. Herrick, was "to establish agreement on the major public relations problems of the vending business; to sketch out possible long- and short-range approaches to meeting the problems, and to provide

a forum for coordination among all public relations professionals who serve the vending industry."

Herrick is chairman of the NAMA public relations committee and vice president, marketing for The Seeburg Corporation, Chicago. He said nearly every public relations professional related to the vending industry was present at the Conference.

The day-long discussion followed presentations by Walter W. Reed, NAMA public relations director, and Dale O'Brien, public relations counsel to NAMA on the cigarette-health issue.

Among public relations subjects analyzed were machine design, how operators merchandise their service, the "small business character" of vending, promotional publicity practices, opinion and market research and nutrition and population trends, Herrick reported.

The group decided to continue to meet in the future. The next session is planned during the 1964 NAMA Convention in Chicago in October.

Herrick pointed out that the first comparable conference sponsored by NAMA was held in Washington, D.C. in 1959 following the McClellan Committee hearings that year. The second such meeting was part of the highly successful, nationwide 75th Anniversary of vending, organized by NAMA in 1961. A total of 29 public relations professionals who serve vending industry and supplier companies took part in the Conference.

Participants, in addition to Herrick, Reed and O'Brien, were Russ Alberding, Servomation Corporation, New York, N.Y.; James Betts, United Food Management Services, Inc.,

Cleveland, O.; Grant C. Butler, Interstate United Corporation, Lincolnwood, Ill.; W. Glenn Craig, National Biscuit Company, New York, N.Y.; Gary Ferguson, Fleishman-Hillard, Inc., St. Louis, Mo. (representing Universal Match Corp.); Wm. E. FitzGerald, Automatic Canteen Co. of America, Inc., Chicago, Ill.; A. Newell Garden, Raytheon Company, Lexington, Mass.; William S. Gouled, Macke Vending Company, Washington, D.C.; George E. Hoff, Jr., Rudd-Melikian, Inc., Warminster, Pa.; Alex Izzard, The Vendo Company, Kansas City, Mo.; Samuel A. Krasney, Continental-APCO, Inc., Westbury, L.I., N.Y.; Louis Leon, Coffee-Mat Corporation, Elizabeth, N.J.; Farley Manning, Farley Manning Associates, New York, N.Y. (representing Paper Cup & Container Institute); Robert O. McNearney, Universal Match Corporation, St. Louis, Mo.; Allan Meltzer, New York, N.Y. (representing The Seeburg Corporation); Clifford Peek, Paper Cup & Container Institute, New York, N.Y.; Frank Long and Bert Wilson, Automatic Retailers of America, Inc., Philadelphia, Pa.; Vernon Lang, Canadian Automatic Merchandising Association, Toronto, Ontario, Canada; Douglas Y. Robinson, Campbell Soup Company, Camden, N.J.; Mr. & Mrs. Ben Smith, Ben Smith Advertising, Inc., New York, N.Y. (representing Westinghouse Electric Corp.); J. Orrin Spellman and Jesse Taub, Harshe-Rotman & Druck, Inc., New York, N.Y. (representing Servomation Corporation); Joe Stern, Martin E. Janis & Company, Inc., New York, N.Y. (representing Automatic Canteen Co. of America, Inc.); and Gerald F. Whaley, NAMA, Chicago, Ill.

Canteen's 3rd Qtr. Sales Up Over 1963



PATRICK L. O'MALLEY

CHICAGO—Patrick L. O'Malley, President of Automatic Canteen Company of America, reported sales and operating revenues for the third quarter ending June 6, 1964, of \$61,720,226. Net earnings for operations, after taxes were \$1,181,526, equal to 18¢ per share. This compared to the third quarter 1963 sales and income of \$62,765,920, and \$693,433, or 10¢ per share.

Thirty-six weeks (or 3 quarters) 1964 sales and operating revenues amounted to \$182,232,638, as compared to corresponding 1963 revenues of \$179,941,838. Net earnings for the 1964 36-week period were \$3,422,265, or 51¢ per share, compared to 1963 net earnings of \$2,536,552, or 37¢ per share excluding non-recurring income. Non-recurring 1963 income for the 36-week period after taxes were \$678,000, or 10¢ per share, resulting from the sale of the plastics division.

O'Malley said, "Management looks forward to the sales growth and the earnings trend continuing through the fourth quarter of the current fiscal year." He further stated that the slight decrease in sales for the third quarter resulted from the sale and the elimination of unprofitable business, and pointed out that earnings per share for the period are up 80%.

