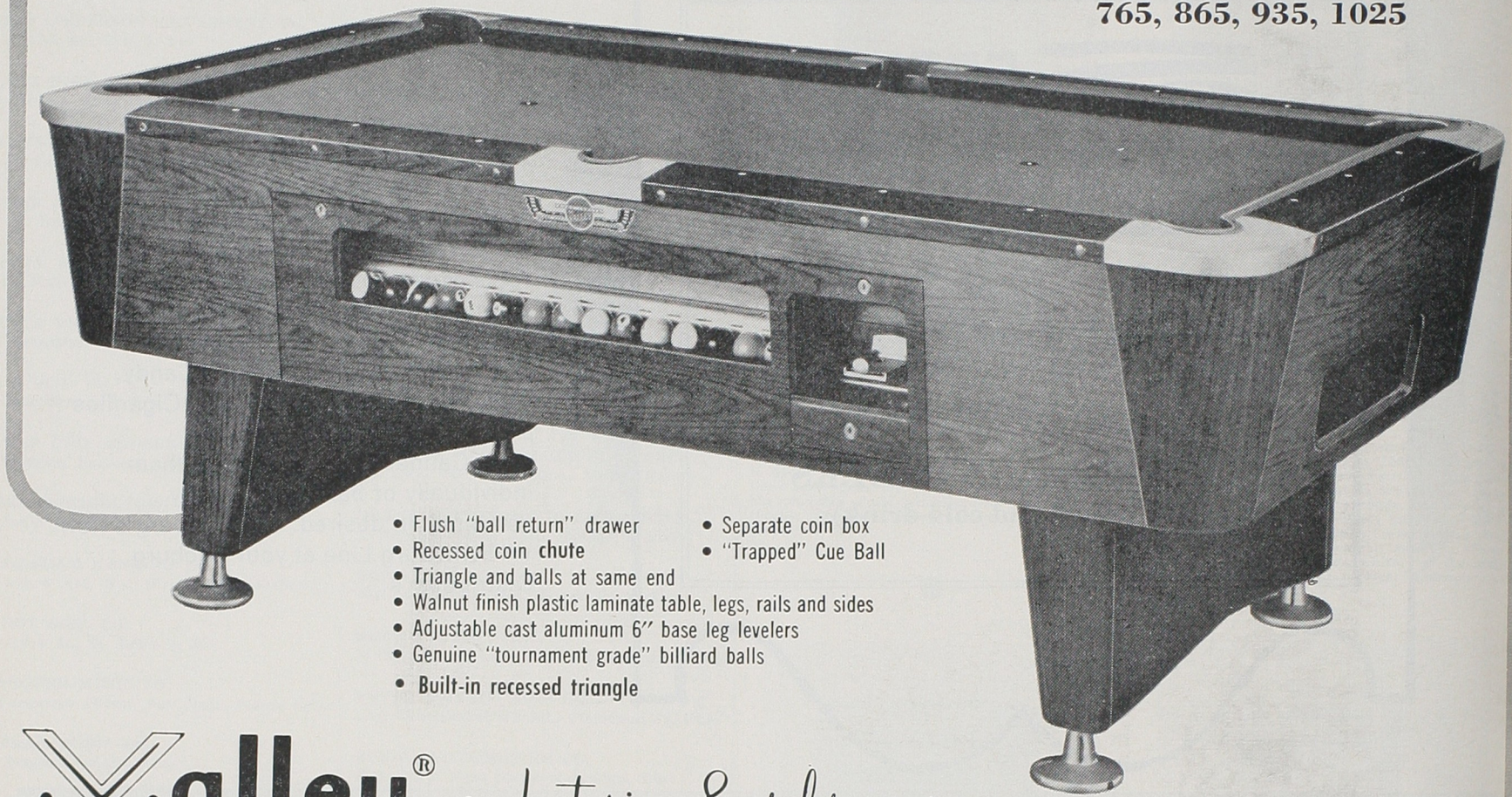


X-alley® the Standard of Quality and Craftsmanship

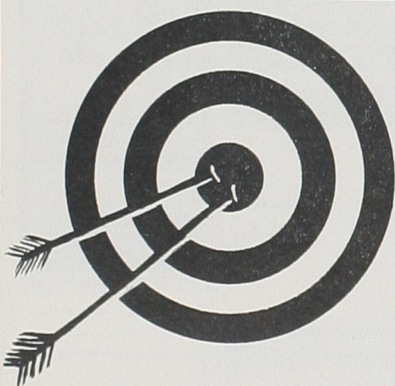
introducing models
765, 865, 935, 1025



- Flush "ball return" drawer
- Recessed coin chute
- Triangle and balls at same end
- Walnut finish plastic laminate table, legs, rails and sides
- Adjustable cast aluminum 6" base leg levelers
- Genuine "tournament grade" billiard balls
- Built-in recessed triangle
- Separate coin box
- "Trapped" Cue Ball

X-alley® manufacturing & sales company

333 MORTON STREET • BAY CITY, MICHIGAN • TWINBROOK 5-8587



YOU HIT THE BULL'S EYE TWICE

... when you operate the greatest one-two punch on the market!

SMOKESHOP'S STARLITE CIGARETTE VENDOR

The cigarette machine the ops just can't afford not to put on location. It sells the consumer via the attractive cabinet and the coin-changer and it makes more money for you. You don't need any more reason than this!

—and—

WURLITZER'S MODEL 2800 The Golden Bar's Ten Top Tunes

Takes half-dollars away from the timid-soul type who is finding that playing the juke box can be fun, when all you need do is press the Golden Bar. It's the only phonograph that can do this for him!

BILOTTA ENTERPRISES

Distributors in Upper New York State
ALBANY BUFFALO NEWARK ROCHESTER SYRACUSE
Main Office: 221 N. Main St., Newark, N.Y.

(Distributors)

(Continued from page 80)

UNITED DISTRIBUTORS

902 W. Second St., Kansas City, Mo.

VERKAUFS AUTOMATEN

Oellikonerstrasse 88, Zurich 11/57, Switzerland

WEYMOUTH DIST. CO.

2525 W. Pico Blvd., Los Angeles 6, Calif.

DRACO SALES CO.

2005 W. Alameda, Denver, Colo.

GREG'S VENDING

456 Strand, Missoula, Montana

NORTHWEST SALES OF OREGON

1040 S.W. 2nd Ave., Portland, Ore.

NORTHWEST SALES OF SEATTLE

3150 Elliott Ave., Seattle, Wash.

VALIANT AMUSEMENT

3129 E. McDowell, Phoenix, Arizona

WURLITZER CO.

154 So. Vanness Ave., San Francisco, Calif.

COAN MANUFACTURING CO.

2070 Helena St., Madison, Wisconsin

CONTINENTAL-APCO INC.

(A Vendo Subsidiary)
956 Brush Hollow Rd., Westbury, L.I., N.Y.

NATIONAL VENDORS

5055 Natural Bridge, St. Louis, Missouri

ROCK-OLA MANUFACTURING CORP.

800 North Kedzie Ave., Chicago, Illinois
(See Rock-Ola phonograph distributor list)

ROWE AC MANUFACTURING

Troy Hills Road, Whippany, New Jersey
(See Rowe AC phonograph distributor list)

THE SEEBURG CORPORATION

1500 North Dayton Street, Chicago, Illinois
(See Seeburg phonograph distributor list)

SHIPMAN MANUFACTURING CO.

1326 So. Lorena Street, Los Angeles, Calif.

THE STONER MANUFACTURING CORP.

(A Division of The Vendo Co.)
7400 East 12th Street, Kansas City, Missouri

STONER MFG. CO.

(Div. of The Vendo Co.)
7400 East 12th Street, Kansas City, Missouri

UNIVERSAL VENDORS INC.

1616 Walnut Street, Philadelphia, Penna.

CIGAR MACHINE MANUFACTURERS

GENERAL CIGAR CO.

605 Third Avenue, New York, N.Y.

MALKIN-ILLION COMPANY

400 Coit Street, Irvington, New Jersey

THE SEEBURG CORP.

1500 North Dayton Street, Chicago, Illinois
(See Seeburg phonograph distributor list)

UNIVERSAL VENDORS

1616 Walnut Street, Philadelphia, Penna.
(See Universal candy distributor list below)

CANDY MACHINE MANUFACTURERS

COAN MANUFACTURING CO.

2070 Helena Street, Madison, Wisconsin

LEKTRO-VEND MFG. CORP.

PO Box 649, Sullivan Rd., Aurora, Illinois

NATIONAL VENDORS

5055 Natural Bridge, St. Louis, Missouri

ROWE AC MANUFACTURING

Troy Hills Road, Whippany, New Jersey
(See Rowe AC phonograph distributor list)

THE SEEBURG CORPORATION

1500 North Dayton Street, Chicago, Illinois
(See Seeburg phonograph distributor list)

SHIPMAN MFG. CORP.

1326 So. Lorena St., Los Angeles, California

(Distributors)

JULIEN BRIGHTMAN

Florade Syrup Corp., Eleanor Rd., Somers, Ct.
Connecticut, Maine, Massachusetts, N.H., R.I., Vermont

RONNIE REINHARDT

GEORGE REINHARDT
734 E. Smith Rd., Medina, Ohio
Ohio

SHELDON SALES CO.

881 Main St., Buffalo, N.Y.
New York State minus N.Y. City

SILER SALES CO.

