



Chicago Chatter

Hints of the coming fall season are in the air since D. Gottlieb & Company released a new single player flipper amusement game, called "Bowling Queen," this week. It features dynamic animation with multi-colored balls on a track in the light box. Alvin and Nate Gottlieb herald it as a potential big money maker based on previous pre-test collection reports in several random locations.

Edward G. Doris, executive vice prexy of Rock-Ola Mfg. Corp., advised that because of a heavy backlog of orders on Rock-Ola's "Grand Prix," "Rhapsody" and "Capri" phonos, and Rock-Ola IVI vending machines (also "Caravelle" cigarette vendors) production in the factory has been stepped up considerably to meet the demand. Adman George Hincker infos that Frank Doyle finally took a much needed vacation after a hectic year. Dave Howle is covering the eastern part of the country calling on Rock-Ola distributors.

There has been another increase in production at Bally Mfg. Co., according to Herb Jones, since "Grand Tour" flipper game has reached excellent acceptance. . . . Bill DeSelm, reports that United Mfg.'s "Tiger" shuffle alley and "Thunder" big ball bowlers are enjoying fine sales all over the country despite the sizzling temperatures most everywhere these days. . . . Bill Weikel, sales director of Fischer pool tables, informed us last week that the firm will henceforth be known to the trade as Fischer Sales—Coin Division.

A new remodeling program has begun at World Wide Distributors. While there we observed last week that the huge front showroom has been enlarged and very tastefully decorated. Also the sales offices have been considerably extended to offer greater convenience to the firm's customers. Phono chief Harold Schwartz supervised the remodeling program. Irv Ovitz tells us vending sales are at a peak this month. . . . Ed Riber hardly waited when he came in off his vacation to head out on a road trip calling on Wico Corp.'s customers. On hand to pick up Eddie's work load in the offices are sales chief Milt Wiczer, Morrie Wiczer, Denis Parsons, Gene Goldstein and Ben Kaye.

Stanley Jarocki, of the Seeburg Sales Corp., headed out on the road to call on Seeburg distributors last week. . . . The National Automatic Merchandising Assn. (NAMA) is stepping up the promotion of the forthcoming convention in McCormick Place, October 17-20, according to Sid Schapiro. The way it looks now, Sid asserted, this will be the most heavily attended and exhibited convention in NAMA's history.

Everyone is in at the Chicago Dynamic Industries factory these days after the termination of the vacation schedule. Judging from the sizzling temperatures, Ralph Wyckoff tells us, they'd like to start all over again. What Ralph didn't say is that he will be taking his vacation while everyone is slaving away.

Production is definitely at peak at Williams Electronic Mfg., and General Manager Sam Stern is keeping a watchful eye on the assembly lines to keep shipping schedules up-to-date on "Heat Wave" single player flipper-type amusement games. Sales chief Jack Mittel informs that sales are not affected by the (real) heat wave around the country.

When we chatted with Hymie and Eddie Zorinsky, H. Z. Vending & Sales Co. in Omaha, we learned that the coin machine picture there is very bright. . . . Howard Ellis moved his United Products site up the street in Omaha since Hymie Zorinsky had the old corner building razed for a parking lot facility.

Atlas Music's prexy Eddie Ginsburg was pleasantly surprised last week when his old buddy Harry Rooklyn came in for a visit from his home in Sydney, Australia. Harry was previously supposed to arrive for Eddie's big outing several weeks ago. Stan Levin reported that Chuck Harper finally took his vacation.

Speaking of rosy sales reports: Joe Robbins, sales chief at Empire Coin Machine Exchange, stated last week that business has been better during the month of July than in the brisk spring season. This includes Rock-Ola phonos and Empire's complete line of amusement games.

Herb Perkins, of Purveyor, tells us he has a new "gal Friday," Christine Kanopa, in his office.

Gottlieb's new "Bowling Queen" single player is already making its mark at National Coin Machine Exchange, according to Mort Levinson. Prexy Joe Schwartz expects it to be a big winner in this area. . . . Anyone who visits the Vatican Pavilion at the New York World's Fair can buy photos of Pope Paul VI from Exhibit Supply's new "SV-1" and "MSV" Scenic-Type post card vendors, which are being serviced by Dexter Color of New York, Inc. Exhibit machines are also on hand in the New York Power Authority and Parker Pen Pavilions.