NYAVA Enlists Ops' Support

NEW YORK—The New York Automatic Vending Association, Inc., which is now involved in a campaign to enlist operator compliance with the rules of the recently passed Speno Bill, has advised its members that pressure sensitive adhesive decals, which conform with the Bill's requirements are still available at 10¢ a piece, with minimum orders of one hundred.

The association has also announced the following names of firms and their representatives which have recently joined as NYAVA members. They are: Angelo Bruno, Jr. of the Brun-O-Matic Company, Canastota, New York; Robert F. Thayer and Harold Edeson of the General Cigar Co., Inc., and Z. T. Smith of the Standard Brands Sales Company, New York City; and Joseph R. Mallon of the Vendo Company, Hasbrouck Heights, New Jersey.

Scout Jamboree Has Microwave Cooking

VALLEY FORGE, PA.—All the meals served at the Sixth National Jamboree of the Boy Scouts of America being held here aren't being cooked by the 52,000 boys attending the meet. Someone has to serve the visitors, the staff and the executives, and for the fifth consecutive time the assignment has gone to ARA Slater School and College Services, of Philadelphia.

Richard Aschwanden, who heads a Slater staff of 42 persons including seven chefs, advises that the company will have provided meals and snacks for more than 70,000 by the time the Jamboree is over. The new feature this time is an installation of three microwave ovens in the headquarters snack tent. Scouts can get a 'missile-dog,' a 'radarburger' or a cheeseburger heated in 30 seconds by the electronic ovens.

Lines forming at the snack bar,

which is open from 9 a. m. to 1 a. m., move fast with this electronic treatment, Aschwanden stated. Also offered are pizzas, conventional sandwiches, beverages and ice cream. Aschwanden said sales at the snack bar had exceeded 3,000 in one day's time.

At the headquarters cafeteria, which is located in a tent seating 800 officials and guests at one time, 43,000 meals will have been served during the Jamboree. Hubert Perbix, executive chef, like Aschwanden, is a European-trained culinary specialist.

ARA Slater is a division of Automatic Retailers of America which serves more than 180 schools and colleges in 32 states and Puerto Rico. When campuses shut down for the summer, the Slater people in many cases are assigned to Boy Scout camps throughout the country.

ARA Board Recommends Increased Dividend

PHILADELPHIA—The finance committee of Automatic Retailers of America, Inc. recommended to the ARA board of directors that the next quarterly dividend to shareholders be ten cents a share, payable September 5 to shareholders of record on August 5, it was announced by the committee chairman, Herman G. Minter, senior vice president.

The committee further recommended that a regular quarterly ten-cent dividend policy be adopted. ARA paid the first dividend in its history, also ten cents a share, on June 5 of this year.

Sales of new accounts in the month of June will add approximately five million dollars in annual volume for ARA, president William S. Fishman had told a luncheon meeting of security analysts in N. Y. July 14th.

Fishman said that the company had added more than 25 major new client locations during the month. The June result brings the total of new

account sales to more than 11 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.

Sales Up For U.S. Tob.

NEW YORK—Consolidated net earnings and sales increased for United States Tobacco Company during the six months ending on June 30, 1964, it was announced last week by Louis A. Bantle, president of the company.

Sales totaled \$22,761,000, in comparison to \$22,253,000 for the first half of last year, Bantle advised. Estimated taxes on income for the first half of 1964 were \$1,964,000, compared with \$1,983,000 for the same period in 1963, he added.

VENDING

3 Bally 597 Batch-Brew \$95.00
 1 Seeburg 662 (Converted to soup and chocolate) Like New 95.00

ARCADE—KIDDIE RIDES—MISC.

ChiCoin Champion Gun Like New \$495.00
 1 Lee Horse 195.00
 Bally Bucky Horse NEW Phone
 2 Bally Horse 395.00
 ChiCoin Goalie (as is) 75.00
 Capitol Auto-Test (as is, plastic seats) 75.00
 Bally Bank Ball (2-plyr skee-ball) 175.00
 Bally Fun Phone 75.00
 New Bally Table Hockey 75.00

GUNS

Bally Gunsmoke \$175.00
 Bally Sharpshooter 150.00
 Bally Bullseye 125.00
 Genco Rifle Gallery 90.00
 Genco Wild West 175.00
 Wms Crossfire 175.00
 Standard Metal Typex 195.00

PINGAMES NEW

ChiCoin Bronco 2-Plyr 3-Plyr
 Model Add-A-Ball Model Phone

SHUFFLES—BWLRS.