5955 Cooper Rd., Indianapolis 8, Ind.
Indiana, Ohio, Kentucky

E. F. STANTON & CO.

2736 W. Pico, Los Angeles, Calif.
Arizona, Southern Calif.

STATE SALES & SERVICE

1825 Guilford, Baltimore, Md.
D.C., Maryland, Va.

SUTHERLAND DIST. CO.

2710 McGee Trfwy., Kansas City 8, Mo.
Arkansas, Kansas, Western Missouri

SUTHERLAND DIST. CO.

705 N. W. 4th St., Oklahoma City, Okla.
Oklahoma, Texas (Panhandle)

WEIDMAN NATIONAL SALES CO.

5911 4th Ave., Detroit, Mich.
Michigan

WIENER SALES

559 10th Ave., New York, N.Y.
Greater N.Y. City

BANNER SPECIALTY CO.

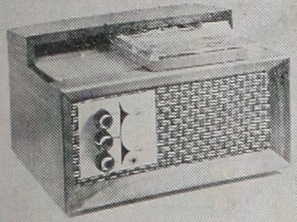
1641 N. Broad St., Phila., Pa.
New Jersey, Penna., Delaware

BANNER SPECIALTY CO.

1508 5th Ave., Pittsburgh, Pa.
Pittsburgh, Pa.

(Continued on page 84)

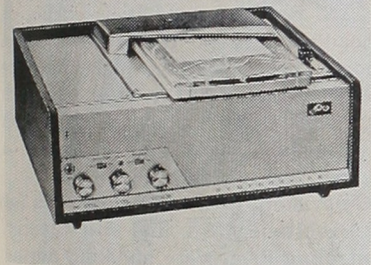
BACKGROUND MUSIC SYSTEMS CURRENT MODELS



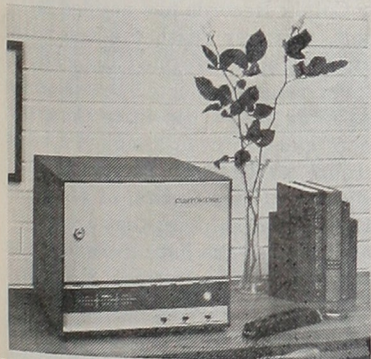
**CINE-SONIC
MODEL ET #10**
Tape Cartridge, tape size-1 7/8 ips. Two hours; then repeat; Total 4 hrs. Paging system built in.



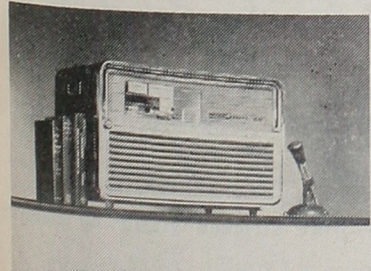
**JAY ELECTRONICS
MODEL TP-1**
Also 1M, 1V, 2, 1R, 2R. Programmer Models. Recorder/playback from tape cartridge, timing mechanism, program from Jay Programmer library, 80 selections per cartridge, size 1 7/8 ips. Also TP 1000 Console model.



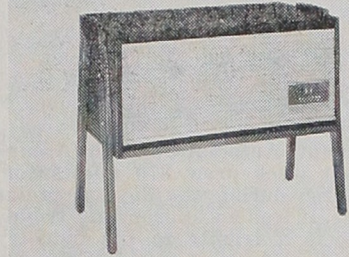
NATIONAL SOUND SYSTEMS INC.
Snap-in loop cartridge operation, 4 hr., drives to 20 speakers, built in monitor-speaker, PA system.



ROWE AC CUSTOMUSIC MODEL
Programs six cartridges at 10 hrs. per cartridge. Tape size 1 7/8 ips. From Rowe library of music.



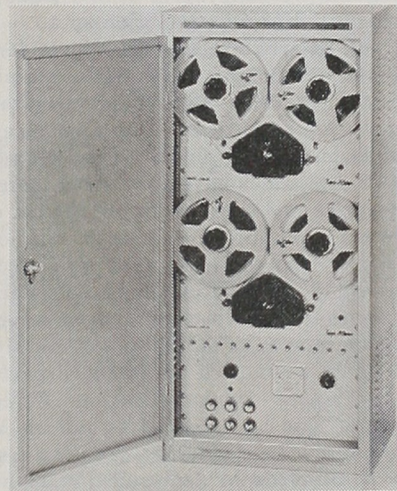
SEEBURG MODEL 1000
1000 selections, holds 25 records (16 2/3 rpm), 9-inch disks, plays both side of disk, restacks after 25th disk is played, built-in speaker, or through present sound system, paging system, automatic timer, 22" x 14" x 12". Will play only the Seeburg 16 2/3 records. Programmed from Seeburg library of records, specially pressed.



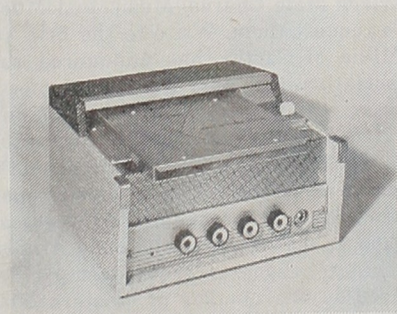
SEEBURG ENCORE MODEL
Up to 750 selections from special 16 2/3 rpm disks, featuring instrumental music ("foreground music"). 9-inch disks, hand-rubbed walnut cabinet. Self-contained speaker or through present sound system.



**TAPE-ATHON
MODEL 702**
Two separate programs from single system via dual programming uses 4 recorded channels on std. tape width, two dual-pickup heads, serves two locations on premises. Available in portable, console, rack-mounting models. 7" or 10 1/2" reels, single tape speeds of 1 7/8, 2, 2 3/4, or 7 1/2 inches per second. 32 hrs. from 10 1/2" reel. Programmed from Tape-Athon library.

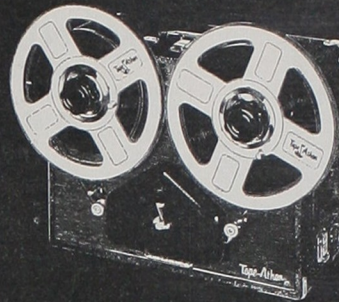


TAPE-ATHON LIBRARIAN
Two tape transports (interconnected), 144 mode selective programming, automatic standby for continuous play, 12 activating toggle switches.



VIKING CUSTOM 190 MODEL
Features "35" tape handler, 3 3/4 ips drive, also 1 7/8 ips, public address attachment, tape cartridge.

**120%
RETURN**



**The
FIRST
YEAR**

(After that it's all profit — every year)

ON EACH \$300.00 INVESTED!

QUICK INSTALLATION —

No two-man crews or trucks needed

POSITIVE INCOME —

Three-year contracts on monthly fee — no route collections

LESS CALL BACKS —

No rat-race service calls

IT'S PROVEN —

Over 7000 systems already installed

How? Lease Tape-Athon Background Music to Restaurants, Shops, Supermarkets, Motels, Offices, Plants, or any location you now have on your "customer" or "prospect" list and those locations you've been bypassing.

Contact your local juke box distributor or fill in this coupon and mail today!!!

NAME _____
ADDRESS _____
CITY _____ STATE _____

Tape-Athon, Corp.

523 S. HINDRY
INGLEWOOD,
CALIFORNIA

BACKGROUND MUSIC SYSTEM ★ MANUFACTURERS LIST ★

**CINE-SONIC SOUND
CORP.**

481 Eighth Ave.
New York, N.Y.

(Write for distributor information)

**THE SEEBURG SALES
CORPORATION**

1500 North Dayton Street
Chicago, Ill.

(See Seeburg Phonograph Distributor List)

JAY ELECTRONICS INC.

65-37 Fresh Meadow Lane
Flushing 65, New York

(Write for distributor information)

**TAPE-ATHON
CORPORATION**

523 South Hindry
Inglewood, California

**NATIONAL SOUND
SYSTEMS INC.**

44-28 Hunter Street
Long Island City 1, N.Y.

(Write for distributor information)

**VIKING OF
MINNEAPOLIS, INC.**

9600 Aldrich Ave. South
Minneapolis, Minn.

**ROWE AC
MANUFACTURING**

Troy Hills Road
Whippany, New Jersey

(See Rowe AC phonograph Distributor List)

**POST WAR
JUKE BOX
ILLUSTRATIONS
APPEAR ON
PAGES 22-28**

CINEBOX SALES SOAR



HICKSVILLE, N. Y.—Following more than a year in locations throughout the country, Cinebox, a product of Cinevision Corp. of America, is chalking up one of the most unique success stories in the coin operated music field. First introduced in the United States in 1963, Cinebox, a pre-selected motion picture juke box made operators sit up and take notice of this excitingly new form of entertainment. Other operators took a viewpoint of "let's wait and see." Some in the industry visualized the possibilities of a natural color movie with stereo high fidelity sound, and proceeded to place Cineboxes in choice locations.

With the introduction of a competitive machine, more and more well-known operators discovered a growing demand on the part of Taverns, Restaurants and Bowling Alleys for the "machine that shows pictures with sound." They also discovered an added source of income never before available. Occupying three square feet of floor space, Cinebox gave patrons a wide choice of American and International stars singing and dancing in full musical productions. Some operators report, that once the first coin is put into the machine, a chain reaction is set off that keeps the machine operating for hours, customers simply keep putting in coins. Locations reported increases of 30% to 120% in bar trade plus a sales increase of food.