Johnny Frantz, prexy of J. F. Frantz Mfg. Co., infos that he finds the time these days to resume his almost daily steam bath habit despite a heavy production schedule in the factory. . . . A reminder from Howard Ellis, secretary-treasurer of Coin Operated Industries of Nebraska (COIN), that the next meeting of the association will be on October 16 in the Sherman House in Chicago during the MOA Convention. Dick Taylor, of Lincoln, Nebraska, is the president of COIN.

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VENDING NEWS

The Vending Machine Industry's Only Newsweekly

NAMA Convention Program To Stress Marketing, Merchandising, Sales and Customer Relations

CHICAGO—Vital sessions focusing on successful concepts in marketing, merchandising, sales and customer relations techniques for vending operators are being planned for this year's convention of the National Automatic Merchandising Association (NAMA), according to Gerald F. Whaley, manager of information services.

"Every aspect of the 1964 NAMA Convention program will be designed to give hard-core, how-to-do-it ideas and information that every operator can take home and profitably apply to his own business," advised convention chairman David Bach, Bell Vending Company, Rochester, Minn., and program chairman William H. Martin, Automatic Candy Company, Columbus, Ga.

Scheduled for October 17-20 at Chicago's McCormick Place and Conrad Hilton Hotel, the NAMA conclave also features the world's largest exhibit of automatic vending machines and products. A total of 147 companies have secured exhibit space as of July 27,

Whaley stated.

The 1964 Program will feature nationally renowned experts as speakers; heavy use of audio-visual techniques, and emphasis on audience participation, following the successful precedent of last year's meeting format. Evening sessions will be limited to one each on Sunday, Oct. 18, and Monday, Oct. 19. Speakers will be announced just as soon as they are confirmed, Whaley said.

All of the program sessions will be at the Conrad Hilton Hotel with the exception of the NAMA Annual Meeting which opens the Convention at McCormick Place, Saturday, Oct. 17, at 10 a. m. The Annual Meeting is the only business program scheduled for Saturday.

The single Program meeting on Sunday is in the evening. "Selling the School Market" will examine every aspect of what it takes to successfully operate in schools. It is the only "panel-type" session scheduled this year and will feature a school administrator who has had experience with vending, a professional nutritionist, an official of the Federal School Lunch Program and two school vending experts from the vending industry.

Three consecutive business sessions are scheduled for Monday morning, Oct. 19: "Progressive Marketing," the lead-off session, will provide a close-up look at the vending customer, how he buys and why; the second Monday morning topic, "Realistic Customer Relations," will demonstrate how to successfully and profitably analyze, live and work with customers; and following that will be the convention's major address, "Creating A Better Business Climate For Vending," by NAMA president Carl Millman. A repeat of one of last year's most successful NAMA programming ideas, "Supermarket Of Vending Ideas," is scheduled for Monday evening.

The four sessions Tuesday morning, Oct. 20, began with a talk, "Profitable

Merchandising," a presentation designed to help increase sales at the location. Results of an industrywide NAMA survey of successful merchandising techniques will highlight the session. "Organizing For Selling Efficiency" is next and will offer ideas about effective personal salesmanship.

The final Monday session, entitled "The Difference Between An Average And An Outstanding Sales Volume," will analyze various company sales approaches and techniques.

Exhibit hours at McCormick Place are: Saturday, Oct. 17—12 Noon to 6 p. m.; Sunday, Oct. 18—1 p. m. to 6 p. m.; Monday, Oct. 19—12 Noon to 5:30 p. m., and Tuesday, Oct. 20—12 Noon to 4 p. m. NAMA's Annual Banquet is slated for the International Ballroom of the Conrad Hilton Hotel at 7:30 p. m., Tuesday.

Martin said NAMA will mail advance registration forms in mid-August to vending executives throughout the country. NAMA members register free of charge while non-member operators and their employees must pay a registration fee of \$10 to see the exhibit "only" or \$35 to gain admittance to both exhibit and business sessions, he reported. Persons registering before Oct. 3 get a 50 per cent reduction in their registration fees.

Manufacturing and supplier company representatives who are not members of NAMA and who are not exhibitors must pay a \$50 registration fee for the first person and \$25 for each additional person registered. However, all registration fees may be applied to NAMA membership dues.

The Ladies' program this year includes luncheons, teas, dramatic and musical entertainment and a tour of the world-famous Merchandise Mart with a meal in the Merchants and Manufacturers Club, a Chicago dining landmark. Mrs. Darrell C. McCleary (McCleary Coffee Vending Co., Bloomington, Ill.) chairs the NAMA Ladies hospitality committee.