Bally Pan American 14' 195.00
 National 22' Shuffleboard 395.00
 National 12' Shuffleboard (Bank) 295.00
 Bally Monarch 125.00
 United Line-Up 245.00
 United Sunny 195.00
 United Dual 125.00
 United Zenith 175.00
 United Cyclone 75.00
 Midway Skee Fun \$125.00

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 Watertown, Mass.
 WAtertown 6-2250 Cable: REDDINC

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

NAC-TOA Trade Show List Continues To Grow

CHICAGO—Growing interest in the forthcoming Motion Picture and Concessions Industries Trade Show, to be held September 28-October 1 at the Conrad Hilton Hotel, Chicago, is very much in evidence, reports Spiro J. Papas, 1964 NAC Exhibit Chairman, while announcing that twelve more booths had been reserved.

An interesting development taking shape in this year's show, according to Papas, is the fact that requests for booths are being received almost daily from many new companies who are exhibiting for the first time and are introducing new advances in food preparation equipment, concession products and services and motion picture theatre equipment.

Among the latest additions to the Trade Show, which is co-sponsored by National Association of Concessionaires and Theatre Owners of America, are such companies as: Bonomo Candy Div., Gold Medal Candy Corp., Brooklyn; Bristol Electronics, Inc., Riverdale, New York; Canada Dry Corp., New York City; Drive-In Theatre Mfg. Co., Edwardsville, Kansas; F&F Laboratories, Chicago; Griggs Equipment, Inc., Belton, Texas; Heywood-Wakefield Co., Menominee, Michigan; Jet Spray Cooler, Inc., Waltham, Mass., and Pronto Food Corp., Chicago.

"This year's NAC-TOA exhibit should prove to be one of the most all-embracing shows of its kind," said Papas, "thus assuring delegates who will be in Chicago attending the conventions of both organizations an opportunity to see first hand the latest developments in the field of concession and theatre equipment, products and services. Many new and exciting items of equipment will be introduced for the first time."

Cig Sales Dip May Off 13%

NEW YORK—Cigarette sales reportedly dropped about 13% during May of this year, as compared with comparable figures for 1963, according to industry reports. The vending machine segment of this business, while not officially reported, appeared to have dipped accordingly.

While sales have been slow since the health hazard branding, they have picked up during January-February periods after the big dip in late December and early January. The switch to cigars has continued and sales increases have shown a monthly consecutive rise for five 30-day periods. The May figure was 13% ahead of last year's total. Of the first five months of 1964, cigarette sales during April appears to have either held or exceeded the previous year's monthly figure.

A report from the National Tax Tobacco Association indicates gains in cig sales in June in 29 of 41 reporting states. The increase, however, may have come about from tax increases in some of the states. Reporting in this area was on a dollar basis rather than individual product sales.

PM Saturates With 'Multifilter' Ads

NEW YORK—In a new move to supplement the already extensive 'Multifilter' cigarette network TV and magazine advertising schedule, Philip Morris Incorporated has announced a program of large, print ads in 152 newspapers covering 95 markets.

The print ad campaign, according to Ross R. Millhiser, Vice President and Director of Marketing, stresses the nature and importance of rare coconut-shell charcoal which Philip Morris Multifilter employs exclusively.

1963 Candy Sales Of \$1.32 Billion Mark 8th Record Year

NEW YORK—According to a report by the U.S. Department of Commerce, the sale of candy at the wholesale level during 1963 reached a record high of \$1.32 billion, or 5.5% above that of 1962. This marks the eighth straight time that annual candy sales have surpassed those of the previous year.

The sale of bar candy during the

year claimed 34.3% of the total and was only surpassed by boxed candy or "packaged goods" which accounted for 39.3% of the total candy volume. The Dept. revealed that bulk type confections were responsible for 11.1% of the '63 sales while penny candies took 4.9%.

The department's figures were presented at the annual convention of

the National Confectioners Association which was held in the Americana Hotel here last June. NCA president Douglas S. Steinberg advised association members that present trends indicated to him that 1964's candy sales figure ought to mark the ninth straight year during which this industry continued its fantastic record of growth.

because it is
priced
so low
it is
selling
big



Manufactured and Guaranteed
By Westinghouse
For Universal Vendors, Inc.