Many locations are demanding this entertainment form and are ready to lease, pay guarantees and participate. Cinebox offered added income through advertising. Each machine has available nine different "slots" for a color or black and white slide. Local merchants jumped on this new form of "visual advertising" which played to a captured audience at an exceptionally low cost per viewer. Some operators reported a long waiting list of advertisers.

Advertising messages were sold on a monthly and quarterly basis, with charges scaled to each individual location. These nine slides returned additional income averaging between \$30.00 and \$55.00 per week.

With more Cineboxes now in operation, Cinevision Corporation supplied colorful advertising promotion material in the form of Tent Cards, Menu Tabs, Display Cards, Window Streamers, etc., all aimed to produce continued results for the operators.

The film library has been expanded so the 40 selections can be rotated at the rate of 3 film changes per week. New films are continuously in production. Cinebox is part of the entertainment industry, it is proving profitable, and it's here to stay.

For complete information and location availability, simply write to:

CINEBOX CORP. OF AMERICA

Exclusive Manufacturers
Distributors of Cinebox

201 West John St. • Hicksville, N.Y.
(516) GE 3-7000

CANDY MACHINE MANUFACTURERS

(Continued from page 82)
CENTRAL DIST. CO.
1209 Douglas St., Omaha, Neb.
Nebraska

BERT FARMER
1435 23rd Ave., Seattle, Washington
Alaska, Idaho, Montana, Oregon, Washington

JIM FINNERTY
2051 27th Place, Phoenix, Arizona
Arizona

GEORGE GLASS DIST. CORP.
1901 Delmar Blvd., St. Louis, Missouri
Illinois, Eastern Missouri

KING & CO.
2700 Lake St., Chicago, Ill.
Illinois, Iowa

MOUNTAIN DIST.
3630 Downing St., Denver, Colo.
Colorado, New Mexico, Wyoming

NATIONAL PRODUCTS CORP.
2416½ High Point Rd., Greensboro, N.C.
N.C., S.C., Virginia

NATIONAL UNI-PAK
534 Armour Circle, Atlanta 24, Ga.
Alabama, Florida, Georgia, Tenn., Texas

NEW-WAY SALES CO.
1257 Queen St. West, Toronto, Ontario, Can.

CHARLES I. PERRY CO.
15 Harriet St., San Francisco, Calif.
Northern California

VEND-RITE MFG. CO.
1536 N. Halsted St., Chicago, Ill.

POPCORN MACHINE MANUFACTURERS

AUTO-POP MFG. CO.
14 N. 9th Street, St. Louis, Missouri

CONTINENTAL-APCO
(A division of The Vendo Co.)
956 Brush Hollow Road, Westbury, L.I., N.Y.

GOLD MEDAL PRODUCTS CO.
1825 Freeman Avenue, Cincinnati, Ohio

POTATO CHIP VENDORS

MARVEND, INC.
Marietta, Georgia

NATIONAL VENDORS
5055 Natural Bridge Rd., St. Louis, Missouri



**Stop Missing Out On the
Big Buys At David Rosen**

**SEND FOR
NEW LIST**

★
**World's Largest
Inventory**

**ARCADE
GAMES
VENDING
MUSIC
RIDES**

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

DAVID ROSEN, INC

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



Eastern Flashes

Abe Green, president of the Runyon Sales Co., Springfield, N. J., advised that his son **Irving** has joined the sales staff at Runyon after having received his degree from a Washington, D.C. college. Irving will be under the excellent tutelage of coin vet **Morris Rood**. Over in Runyon's New York office, crack salesman **Louie Wolberg** reports that mucho metro NY music ops are making the move to the 'Tropicana', some even saying, according to Lou, that it's the greatest phono in history.

Trimount Automatic's 40th Anniversary bash at the Blue Hills Country Club last week drew 370 guests for dinner. Hundreds turned out onto the golf course during the day, according to sales manager **Marshall Caras**. In a phrase, it was an appropriate tribute to Trimount's founder **Dave Bond**, who himself, is a tribute to the industry. Pictures and a story on the all-day affair will be in next week's Cash Box.

Gerard Thibault, who has been distributing the Scopitone audiovisual machine in Canada for the last three years, says he is delighted with operator response and predicts that the device will be the rage of 1964/65. . . . **Sol Tabb** of Mar Tab Vending, Miami based operation, happy with his company's growth in recent months and also with the modern design of recently released phonographs. . . . **George Rabin**, of Jules Rabin Associates, reports that the pilot model of the 'Electro-Golf' machine, which is currently operating out at the Transportation and Travel Pavilion of the N.Y. World's Fair, says the machine has provoked much favorable reaction both from patrons and from visiting operators. The game utilizes both a coin mechanism to activate its complicated scoring apparatus and an attendant to dispense clubs and balls. Rabin contends that the 'Electro-Golf' is the closest to real golfing action yet conceived in a game. . . . **Teddy Cohn**, NYC distrib for DuKane's 'Ski 'N Skore' machine, which is also on display-operation at the T & T Pavilion, reports that he's already taken some orders for the device and will be shipping as soon as the factory goes into full production.

Many ops up and down the coast are buzzing with speculation on the proposed juke box-royalty bill HR 11947, and waiting for further word to come from Congress. . . . **Sophie Selinger** and **Ben Chicofsky** of the Music Operators of N.Y. are currently selling advertising space for their forthcoming association journal to be issued at the Sept. Nevele outing, and don't they come on like class Madison Ave. hustlers. . . . **Gil Baily**, president of the Music Operators of Virginia expects a fine turnout at their upcoming annual convention to be held at Norfolk's John Marshall Hotel Nov. 20-21.

Eric Bernay of A-1 Record Sales reports on those records hot with his music ops. The following disks as among the most popular: **Dean Martin's** 'Everybody Loves Somebody' on Reprise, 'Under The Boardwalk' by the **Drifters** on Atlantic, 'Because' by the **Dave Clark Five** on Epic and the **Jelly Bean's** hit of 'I Wanna Love Him So Bad' on Red Bird. . . . **Si Redd** of Redd Distributing, is currently commuting between the firm's headquarters in Watertown, Mass. and his summer place on Cape Cod. Si reports that there's no place like the Cape anytime, especially during the summer, for rest, relaxation and enough time to plan ahead toward a big fall sales push. Also hitting the Cape on a regular weekend basis is Si's right hand man **Bob Jones** who also keeps a place on the popular vacation spot.

Hank Swartz, executive vice president of Cinevision, Inc., is off to Hawaii for a little vacationing. . . . **Alvin Malnik**, of Scopitone USA and **Bill Steiger**, president of Tel-A-Sign, major Scopitone controlling firm, were huddling during last week's sensational Scopitone reception held at the Beverly Hilton Hotel.

MOA managing director **Fred Granger** announced last week that two more record companies have announced their intention to exhibit at the October MOA convention and show, bringing the list of recording company exhibitors to eight. **Howard Cook**, director of public relations for Colpix Records has notified MOA, Granger reported, that they will also exhibit. Granger further advised that **Leonard S. Levy**, Epic Records general manager, also informed the national association that Epic will also be an exhibitor. Granger reported that **Norman Morgan**, manager of the long time MOA exhibitor Star Title Strip Company, has again announced his intended participation, and has been assigned a booth in the record company section. While en route to California last weekend, Granger said he expected to call on MOA director **Peter Geritz**, of Mountain Distributors in Denver, to promote association memberships in that area.

U.S. Billiards, of Amityville, N.Y., has been added to the list of exhibitors in the amusement machines section of the show, according to president **Al Simon**. The pool table manufacturer has been in the process of expanding its facilities at Amityville and Simon advised that a formal statement detailing the factory's improvements and additions will be released shortly. Meanwhile, **Harry Koepfel** engineer down at Simon's distrib on Tenth Ave. states that service problems on the Rock-Ola 'Grand Prix' have been nil and the machine has been "a complete pleasure to be handling."

Music ops with machines in military locations, either in town or directly on the base, can obtain copies of the Special Forces Prayer, recorded by the **Gierlach Male Chorus**. MusicMusicMusic Inc. has copies at no charge for those who request them. Write to the firm at 249 East 48th Street in NYC.

Millie McCarthy has announced that the New York State Coin Machine Association will hold its annual meeting Thursday, September 17, at 2 PM. Dinner will be served at 6:30 PM on the Starlite Roof of the Sheraton Inn located at 111 East Ave., Rochester, New York. Last year's meet in Albany was a valuable one. This year's should top it for interest considering the recent trouble in Rochester where ops reportedly were stricken vitally by rioters during those outbreaks of two weeks ago.

And as we celebrate the 22nd Anniversary of Cash Box, publishing what we sincerely believe is the industry's finest trade directory, we are moved to reflect on the number of Eastern Flashes columns which have been written since the first one saw the light of print. This thought prompts all of us to thank everyone who has made these columns possible. Let's hope that in the issues to come, the news will be only heartening and the people who answer to the names, healthy.



Chicago Chatter

Congratulations and accolades have been pouring in wishing the Cash Box staff well on this eventful 22nd anniversary of publication from coinmen and vending people from all over this area. (Many thanks!) . . . After a hectic month Keeney prexy Art Weinand has just about completed the big move of all Keeney production facilities to the vast Hershey-Jennings building on the far west side of Chicago. It will still take a while until J. H. Keeney & Co's. production rolls along at full speed.