Universal Match Sales For First Six Months Take Healthy Rise

ST. LOUIS, MO.—Net earnings Universal Match Corporation for the six months ended June 30 were more than 14 per cent higher than a year ago, UMC president Thomas B. Donahue announced last week.

The company's sales for the 1964 period were \$52,884,736 as compared with \$50,858,816 a year ago, representing a 4% increase, and its net earnings were \$2,390,375 as compared with \$2,091,184 in 1963. Earnings per share of common stock for the first six months of this year were 46 cents, an increase of 6 cents per share over 1963, on the 5,193,425 shares outstanding.

"The results for the first half of this year reflect excellent progress in UMC's commercial business—in machines and parts for automation, vending equipment, match books, fabricated metal products, and the other industrial areas we serve," Donahue said, "and this represents the largest part of the company's over-all volume."

"As compared with a year ago, Government sales volume for the six months ended June 30, 1964 was down nearly \$3,500,000 and the company's net profits were adversely affected as compared with the first six months of 1963. These results serve to illustrate the very strong improvement UMC experienced in the first half in its commercial business."

"The company's Government Products backlog as of June 30, 1964 was up as a result of receiving two U.S. Army contracts totaling \$5,500,000 for production of erector-launchers and related space parts for the Pershing Missile System," Donahue advised.

"The company's foreign operations have experienced record sales and earnings during the first half of 1964. All in all, we look forward to continued progress in our sales and earnings. UMC results for the second half of 1963 were 20¢ a share. We fully anticipate that the last six months of 1964 will show substantial improvement over the comparable period in 1963," he stated.



TERRIFIC VALUES

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5 Cole Fireball COFFEE MACHINES For Your Minimum Location The Price Is Right!	125.00
18 Corsair 30-col. CIGARETTE MACHINES Like They Say In The Auto Biz —"Each Machine A Cream Puff"	135.00
3 Seeburg E-1 ★ 22-col. CIGARETTE MACHINES Can't Tell 'Em From New	150.00
2 Seeburg E-2 ★ 22-col. CIGARETTE MACHINES Just Like New	175.00
7 I.V.I.—Lowest Price Ever COFFEE MACHINES	225.00
10 Rowe RV-750 COFFEE MACHINES Complete & Ready To Go	245.00
Williams ★ Guaranteed BOOK-A-MAT Conv. To The Best "First In-First Out" Multiple Coin Selection. A Great Piece of Merchandise At A Very Special Low Price	695.00
22 Rowe AK-7 COFFEE MACHINES We Guarantee These Like New	745.00

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One Good Merchandising Idea May Win \$100 For You In October—

CHICAGO—NAMA has come up with an attractive contest for the purpose of soliciting vending operators' methods or procedures by which they increase their per machine and/or location sales. All an operator member need do to enter NAMA's contest and possibly win up to \$100.00 in prizes is fill out a sheet provided through the mail to all in the association, describing how one merchandising idea helped increase his sales, and mail it in to the main office in Chicago. Winners will be announced at the October convention, but even if an operator doesn't win, he'll still receive a valuable and helpful copy of acceptable suggestions compiled from those merchandising ideas submitted by association members from all over the country.

Hollywood Launches "Instant Energy"

CHAMPAIGN, ILL. — Operators of candy vending equipment may be interested to learn that "new and re-

fined methods of candy manufacturing have once again been pioneered and perfected by the Hollywood Brands Corporation," according to officials at the firm. The officials describe their "advanced system" of production with the keynote phrase, "instant energy." Hollywood Brands manufacturers the Hollywood Candy Bar line.

Hollywood has plans to reorientate its advertising and merchandising campaign to reflect the "instant energy" theme. These officials stated that "new avenues of exposure now being exposed in limited areas will be fully geared to take advantage of this major manufacturing breakthrough ("instant energy")."

Interstate Announces Management Changes

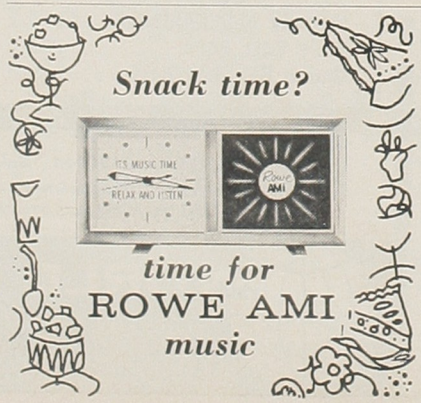
NEW YORK—Interstate United Corporation, formerly the Interstate Vending Company, who are now conducting a monumental food service operation with thirty-five Brass Rail concessions at the New York World's Fair, have recently completed some structural changes on their managerial level.