A good looking, good working vendor at a cost that enables you to buy and place 2 Candimats for the approximate cost of 1 competitive unit. For the widest distribution of product and assured profits even in marginal locations. Available in 8 or 9 columns with a choice of Candy or Snacks display signs. Vends at 5¢ and 10¢ with nickels or dimes.

9 columns... illustrated... 7 columns of 24 shelves and 2 columns for 100 packs of 5¢ gum or 68 packs of 10¢ gum... or mints. Total capacity 268 items.
8 columns... 24 shelves to column. Capacity 192 items.

CANDIMAT

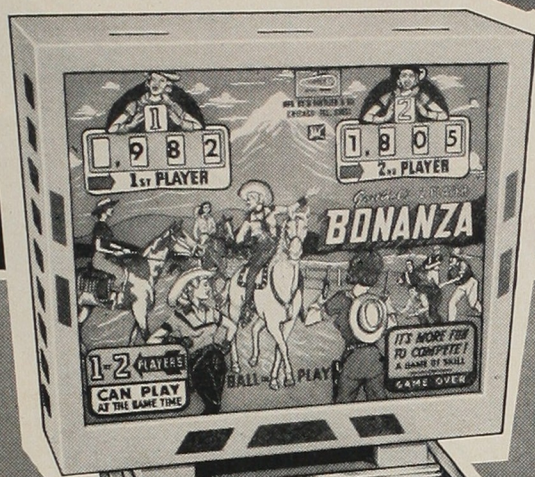
8 or 9 COLUMNS FOR CANDY OR SNACKS

Order from the Candimat distributor in your area or write for complete details to...

UNIVERSAL VENDORS, Inc.

1616 Walnut Street, Philadelphia 3, Pa. PEnnypacker 5-1026

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!

Meeting Dates & Trade Events

AUGUST

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

SEPTEMBER

- 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-Pacons, 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.

Active Adds 25,000 Sq. Feet



PHILADELPHIA — Joe Ash, President of Active Amusement Machine Co., Gottlieb and Rock-Ola distributors with offices in Philadelphia and Scranton, announced the purchase of an additional 25,000 square feet of land adjacent to his existing Philadelphia quarters.

Originally, the purchased property had a five story building on it which was demolished and removed. The remaining property was black topped for customer and employee parking. Additionally, the 25,000 square feet

will allow for expansion as the need arises.

Active also acquired a building adjacent to the firm's quarters with a total of 5,000 square feet. This building will house the company's expanded pool table operation.

The firm now occupies virtually one square block in the center of Philadelphia giving it ample room to increase its facilities and services in the near future. The above photograph shows the newly purchased land after it was cleared, leveled and black topped.

FOR QUICK ACTION

CHROME WALL BOXES

100 SEEBURG \$15.00
3WI-100 SEL. ea.

100 SEEBURG \$35.00
3VWA-200 SEL. ea.

SEACOAST DISTRIBUTORS

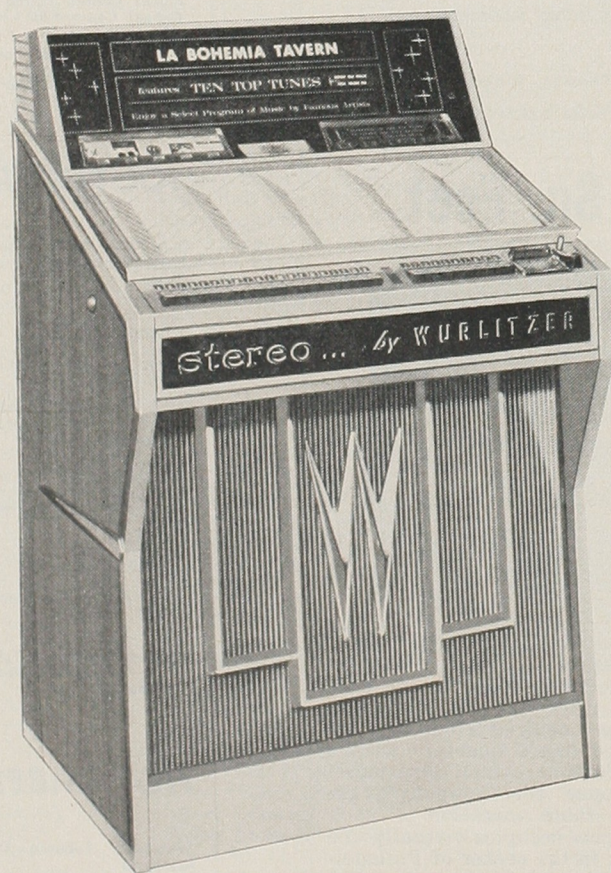
Dave Stern, Mgr.