A visitor in Chi last week was Bill Herbord, of Automatic Products Co. Herbord's conducting sales-service sessions on smokeshop's 'starlite'. . . . Empire Coin's Jack Burns informs that Tim McGraw, who operates coin machine equipment in the Champaign-Urbana (Illinois University) area, is recuperating well after a recent auto accident. While on the road Jack visited with Leo Remillard of Kankakee.

The D. Gottlieb plant is rolling along in heavy production on Gottlieb's new "Bowling Queen" single player flipper amusement game. . . . Rowe's Paul Huesch reports that Bob Mac Gregor is vacationing and due back in his office next Monday.

Regional managers Bob Dunlap and Al Gange made the scene at the Seeburg factory last week. Vice prexy Mark Lefebvre jetted east last week with Bob Breither on an extended field trip. Stanley Jarocki advised that a new group of Seeburg van representatives was graduated t'other day. The men were assigned as follows: Gene Copher and Chuck Furjanic, to the New Orleans area; Mac Harbin went to Nashville; Warren Tillquist and Jerry Indik, to Seattle, Washington; Richard Yokley and Terry Trampler, Syracuse, N.Y.; Dale La Pedus and Peter Anderson, St. Louis; Tom Proffitt, San Antonio, Texas; Wilbur Rogozinski, Boston, Mass.; and Thomas Mulvihill to Denver, Colorado. There are experienced van men on hand to break in the newcomers on location. Stan again reminded that this van service is free to operators for direct location work.

We were escorted on a personally conducted tour of the Chicago Coin plant with Mort Score and Ralph Wyckoff, and watched production lines pushing hard on ChiCoin's newest amusement games: "DeVille" shuffle alley, "Majestic", big ball bowler, and "Royal Flash" 2-player 5 ball game. All three games are being shipped out to ChiCoin distrib in quantity.

When we chatted with Bill DeSelm, United Mfg. sales chief, he informed that United's "Tiger" puck shuffle alley and "Thunder" big ball bowler are still in full production in the factory.

Although Edward G. Doris, executive vice pres., of Rock-Ola Mfg. Corp., is generally the man-on-the-go, he's been on hand at the factory these past two weeks keeping an eye on production. . . . Ed Ruber and Milt Wiczer, of Wico Corp, last week announced the formation of Wico Canada, Inc., based in Montreal, Canada. The new firm, headed by coinvet Roger Laniel, will serve the Province of Quebec with a complete line of parts and supplies for the coin machine and vending trades.

When we chatted with Hank Ross and Marcine "Iggy" Wolverton, in their Midway Mfg. offices, we were advised that Midway's "Trophy Gun" is easily one of the biggest coin-operated amusement sellers they ever created. Sales, they say, are still zooming.

Sam Hastings, head of Hastings Dist. Co., in Milwaukee, and president of the Milwaukee Coin Machine Operators' Assn., advised last week that the organization will hold its monthly meeting on Monday evening, Aug. 10, in the Ambassador Hotel. Attendance at these regular sessions is always good, and air conditioning should help to keep it that way these sweltering summer days, according to Sam.

John Stocksdale, of J. & J. Dists., in Indianapolis, returned t'other day after a delightful two week vacation. While he was away co-head Joe Flynn doubled in brass at the busy distrib. . . . Speaking of vacations, Stan Levin, of Atlas Music Co., finally took to the road with his family for his annual hiatus, according to Atlas Music prexy Eddie Ginsburg. . . . Irv (Kup) Kucpinet hosted a testimonial dinner Thursday, July 30, for sports tycoon Dave Trager in the Covenant Club.

Harold Schwartz, director of the music dept. of World Wide Distribs, advised last week that the northwest side firm recently completed a remodeling program, bringing most of the facilities from the upper floor to the first floor in order to facilitate and simplify dealing with visiting operators. Nate Feinstein, Irv Ovitz, Fred Skor and Harold all info that this new setup is a great improvement over the previous arrangement.

MOA managing director Fred Granger reports that Colpix Records and Star Title Strip recently sent in signed contracts as exhibitors at the upcoming MOA Convention. Fred was in contact with Howard Cook, of Colpix; and Norman Morgan, of Star Title Strip. Also, Al Simon, of U.S. Billiards, sent in his signed contract last week.

Over at Williams Electronic Mfg., sales chief Jack Mittel tells us "Heat Wave" flipper amusement game is still a "hot" seller in domestic and foreign markets. The plant is in heavy production. . . . Everyone at Bally Mfg. Co is getting excited about a new game (for export) called ((believe it or not) "Slot Machine". . . . Mort Levinson, of National Coin Machine Exchange, is elated about the new "Bowling Queen" single player amusement game released to the trade by the D. Gottlieb company. Mort, and prexy Joe Schwartz feel they have a local winner.

TROPHY GUN
by Midway

NEW 4 SENSATIONAL MOVING BALL TARGETS!

★ BEAT THE SCORE FEATURE ★ TIME FEATURE



AVAILABLE IN REGULAR & SHOOT AGAIN MODELS

24" WIDE
33" DEEP
67" HIGH

DANCING CAT & MOUSE TARGETS

HINGED AT FRONT & REAR FOR SERVICING

↑↑ In Production Simultaneously ↓↓

Midway's . . . **2 PLAYER FLYING TURNS**

NEW BALL AIMING SHOOTER

NEW REAR TARGETS FOR EXCITING BALL SHOOTER AND FLIPPER ACTION

27" WIDE
62" HIGH
52" DEEP

EXTRA BALL FEATURE

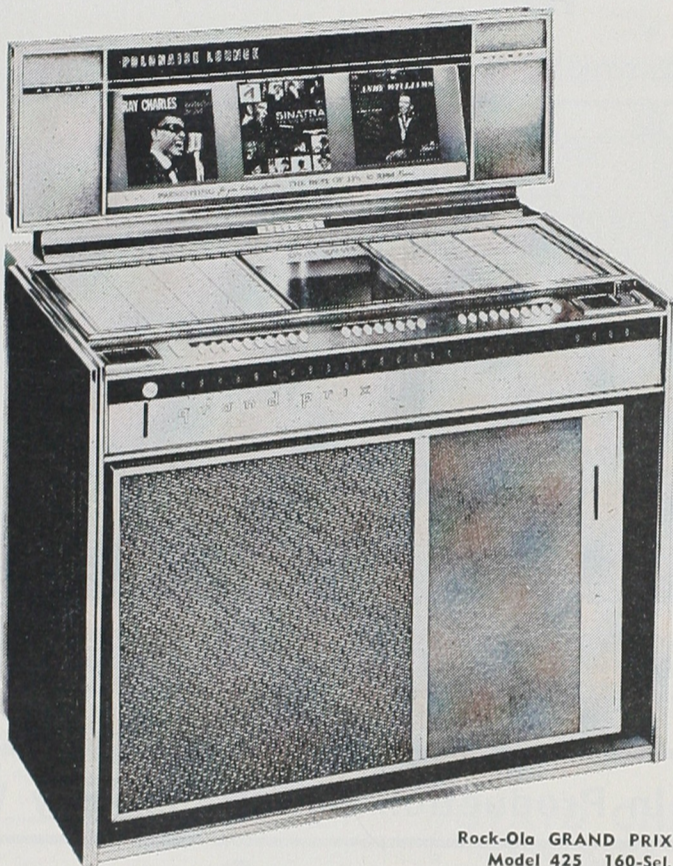
AVAILABLE IN SINGLE OR TWIN REJECTORS - ALSO IN REPLAY OR REGULAR MODELS

MIDWAY MANUFACTURING CO.
10136 PACIFIC AVE. • FRANKLIN PARK, ILLINOIS

We Are Now— Exclusive Distributors In Hawaii For ROCK-OLA

COIN-OPERATED PHONOGRAPHS

See Bill Dwyer, Manager,
at 2826 Ualena, Honolulu, Hawaii
Tel. 818-729



Rock-Ola GRAND PRIX
Model 425 160-SEL.

- Magnificent Sound!
- 7" LP Feature!
- Common Receiver!
- Automatic Money-Counter!
- Mech-O-Matic Intermix!
- Transistor Amplifier!
- 160-Selection!
- Best-Looking Machine In The Business! Try One Today!

PLUS . . . PHONETTE REMOTE SPEAKER-SELECTOR UNIT

GOOD USED EQUIPMENT AVAILABLE!

3 Model '60' Photomats
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N.A.M.A. CONVENTION INFORMATION

The following Exhibit Hours will be in effect
at McCormick Place, October 17 through 20,
1964:

Saturday (Oct. 17) 12:00 noon to 6:00 p.m.
Sunday (Oct. 18) 1:00 p.m. to 6:00 p.m.
Monday (Oct. 19) 12:00 noon to 5:30 p.m.
Tuesday (Oct. 20) 12:00 noon to 4:00 p.m.

The N.A.M.A. Banquet will be held the eve-
ning of Tuesday, October 20, 1964 at 7:30
p.m. Full details will be announced at a
later date. Business meets at Conrad Hilton
Hotel.

MOA CONVENTION INFORMATION

Place: Sherman House, Chicago
Dates: October 14, 15, 16

Exhibits: Near sell-out

Business forums to be announced

Banquet: Evening of October 16.

(NAMA Convention begins following day).