Ronald Wolff has been elected the chairman of the board and also chairman of a newly-formed executive committee. Cyril Chappellet, who had served as chairman of the board from 1959 until Wolff's appointment, will continue on at Interstate as a director.

Former vice president and director Alex Kramer has been appointed president and Arthur B. Dreissiger former president of United Food Management Services, Inc., which merged with Interstate earlier this year, has been named executive vice president.

The newly-formed executive committee which Wolff will head will be made up of Kramer, Dreissiger and Jerome A. Johnson, who remains as senior vice president.

Interstate United is one of the World's Fair's largest concessionaires, operating in the neighborhood of 400 vending machines, placed at their thirty-five Brass Rail locations and at some of the Fair's pavilions. Included among the many products they dispense to the thousands at the Fair are coffee, candy, cigars, cigarettes and general merchandise.



Snack time?

time for
ROWE AMI
music

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.
- 19 N.Y. State Operators Guild
Place: Hotel Washington, Newburgh, N.Y.
- 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
- 16 Coin Op. Industries of Neb.
Place: Sherman House, Chicago
- 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.

NEW SINGLE-PLAYER Bally GRAND TOUR



3 ways to get Extra Balls COLORFUL CARRY-OVER FEATURE

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

NEW
"BUTTERFLY"
ROLLOVERS

NEW E-Z LATCH FRONT MOULDING

Permits quick, effortless (no bolts and wing-nuts) removal of top-glass, encourages routine cleaning of playfield and arch, speeds up maintenance and repair of playfield.

NEW E-Z LATCH PLAYFIELD PANEL

Speeds up maintenance and repair of front-cabinet parts by eliminating time-consuming job of removing screws to raise playfield-panel. Exclusive Bally "rigid-grip" design provides all convenience of latched panel without danger of panel warpage.

NEW AUTOMATIC BALL-RETURN

Spares players the trouble of pushing ball-lifter knob, speeds up play, eliminates maintenance and service of ball-lifter and ball-trough.