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

BUY
Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE



WURLITZER 2800



With The Fabulous **TEN TOP TUNES** **FEATURE**

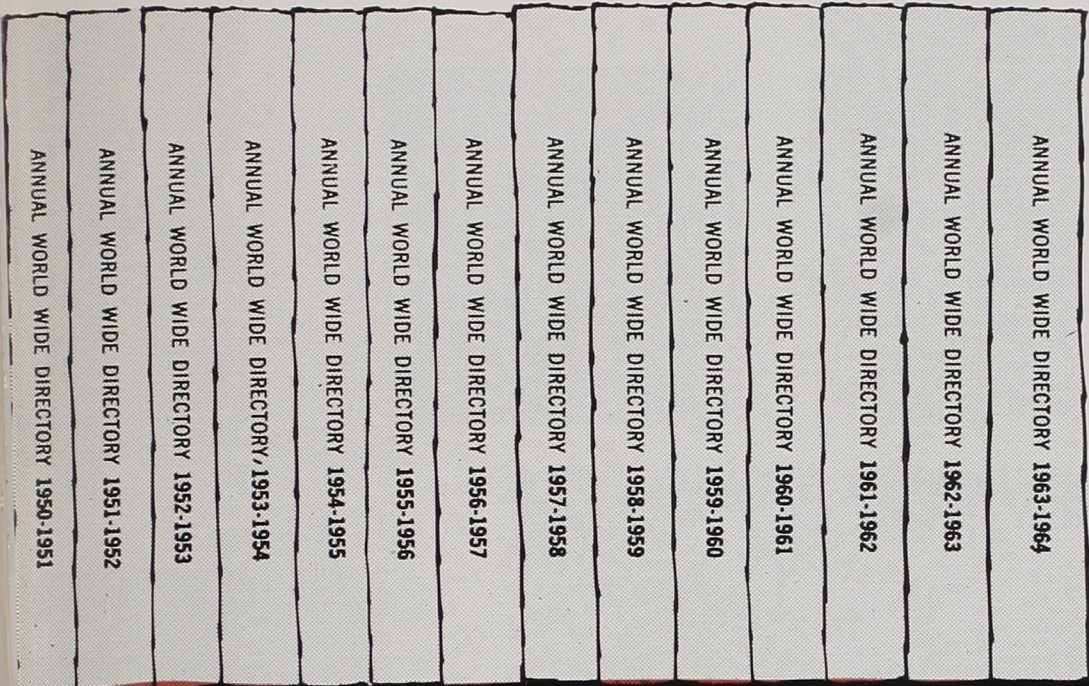
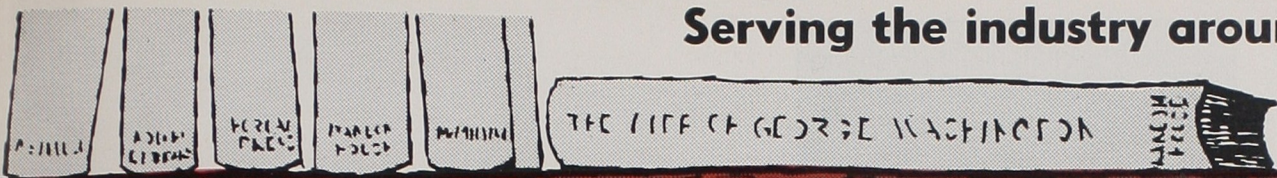
Of all the features found on phonographs calculated to stimulate play, the Wurlitzer Ten Top Tunes for Fifty Cents not only lapped the field right from the start, but has proved a consistent winner ever since.

Get this musical bargain at the touch of a golden bar going for you. It appeals to all ages in all types of places — beats all previous earnings wherever installed.

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

Serving the industry around the world

COMING IN THE
AUGUST 15th ISSUE!