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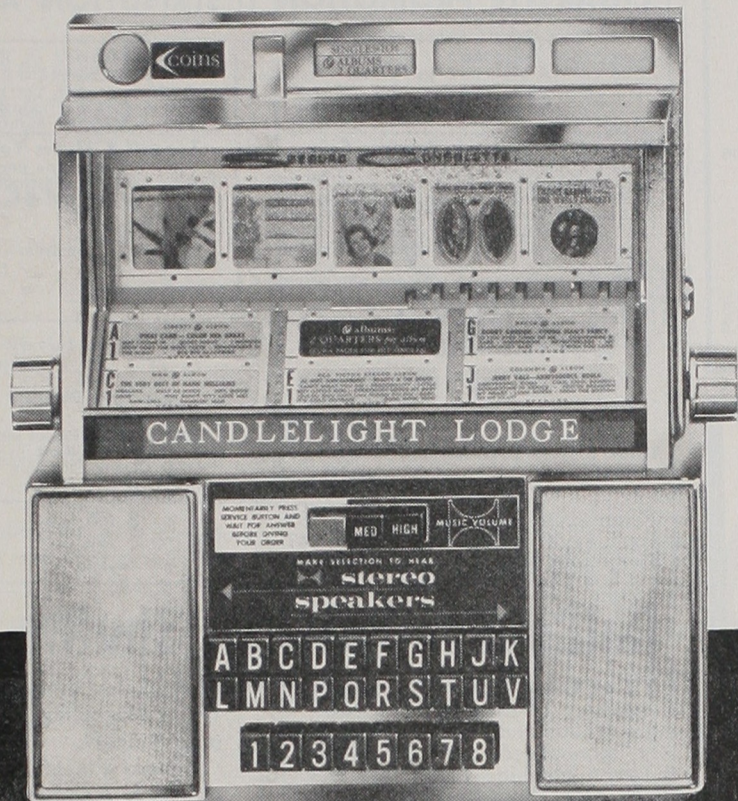
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AMUSEMENT COMPANY

4533 PAYNE AVENUE

CLEVELAND, OHIO

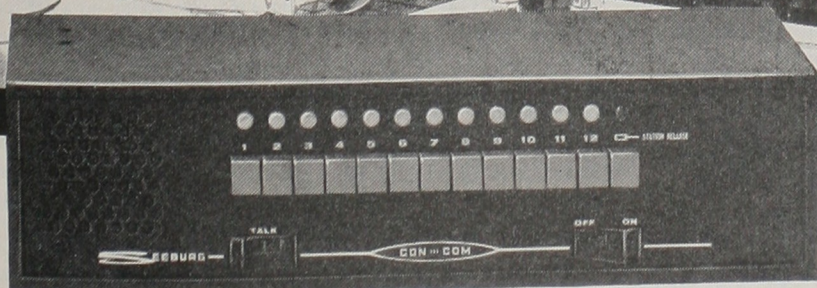
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It's a time and money-saving intercom system***



Now you can have your income and intercom, too—Thanks to this Seeburg innovation.

Seeburg's hard-working, compact, Stereo Consolette takes on yet another job—intercommunications. Now a location owner can receive his customers' orders via his profitable Consolette—without leaving the operational area, of his bar or kitchen.

Here's how Con-Com works: The customer merely presses the red button on his Consolette when he wishes to order (if music is playing, it is automatically muted). This turns on a light at master station and causes buzzer to sound. The attendant at master station can, by using "talk" button or footswitch, talk to the customer, and take his order.

When finished, the attendant may go on to the next station requiring service as designated by the signal light or push the release button which returns master unit to "stand-by". Attendant immediately knows which Consolette is calling by key lighting on master unit.

Con-Com will further increase the earnings of the Stereo Consolette by introducing new players to the coin-operated music system. As patrons use the Consolette for ordering, they are naturally attracted to the musical offerings on this unique music-communications system. Con-Com will definitely enable music operators to secure better commission arrangements with locations.

Compact, reliable Con-Com can easily be installed to operate through present Stereo Consolettes.

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CIGARETTE PROMOTION DISTRIBUTION ALLOWANCES

Eff. August 1, 1964

American Tobacco

\$2.25 per col per mach per yr for one column Tareyton
\$2.25 for placement of either Monclair or Carlton

Brown & Williamson Tobacco Corp.

\$4.00 per machine per year for one-column each of Raleigh, Viceroy and Kool Filter.
\$6.00 per machine per year for one-column of Raleigh, Viceroy, Kool Filter and Belair.
\$6.00 per machine per year for one column Viceroy, Kool Filter, Raleigh Filter and Belair.

\$8.00 per machine per year for one column Viceroy, Kool Filter, Raleigh Filter and Belair.

Philip Morris

Philip Morris Multi-Filter .125 per mo.
Parliament .208 per month
Alpine .125 per month
Paxton .125 per month

Liggett & Myers Tobacco

\$2.00 per machine per year for L&M King-Size brand; Additional \$2.00 per machine per year when Lark is also placed in machines.

P. LORILLARD CO.

Kent must be in every machine.

Gross Annual Tobacco Sales	Quarterly Payment		
	2 Columns KENT & NEWPORT Cigarettes	3 Columns KENT, NEWPORT & choice of either OLD GOLD Filter or SPRING Cigarettes	4 Columns KENT, NEWPORT OLD GOLD Filter & SPRING Cigarettes
From \$500 up to \$1,000	\$.31	\$.56	\$.75
Over \$1,000 up to \$1,500	.47	.84	1.13
Over \$1,500	.63	1.13	1.50

ChiCoin Intros Pin, Shuffle, Bowler

CHICAGO — Sam Wolberg and Sam Gensburg, co-heads of Chicago Dynamic Industries, Incorporated, in this city, announced the introduction to the coin machine trade last week of three new Chicago Coin amusement games — “Royal Flash” two-player pinball amusement game, “DeVil” puck shuffle bowling alley, and “Majestic” big ball, automatic bowling lane.

“Royal Flash” is a two-player pinball amusement game, utilizing a playing card motif, stressing flash-action scoring on the playfield and light box. There are four flippers on the playfield which can be used with skill shooting for a “Royal Flash” score. The four flippers direct the balls at the targets to help the player complete a winning hand. A special rollover button is adjustable for the

first, third, or fifth balls. There are two side-scoring and four fast-action pop bumpers.

“Royal Flash” has a modern, highly-styled cabinet with a stainless steel trimmed score frame and metal corners to prevent damage. Also, on the cabinet, at the front, there are “Cyclocac” plastic hand rests, and an exclusive “Lift-Out” self-locking playfield, which provides instant access to the interior, with the use of no screens or levers. This new ChiCoin amusement two-player is also available in an “Add-A-Ball” model upon request.

Chicago Coin's new “DeVil” six-player puck shuffle bowler is attractively housed in a high-styled contemporary cabinet, with a wider and higher playfield for added player appeal. The bowling games to play are: “Spare-Lite,” “Spot-Lite,” and “Step-Up.”

In “Spare-Lite” scoring game directional arrows on the playfield light up to show the player where to aim to pick up each spare. “Spot-Lite” is the game the professional bowlers call “shadow bowling.” It is played with no pins showing on the playfield. The player aims for the strike spot. If the strike is missed the “Spare-Lite” directs the player's aim for the spare.

“Step-Up” is a high scoring bowling game where strike and spare scores advance and change in value frame-by-frame. In addition, “DeVil” features “Add-A-Frame,” “Flash-O-Matic,” and “Regulation” scoring.

The “Majestic” big ball, automatic bowling lane, offers the operator instant easy access for servicing the mechanisms.

The playfield is “super-Quiet,” by virtue of a completely cork insulated rubber mounted lane. Playfield sizes are: 13, 16, and 21 foot lengths. There is a recessed rubber shinguard at the front of the cabinet for the player's comfort.

Redd Names British Rep

WATERTOWN, MASS.—The Hamilton Vending Co., Ltd. of London, England, has been appointed exclusive representative for the Redd Distributing Co. in Europe for the distribution of the Giepen coffee vendor line. Si Redd, president, announced Aug. 7th. Redd stated that Hamilton will be packaging its own vendable items in its London warehouse, located at 93 High Road in the Chiswick section of the British capital.

\$20 Per Location Vending License Rescinded In L.A.

CHICAGO—Efforts by National Automatic Merchandising Association to favorably revise a sharply increased license fee schedule on food and beverage venders in Los Angeles County have been successful, reports Sidney S. Kallick, NAMA western office manager and counsel.

The schedule, prompted by a recent merger of the Los Angeles city and county health departments, became effective July 1, 1964 and meant that operators would have to pay \$20 for every location in which soft drink, coffee or food machines were situated. For most operators, this meant a \$10 to \$20 per machine fee.

“If left unchanged, such a schedule could have cost area vending companies several hundred thousand dollars a year and certainly would have dealt a mortal blow to many smaller operators while causing serious economic problems for larger companies,” Kallick said.

The “unfair” schedule replaced a previous \$3 per machine health permit in the city of Los Angeles and a \$2 per machine fee in the county. The latest ruling, a major victory for the vending industry, calls for a permit of \$20 per company plus \$3 for food and beverage venders. “Since Los Angeles County is referred to by the other counties in the state for fee information, the new fee structure should benefit operators statewide,” Kallick added.

The new fee resulted from a series of conferences between Kallick and the county's chief administrator which culminated in a favorable recommendation to the county Board of Supervisors. The board accepted the recommendation and enacted the change late this month, retroactive to July 1.