**ADJUSTABLE
5 OR 3
BALLS**

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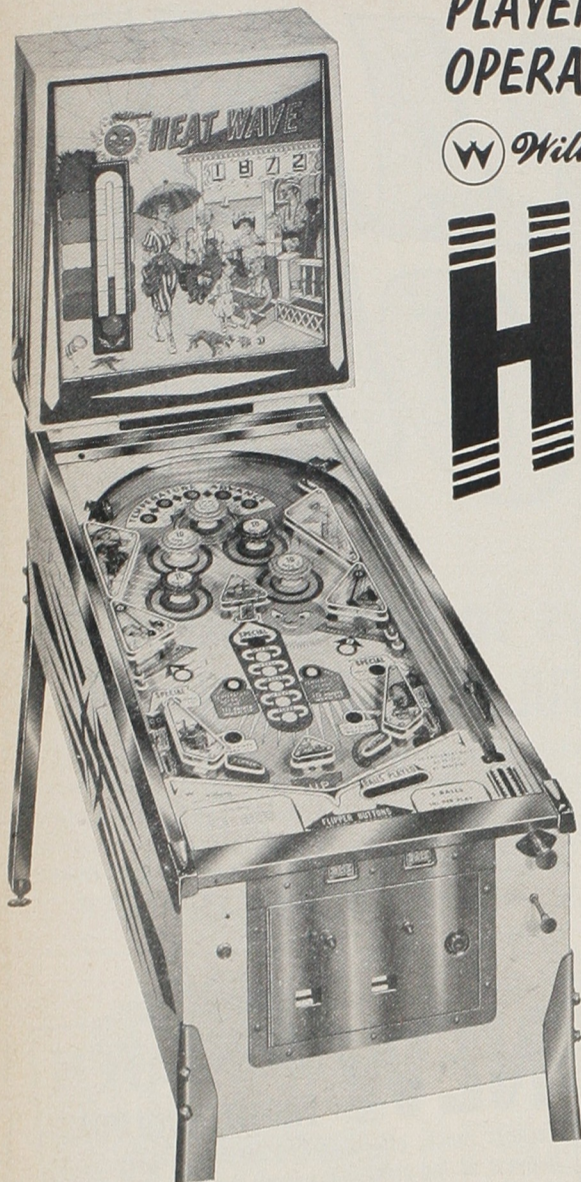
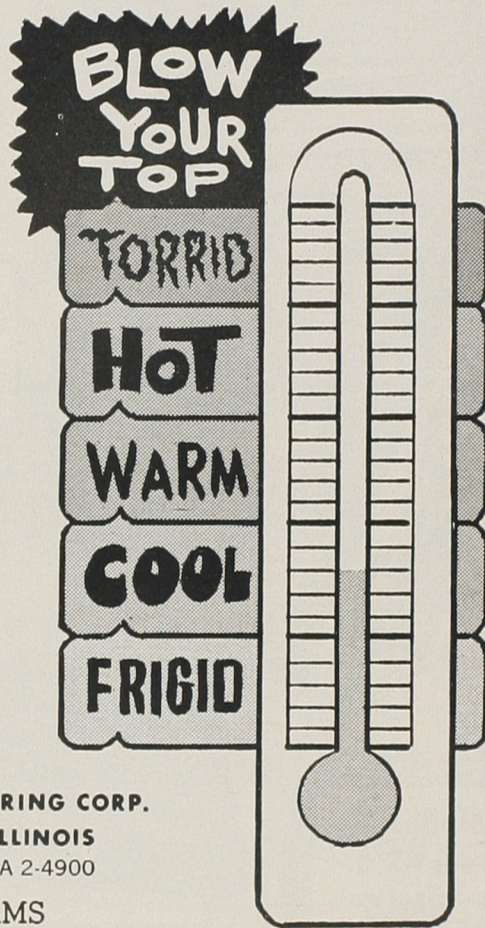
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ADJUSTABLE 3-or-5 BALL PLAY

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4 DRUM TYPE SCORING REELS

- 1 drop target
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- 2 flippers
- Number match
- Slug rejectors
- Twin chutes (opt.)
- Plastikote Finish Playfield
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D. Rosen Fetes Sammy Davis Jr.



A "coming out" party for the new Sammy Davis album for Reprise, and a "farewell" party for the cast of Sammy Davis' musical starrer, "Golden Boy," made it a double celebration hosted by David Rosen at the Philadelphia Variety Club in that city. Rosen (left) is president of David Rosen, Inc., Philadelphia record distributors for Reprise. Sammy Davis is shown holding a copy of his new "California Suite" album. Rosen is also Chief Barker of the Philadelphia Variety Club Tent No. 13. "Golden Boy" concluded a five-week pre-Broadway engagement at the Shubert Theatre.

Seeburg Releases Brenda Lee-Decca LP 'Twin Pack'

CHICAGO—The release of the Brenda Lee little LP 'Twin Pack' titled 'By Request' on Decca this week brings the total number of special 'twin packs' 33 rpm packages to four since their introduction earlier in the year with 'Sinatra's Sinatra'. The Brenda Lee release is listed under Seeburg's 'Pop Vocal' classification.

The 'Artist of the Week' for this issue of material is Al Hirt's 'Cotton Candy' on RCA Victor label. A more elaborate package of Hirt material was released by Seeburg for the week of July 27th as their third 'twin pack' also titled 'Cotton Candy'.

Seeburg's 'Pop Instrumental' category offers 'Bill Black's Combo Plays Tunes by Chuck Berry' by the Bill Black group on Hi label, Will Glahe's 'The Big Polka Band Hits' on London and Ray Barreto's 'Latino!' on Riverside.

SALESMEN WANTED:

The Midwest's Leading Music and Amusement Game Distributor is looking for experienced salesmen to augment its present staff. We have offices in Chicago, Detroit, Grand Rapids, and Menominee. Various territories are available.

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EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR

New Golf Game Simulates Real Play

VALLEY STREAM, N.Y.—In 1963, the ratio of golfers to golf courses was 841 to one, according to the Golf Institute. They contend that there are some seven million active golfers, plus several million additional 'duffers' who are constantly in search of a course or the opportunity to practice without a long waiting period. To help fill this vacuum, the Electronics Recreations Corp. has created 'Electro-Golf', a computerized golf machine which is designed to enable a player to shoot one hole or eighteen holes without traveling to a golf course.