1964-1965 COIN MACHINE & VENDING DIRECTORY

22nd Anniversary Edition

THE COMPLETE
BUYERS' GUIDE
TO EQUIPMENT,
SUPPLIES, SERVICES

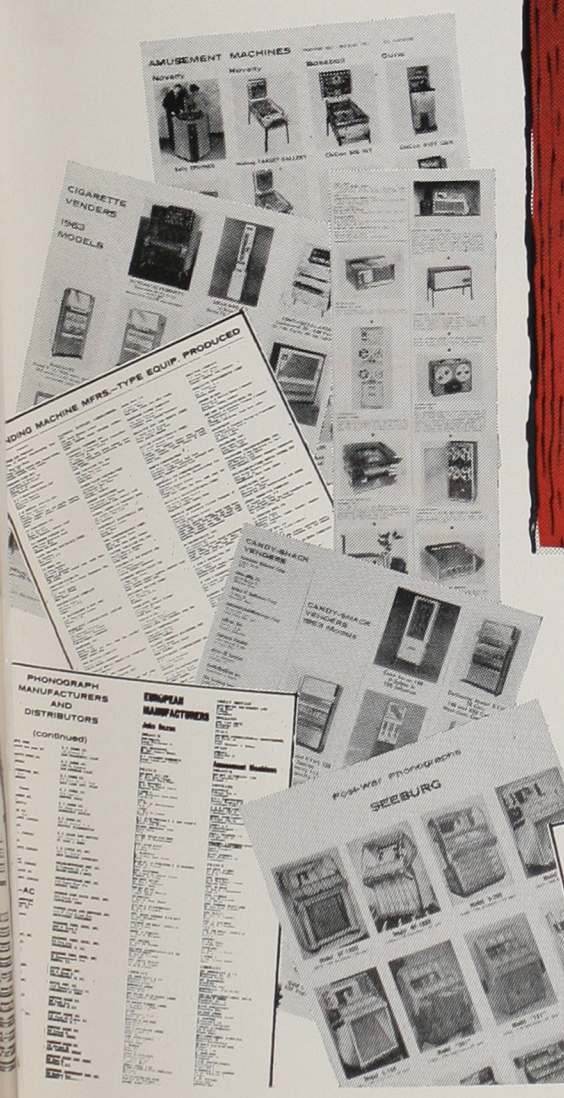


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PHONOGRAPHS

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 VENDERS

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.