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Seeburg DS-160-H . . . \$975.00
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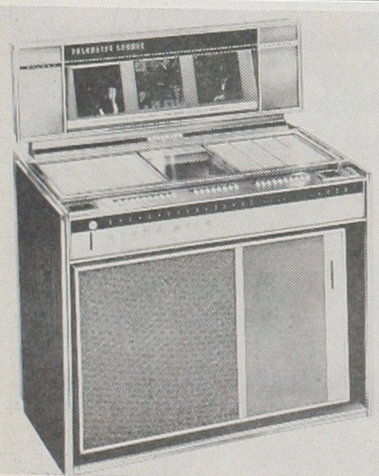
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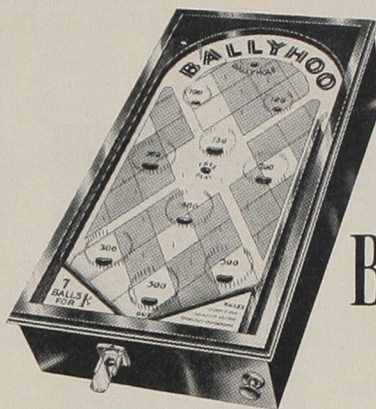
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Since 1931 and

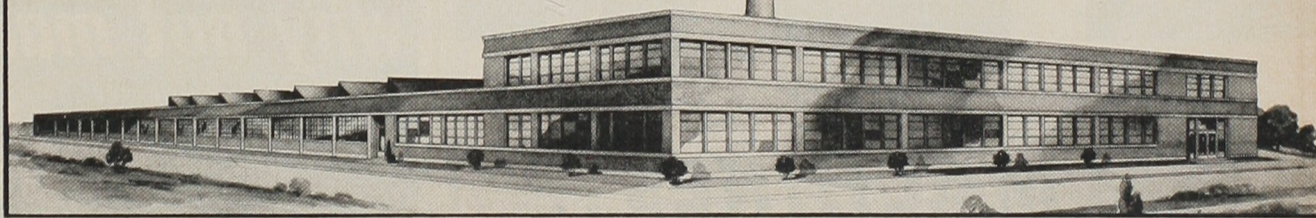
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Meeting Dates & Trade Events

AUGUST

- 10 Milwaukee Coin Ops Association
Place: Ambassador Hotel
- 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

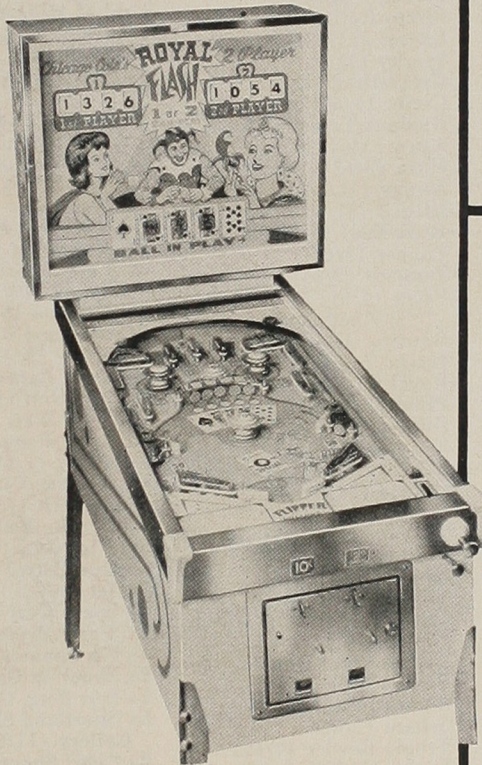
- 6-7 Wholesale Tobacco Distributors of Maryland
Place: Sheraton Belvedere Hotel, Baltimore, Md.
- 9-12 American Bottlers of Carbonated Beverages
Place: McCormick Place, Chicago, Ill.

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ROYAL FLASH

2 PLAYER PIN GAME



* FOUR FLIPPERS provide continuous fast action plus the new challenge of scoring a Royal Flash!

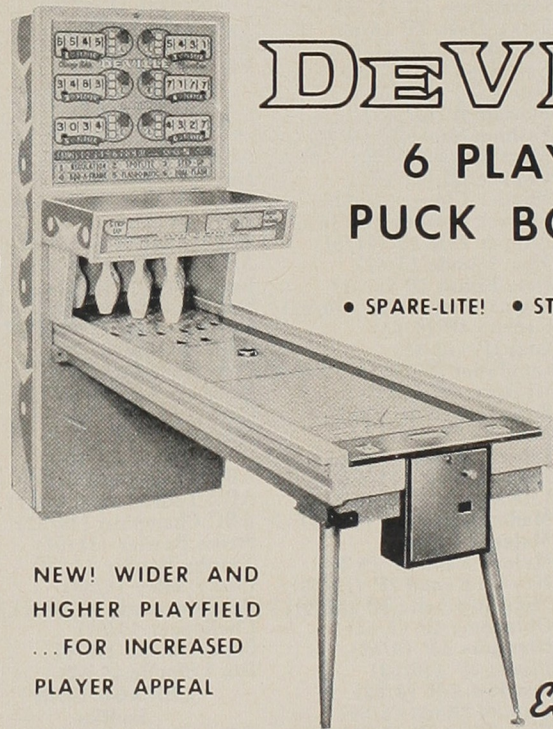


MAJESTIC

6 PLAYER AUTOMATIC BOWLING LANE

- SPARE-LITE!
- STEP-UP!
- SHADOW-BOWL!

PLUS ADD-A-FRAME
FLASH-O-MATIC
DUAL FLASH and REGULATION SCORING



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6 PLAYER PUCK BOWLER

- SPARE-LITE!
- STEP-UP!
- SPOT-LITE!

PLUS
ADD-A-FRAME
FLASH-O-MATIC
DUAL FLASH and REGULATION SCORING

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A Year Of Growth For Ainsworth

LONDON—For Ainsworth Consolidated (G.B.) Ltd. it has been a year of still further expansion and continued rising sales. The company has removed to much larger premises of some 7,000 square feet comprising a suite of offices, showrooms, service section, storage room etc. enabling the company to carry a much larger

stock of Aristocrat machines. During the 1963/64 period the new Aristocrat Nevada was introduced, first in September at the Club Trade Fair and later at Blackpool and London.

An important feature of the Nevada Gold Star is the visible, self-loading, double-dropping jackpot.

Sales have continued to increase for

the Aristocrat 1d play Arcadians together with the original Starlite models.

During a recent visit to London, Len Ainsworth, Chairman of the Ainsworth Aristocrat group of companies, told Cash Box "Business is developing as expected and the company will continue to expand steadily to the

benefit of manufacturers, distributors and operators alike." He also reported that owing to the tremendous increase in business in Nevada U.S.A. the company has opened a depot and registered office in Las Vegas which now gives the Ainsworth group operational centres in London, Sydney and Las Vegas.

Ditchburn Progresses in Phonos & Vending

LONDON—The fact that during the past twelve months the Ditchburn Organisation founded in 1947, has become a public company, serves to emphasize their progress and ultimate emergence as the largest distributors of automatic phonographs in Great Britain today. It may also be added that when the company was floated the initial allocation of shares were six times over subscribed. Sole importers for the Wurlitzer product a highlight of the Ditchburn year was the introduction of the new Wurlitzer 800 and more recently the Wurlitzer lyric. It has also been a year of progress for the Ditchburn vending machine and background music units. In the latter category the Ditchburn manufactured Symphonair is claimed to have around five percent of the background music market in this country and the company has its sights trained at a much greater percentage in the very near future.

The Symphonair has a continuous-pop-tape-cartridge unit each cartridge providing four hours continuous music. The system also incorporates our public address facilities and can play either records or radio.

During the past twelve months Mr. Michael Town, Ditchburn's Sales Director, made an extensive tour of the United States visiting San Francisco, Chicago and New York to study the equipment and methods used in the background music field. Naturally Town's own tour took him to the Wurlitzer plant in North Tonawanda where he had discussions with the General Plant Manager Mr. Roy Waltemade. During his American trip Town visited The World's Fair and had meetings with Ditchburn's music suppliers, National Lusitane Corporation, as well as with Jack Prygoff and Larry Meyers of National Sound Systems Inc.; Isaac Adelman of Cine-Sonic Sound Inc. and Bill Chapman of World Music Corporation.

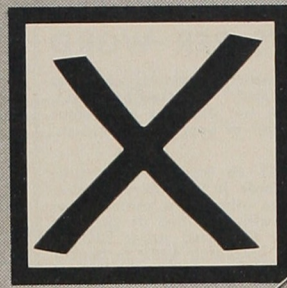
British Scopitone Agents Site Success For 1964

LONDON—Norman Miller, Director of Radiovision, the British agents for Scopitone, is delighted with this year's progress. A recent boost to sales came when the BBC decided to use a Scopitone visual box in their top weekly TV disk show "Juke Box Jury." First introduced as an experiment it has now become a regular feature of the show and a string of films by British recording stars are being lined up. For any American company able and willing to produce up-to-the-minute films of American disk stars suitable for use in visual boxes, is assured of European distribution and exposure both by television and by Scopitone machines on regular locations. Scopitone are now exploring the advertising possibilities of the medium and already several agencies have shown considerable interest. Over 100 Scopitone boxes have been installed in the British Isles during the past twelve months. Taking into account that there are approximately 25,000 sound machines on location, the manufacturers of Scopitone confidently look to the year when it will be possible to have some 3000 visual boxes in operation.

Local Scores With Mills And Nix-Pix

LONDON—Halel Enterprises, under the leadership of Al Eldridge, has had a progressive year, making inroads into the British market with the latest Mills machines and also with the Nix-Pix lock made by the Solon Super Lock Co. of America. Described as an operator's dream the Nix-Pix is a combination lock with one key fitting up to 100 combinations, all with different combinations.