Electro Golf operates with the combined use of a coin mechanism and an attendant whose duty it is to dispense the clubs and balls. The coin mechanism is used to activate the game's complex scoring and computing machinery. The scoring computer is designed to measure distance and direction and to tell the golfer precisely how far the ball traveled and whether his stroke was true, hooked, or sliced. According to Jules Rabin, president

of Jules Rabin Associates, Inc., the firm promoting the 'Electro-Golf', "Immediately after the player has driven the ball from the tee, he sees on the scoreboard, through a series of lights and 'clicks', exactly how far the ball was driven and whether it hooked, sliced, or traveled true. After each scoring, the 'ready' lights indicate the computer is ready for the next shot. The control panel can also be adjusted for actual 'fairway' conditions (fast, average or heavy) by flicking a switch."

Rabin advised that Electronics Recreations Corp. will be going into full production on 'Electro-Golf' about mid-Sept. but that anyone interested now can see a pilot of the game in operation at The New York World's Fair Travel and Transportation Pavilion. He also revealed that a regional distribution network has already been set up with Ambassador Industries of Kansas City, Mo. for the mid-west and movie-TV star Bruce Yarnell handling the west coast.

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BOWLING QUEEN



**DYNAMIC ANIMATION
 KICKS MULTI-COLORED BALLS
 INTO LIGHT BOX!**

- Making any lit rollover kicks red and white balls onto light box track
- Specials scored for getting 9 balls onto track
- Making more balls scores additional specials
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- Hitting targets lights pop-bumpers for high score; bottom rollovers for specials
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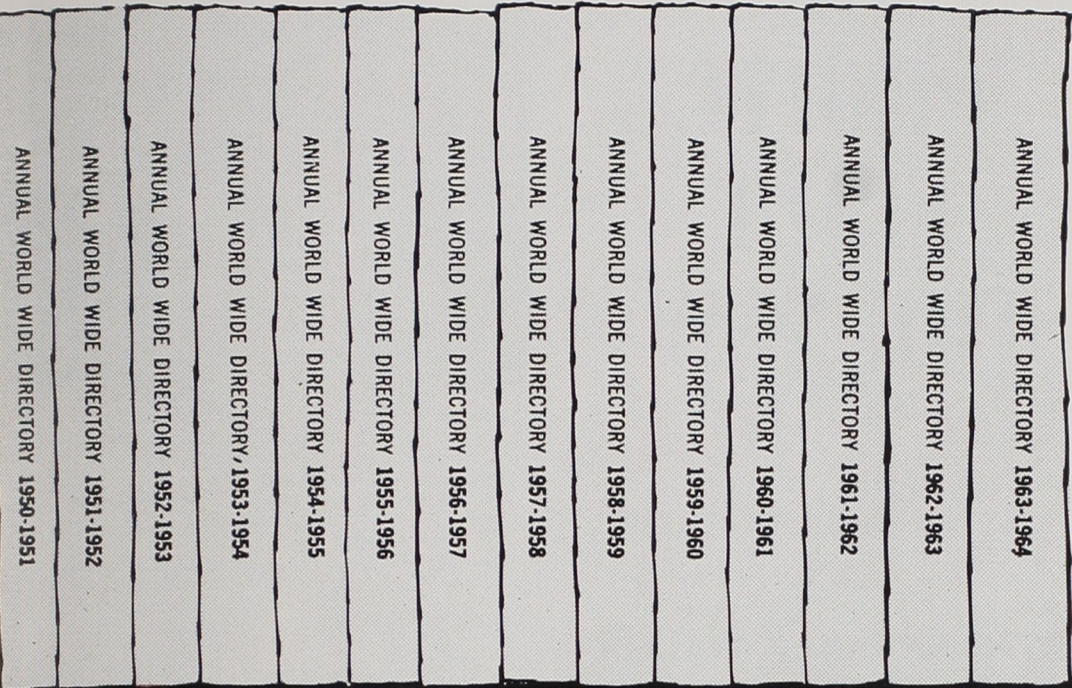


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1964-1965 COIN MACHINE & VENDING DIRECTORY