JOBBERs-DISTRIBUTORS

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

ADVERTISEMENTS

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

ANNIVERSARY SECTION

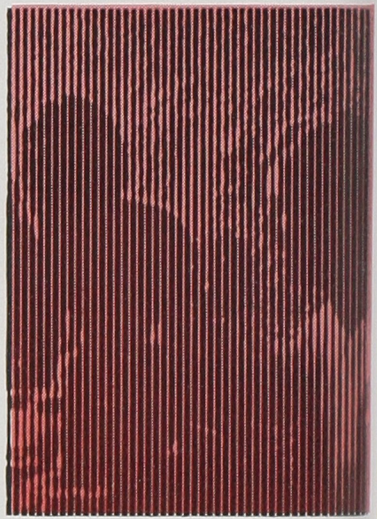
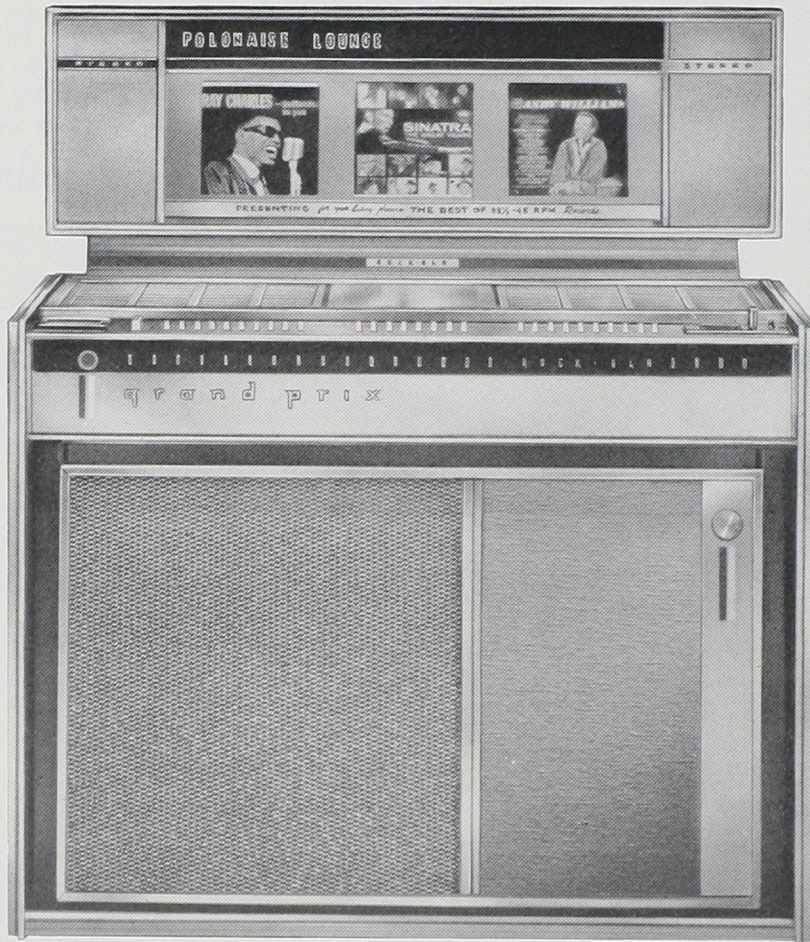
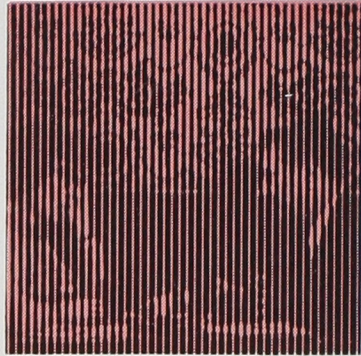
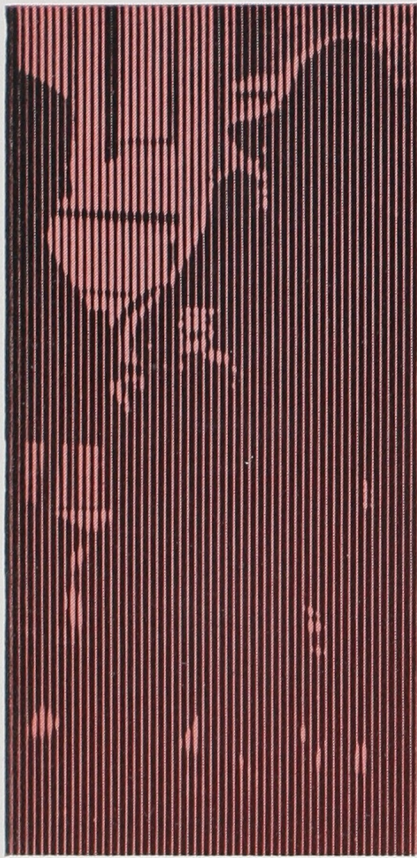
In observance of Twenty-Second Year serving the trade.

Advertising Deadline: August 5, 1964

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

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



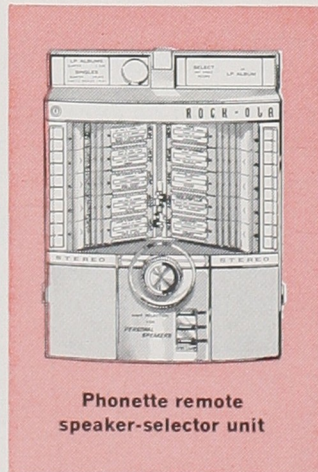
new world of sound from ROCK-OLA the 1964 **Grand Prix**...the prestige phonograph for all locations

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

SPLENDOR OF STYLING Rock-Ola design simplicity distinguishes the new Grand Prix, versatile stereo sound center for any location. It takes up to 80 records, singles or albums, in any combination.

Its fine furniture styling in a mellow walnut tone imparts the warmth that inspires more frequent plays. And its mar-resistant, stain-resistant "Conolite" plastic laminate finish makes it easy to clean, gives it the rugged durability that keeps it smooth and gleaming.

Here at last is the ultimate in outstanding design, built-in Rock-Ola quality, and profitable Rock-Ola versatility. The mechanism itself is a triumph of Rock-Ola simplicity, engineered for the finest possible performance and the easiest possible servicing.



NEW WAY TO PROFIT . . . Twin stereo speakers in the new coin-activated Phonette remote speaker-selector unit beam the music to booth or bar for private listening pleasure—and more profits for you. Simple selector panel and personal volume controls add play appeal. Use the Phonette with any current model Rock-Ola phonograph, and boost profits right down the line.

Look to

ROCK-OLA for advanced products for profit

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