NOW!
Strike
in every
location!... Gottlieb's



Get it rich!



Bowling QUEEN

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



Ask your distributor for a feature demonstration!

- 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
- New "Bumper-Rings" protect playfield under pop-bumpers
- Hitting targets lights pop-bumpers for high score; bottom rollovers for specials
- Stainless cabinet trim
- New sturdy metal "Jewel-Posts"
- 3 or 5 ball play • Match feature



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

That Extra Touch of Quality

D. Gottlieb & Co.

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

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Chicago, Ill.

Sun-Glo Shuffleboard Supplies Inc.
115 Heckel St.
Belleville, New Jersey

Brandt Automatic Cashier Co.
515 First St.
Watertown, Wisc.

Klopp Engineering Inc.
35551 Schoolcraft Rd.
Livonia, Mich.

Sun Refinishing Co.
201 East Daggett St.
Ft. Worth, Texas

Block-Marble Co.
1425 N. Broad St.
Phila., Penna.

Mar-Matic Sales Co.
1009 E. Baltimore St.
Baltimore, Md.

Standard Changemakers Co.
422 E. New York St.
Indianapolis, Ind.

Coin Acceptors Inc.
1711 Hereford St.
St. Louis, Mo.

Marvel Mfg. Co.
2845 W. Fullerton Ave.
Chicago, Ill.

Vendronics Inc.
3961 Brotherton Rd.
Cincinnati, Ohio.

Coin Machine Improvement & Mfg. Co.
3018 W. Davis
Dallas, Texas

National Rejectors Inc.
5100 San Francisco Ave.
St. Louis, Mo.

Globe Dist. Co.
1623 N. California Ave.
Chicago, Ill.

Peach State Dist. Co.
130 Blvd., N.E.
Atlanta, Ga.

Wico Corp.
2901 N. Pulaski Rd.
Chicago, Ill.

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CLASSIFIED AD RATE 20 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$5.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

NOTICE—\$67 Classified Advertisers. (Outside USA add \$52 to your present subscription price). You are entitled to a classified ad of 40 words in each week's issue for a period of One Full Year, 52 consecutive weeks. You are allowed to change your Classified Ad each week if you so desire. All words over 40 will be billed at the rate of 20c per word. Please count words carefully. Be sure your Classified Ad is sent to reach New York publication office by Wednesday, 12 Noon, of preceding week to appear in the following week's issue.

Classified Ads Close WEDNESDAY

Send all copy to: CASH BOX, 1780 Broadway, New York 19, N.Y.

WANT

USED 45 RPM RECORDS. WE PAY freight & top prices. KING SALES—1415 WASHINGTON STREET—BOSTON, MASS.

USED 45 RPM RECORDS. ALL TYPES AS they run, right off the route. No sorting or picking. We pay freight from anywhere in USA. Standing order available for regular shippers. JALEN AMUSEMENT CO. INC.—1215 S. HOWARD STREET—BALTIMORE, MD. 21230.

NATIONALLY KNOWN RECORD COMPANY interested in purchasing or leasing master tapes suitable for children's records. Replies confidential. Write BOX 707 CASH BOX, 1780 BROADWAY, NEW YORK 19, N.Y.

PANORAMS AND PANORAM PARTS. United Triple Plays Wanted. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO, CALIF. (Tel. HE 4-1750).

WE PAY THE HIGHEST PRICES FOR ALL Bally Bingos and Gottlieb Pinballs manufactured 1958 and up. Interested in all brand new closeouts. Also arcade equipment. Cable or write to: HOLLAND-BELGIE, EUROPE SPRI., 276 AVENUE LOUISE, BRUSSELS & BELGIUM. (Cable address.) HOBEL-EUROPE-BRUSSELS.

MUSIC, GAMES, VENDING. CALL ATLAS DISTRIBUTORS 1024 COMMONWEALTH AVE., BOSTON 15, MASS. (Tel. RE 4-1384).

LATE BINGOS MISS AMERICA/UP. GOTTlieb 2-4 Players. Bowlorama Late Bally Bowlers. Unshopped, complete, working, packed original cartons. Pay cash in dollars. Prices FOB nearest seaport. MAX LOBO & CO., MEIR 23, ANTWERP, BELGIUM. Cable: LOBOMA. (Tel. 33.81.33).

JUKE BOX AND BOWLER MECHANIC. United Bowlers and Rock-Ola Juke Boxes. Call or write. H & H MUSIC CO., 1626 3rd AVENUE, MOLINE, ILLINOIS. (Tel. 767-6703).

RECORDS, 45's AND LP'S, SURPLUS, RETURNS, overstock, cut-outs, etc. HARRY WARRINER, KNICKERBOCKER MUSIC CO.—453 McLEAN AVE., YONKERS, N.Y. (Tel. GR 6-7778).

ATTENTION: DISTRIBUTORS AND RECORD shops. There's Gold on your shelf. Want 45 rpm records up to 10 years old. Highest prices paid anywhere. Up to 43c each—our choice. BIG JOHN RECORDS, 687 WASHINGTON ST., BOSTON, MASS. (Tel. 338-7426).

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WE PAY CASH AS ALWAYS FOR: SEEBurg; Wurlitzer; AMI and Rock-Ola music. Gottlieb Pins; Arcade equipment; Bally Bingos; Write or cable: PALMER AT BELINTRACO—31 SOMERSTRAAT—ANTWERP 1, BELGIUM.

SELL YOUR SURPLUS 45's TO THE NATION'S largest user. We are the nation's foremost packager of promotionally priced record packs. We purchase unlimited quantities on a steady basis. Wire—phone for quick deal. NATIONAL BAG-O-TUNES INC. P. O. BOX 177—ISLAND PARK, N.Y. 11558 (Area 516-TU 9-9300).

FOR RESALE: SEEBURG AND WURLITZER Phonographs, Games. Send inventory and lowest cash prices. HASTINGS DIST. CO., INC.—6100 WEST BLUEMOUND ROAD—MILWAUKEE 13, WISC.

45 RPM RECORDS, NEW OR USED. NO quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO DIST. CO., 4135 W. ARMISTAGE, CHICAGO 39, ILL. (Tel. Dickens 2-7060).

TOP FLIGHT SALESMAN COVERING NEW England wishes to add one or maybe two excellent and proven products in the vending field. Draw VS Comm. WRITE BOX 712, CASH BOX, 1780 B'WAY, NYC.

YOUR USED OR SURPLUS 45 RPM RECORDS, also new surplus LP's. We buy all year 'round and pay top prices. No lot too large or too small. We pay freight. BEACON RECORD DIST. INC., 725 BRANCH AVE., PROVIDENCE, R.I. (Tel. Union 1-7500. Jackson 1-5121).

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SEEBURG 161 OR 222 COIN OPERATED phonographs in good condition. Will pay Cash. Call or write.—BERNARD J. ROSENBERG—726 NORTH KNOXVILLE AVE.—PEORIA, ILLINOIS. 9 (Tel. Peoria 309-674-1423).

CASH FOR SEEBURG 200LU. 45 rpm BACKGROUND music units. Give condition and price. MUSIC SERVICE, 234 CEDAR AVE. SOUTH, MINNEAPOLIS, MINN.

JUKE BOX AND GAME MECHANIC. GOOD pay to right man. Call or write ENGLAND AMUSEMENT COMPANY, PURDY, MO.

FOR SALE

FOR SALE—OR TRADE—C.C. BULLS EYE DROP Ball \$50; United Handicap Shuffle Alley \$75; Bally Club Bowler \$150; Bally Deluxe Club Bowler \$175; Bally ABC Shuffle Alley \$75; United Regulation Shuffle Alley \$75; United Niagara Shuffle Alley \$150; Bally Bank Ball \$150; Fischer 6 Pocket Pool Table \$195; Exhibit 6 Pocket Pool Table \$175; 20 Col. Corsair \$110; 30 Col. Corsair \$115; Rowe 2-700, electric \$105; 22 Col. National Model 222. Make offer; Seeburg M100B \$110; Seeburg M100C \$125; U-Select-It RDS and APD Candy Machines \$85; 4 Col. Superior Gum Vendors \$25; DAN CONNY—1026 BUFFALO AVE.—NIAGARA FALLS, N.Y. (Tel. 285-0582).

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WE HAVE A CHOICE SELECTION OF late Williams Two Players. Write for prices. MID-WEST DIST., 709 LINWOOD BLVD.—KANSAS CITY, MO.

20 AND 22 FT. AMERICAN AND ROCK-OLA Shuffleboards for sale. TOLEDO COIN MACHINE EXCHANGE CO. 814-816 SUMMIT STREET, TOLEDO, OHIO. (Tel. CH 3-8624 or CH 3-4005).

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HAVE YOUR "SQUOITS FUN WITH Water" games factory reconditioned. Includes new scoring arrangement, improved pump, repair, refinish cabinet, replace worn mechanical parts. New machines made to order. Write — AQUATIC PRODUCTS CORP.—8038 ALVERSTONE AVE.—LOS ANGELES, CALIF. (Tel. 645-1980).