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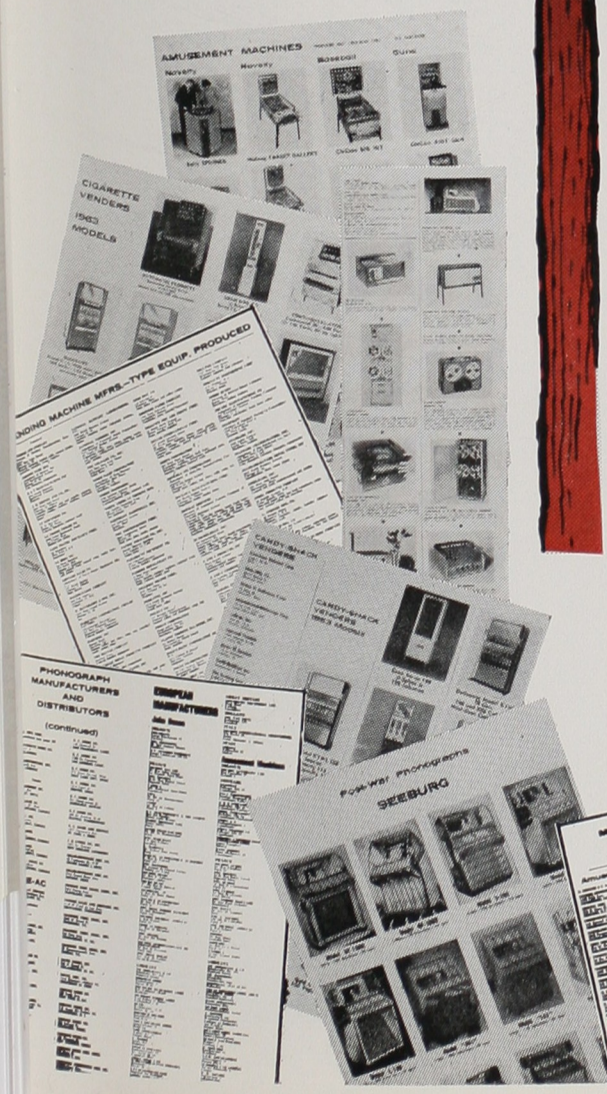


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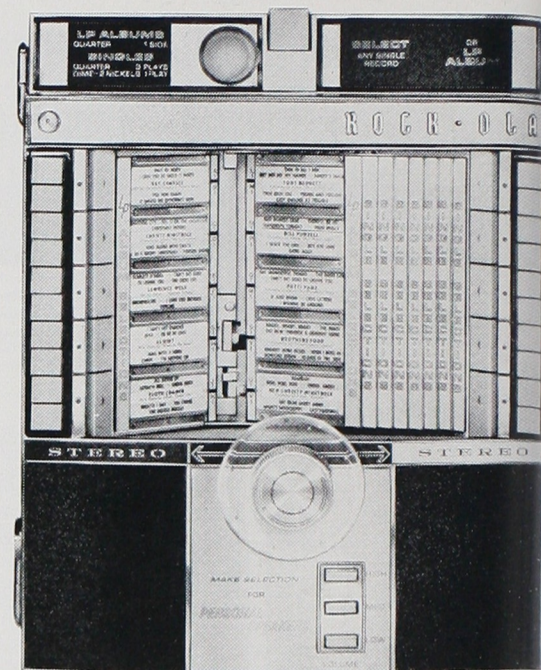
A ROCK-OLA FOR EVERY LOCATION AND PHONETTE SUITS 'EM ALL . . . AT THE RIGHT PRICE!

Intimate, personalized stereo sound in any booth or bar location increases plays, brings home extra profits! Rock-Ola's new Phonette coin-activated remote speaker Wallbox unit is the perfect profit companion to the new Rock-Ola Grand Prix . . . and it may also be used with almost any phonograph. The Phonette features two built-in stereo speakers, a simple selection system for singles or LP listening, plus personal volume controls; may be mounted anywhere; works with Rock-Ola Money Counter. Beautifully styled for any location. Rock-Ola Phonettes step up gross income wherever you install them. *Bigger collections, anyone?*

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

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

**MORE
PLAY...
MORE
PROFIT...
FROM
THE NEW
ROCK-OLA
PHONETTE**



PERSONAL VOLUME CONTROL
Three volume settings—high, medium and low. Customer chooses his own sound level.

PERSONAL LISTENING
The new Phonette may be mounted on bar, counter, wall or table—for customer's private listening pleasure.

LP'S OR SINGLES
New Phonette permits playing of LP's or singles; 33 1/3 or 45 rpm records from customer's seat.

REMOTE SPEAKER WALLBOX