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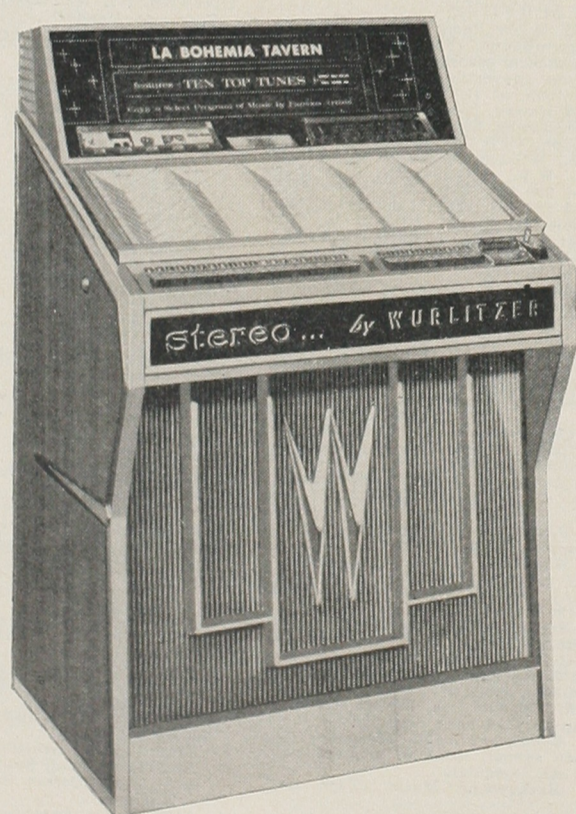
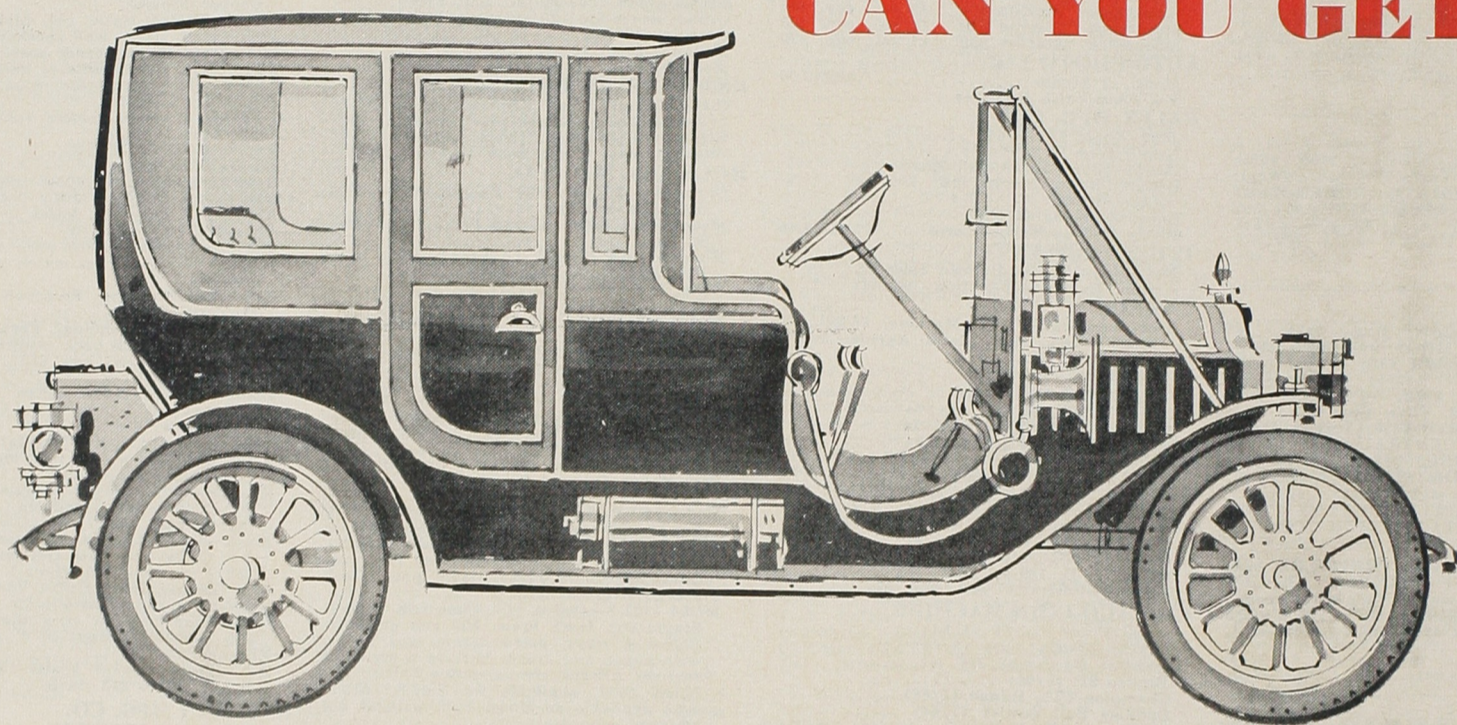
POKERINO, REFINISHED, RECONDIT-ioned new backglass with drop chute, knock with or without match feature. Match ture in kit form for your present game. Also new backglass, points, decals. JAB TRAVIS—P.O. BOX 206—MILLVILLE, N.J.

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You Can Get Phonographs Without The Ten Top Tunes Feature

Today, **any** phonograph without the Ten Top Tunes feature is outdated — and outrated, so far as earnings are concerned — by the Wurlitzer 2800. No other phonograph offers this big musical bargain. Right from the start it caught fire with location goers. And ever since it has been making collection days happy days for Wurlitzer Operators.

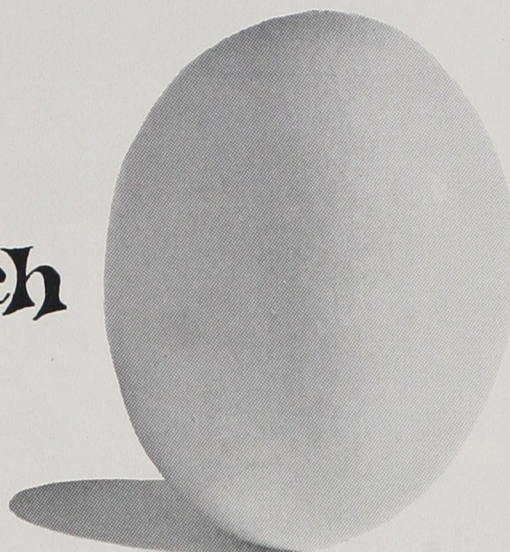
Want the low-down on Wurlitzer's high earnings? See your Wurlitzer Distributor.

WURLITZER 2800

So Modern—in Stereo Sound—in Styling—in Features

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

Know a rich



When
you
see
one?

(not always?)

Know a money
making



When
you
see
one?

any williams game!

(shown: williams next, stop 'n go)



Williams[®]

ELECTRONIC MANUFACTURING CORPORATION

4242 W. FILLMORE ST., CHICAGO, ILLINOIS 60624. Cable Address: WILCOIN, CHICAGO . . . NEVADA 2-4900



ROCK-OLA

hot and cold drinks, cigarettes, music! the dependable vendor line for high profits, easy servicing

1. Batch Brew Coffee Vendor Model TRLB-M High profit vendor for high volume locations. Batch-brews flavor-rich coffee. Serves it 4 ways: black, with sugar, with fresh cream, with sugar and cream. Also serves hot soup or tea and hot whipped chocolate.

2. Single Cup Fresh Brew Coffee Vendor Model 1403-S Ideal for discriminating locations. Brews fresh-roasted coffee, one cup at a time. Serves it 4 ways: black, with sugar, with creme, with sugar and creme. Also serves hot whipped soup and chocolate.

3. Single Cup Fresh Brew Coffee Vendor Model 1200 Brews fresh, zesty coffee, cup after cup. Serves it 4 ways: black, creme and sugar, creme only, sugar only. Also serves piping hot whipped chocolate.

4. Coffee and Hot Drink Vendor Model 3402 Perfect small location vendor for spots where other machines would be prohibitive in size and operating costs. Brews soluble coffee. Serves coffee and tea 4 ways. Also serves hot whipped chocolate. Model 3403 without tea.

5. Can Cold Drink Vendor Model 3300 Vends 200 cans in 4 chutes, 4 flavors. Pre-cools 30 cans. Available with illuminated or non-illuminated front. Simple design and mechanism assure trouble-free operation.

6. Caravelle Cigarette Vendor Model 3002 Best designed, easiest-to-service cigarette machine on the market. Every component is entirely unitized . . . can be removed in seconds. Packs a full line—20 brands. Holds 800 packs, even vends "Benson & Hedges" type box.

7. Grand Prix 160 Play Prestige Stereo-Monaural Phonograph with 7" Feature—Model 425 33 $\frac{1}{3}$ or 45 RPM records, 7" albums or singles in any intermix. Full Dimensional Sound. The ultimate in styling—designed to meet the requirements of finest locations.

8. Phonette Remote Speaker Wallbox Gives personal listening pleasure and volume control. Plays with almost any phonograph. Permits programming of LPs or singles, 33 $\frac{1}{3}$ or 45 RPM records. Reproduces stereo, too.

Want more profits? Mail this coupon today!

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800 North Kedzie Ave., Chicago, Ill. 60651

Yes, rush me details on these profit producers:

- Rock-Ola Coffee and Hot Drink Vendors
- Rock-Ola Can Cold Drink Vendor
- Rock-Ola Caravelle Cigarette Vendor
- Rock-Ola Grand Prix and Remote Speaker Wallbox
- The entire Rock-Ola Vendor line

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