

Mike Stanley Opens In Hawaii With Rock-Ola 'Grand Prix' Line

■ Hosts Trade During Honolulu Open House



MIKE STANLEY (center) gazes admiringly at the Rock-Ola 'Grand Prix' phono as operator Arthur Wong, Franks Amusement Co. and Frank Pavey, U.S. Naval Purchasing Dept. look on.

HONOLULU, HAWAII—M. J. Stanley Company, a distributor for Rock-Ola Manufacturing Corporation's line of coin-operated automatic phonographs and vending equipment, located at Mercer Island, Washington, hosted a gala soiree, on May 28, in the new Kahala Hilton Hotel in Honolulu, Hawaii to celebrate the Grand Opening of a new branch distributorship in the State of Hawaii, and the showing of Rock-Ola's "Grand Prix" phonograph.

The affair was hosted by M. J. Stanley (Mike) Stanley, president of M. J. Stanley Company; and Bill Dwyer, general manager of the Hawaii distributorship. Cocktails and hors d'oeuvres were served. The new firm is located at 2826 Ualena Street in Honolulu.

Stanley and Dwyer are shown—pictured on this page—with some of their guests and the Rock-Ola phonographs and "Caravelle" cigarette vending machines during the soiree.

Anderson Apptd. Delegate To Democrat Convention

CHICAGO—William N. (Bill) Anderson, coinvet and member of the West Virginia Legislature, has been designated as an alternate delegate from his state's committee to the Democratic National Convention commencing August 24 in Atlantic City.

Anderson further advised he was recently renominated to represent his constituents in the Legislature, which in West Virginia is tantamount to being re-elected.

Anderson said he is "looking forward with great eagerness" to the forthcoming Music Operators of America Convention in this city. He is a director of MOA.



BILL ANDERSON

Smith Named VP Of So. Amusement, Rowe Outlet Continues Expansion

■ Offers Overnight Service To 5-State Area

MEMPHIS—Increased sales volume has paid off for Allen C. Smith, who joined the staff of Southern Amusement Company of Memphis fifteen months ago when the Memphis distributor became a full-line representative for Rowe AC Manufacturing Company.

Smith last week was elected a vice-president of the company, and named sales manager in charge of sales activity for the full Rowe Celebrity line and the Rowe-AMI Tropicana phonograph. This encompasses quite a bit of responsibility inasmuch as Southern is Rowe distributor for three complete states—Tennessee, Alabama and Arkansas—and also covers northern Mississippi and a portion of Missouri.

"Effort justifies reward," explained Mrs. Celia G. Camp Hodge, president of Southern, in making the announcement of Smith's promotion. "Allen has done a terrific job for Southern since joining us in April of 1963, and we're proud of him and proud of his record. We're sure that in his new position, Allen will enhance his value to our company and produce even greater sales with the organization he develops."

Smith was among the top ten salesmen in Rowe's sales contest last summer, and this year, he is in No. 2 position in the current sales competition.

"I'm real happy about this promotion," said Smith. "This is a real challenge to me, for not only will I be engaged in vending sales, but I will be directing sales for the Rowe-AMI 'Tropicana' phonograph, too. Rowe-AMI has a lot of room for sales results in our phonograph territory, and I feel certain that we will be making many music operators happy with our program for the AMI unit within the next few months."

"Southern Amusement is the only distributor in the greater Mid-South area where the operator can get overnight shipment of virtually any type of equipment he may need—the full line," Smith continued. "We plan to improve our service in every way. Southern is already known as the largest distributor of coin music, games and vending in this area. We're going to improve on this 25-year-old reputation."

Smith's determination is exemplified in the accomplishments of Southern during the past eighteen months. Under the guidance of general manager vice-president C. V. McDowell and secretary-treasurer Wolf Lebovitz, Southern has added Rowe full-line, has opened a sales office in Birmingham, and has added the middle



ALLEN C. SMITH

and east Tennessee territory to its area during this period.

In addition to developing the Rowe territory, Southern is Mid-South distributor for Gottlieb and American Shuffleboard, and also distributes Frigidaire coin laundry and dry cleaning equipment, the reliable Frigidaire line of icemaking equipment, LaCross and Nolin beverage coolers, and also handles several lines of restaurant furniture.

William C. Dotson is sales manager in charge of games, and Claude A. Conner is a sales representative for all lines. Plans include adding personnel to the sales staff within the next few months.

Cinebox To Rent Units At \$70 Wk.

HICKSVILLE, N.Y.—Cinebox, the audio-visual coin-operated entertainment unit is now available on a rental basis, it was announced last week by Cinevision Corporation of America.

Previously the film juke box was available only on a share-the-income basis with coin-operated equipment distributors. Now a tavern can rent Cinebox for \$70 a week and retain all income in the coin box.

"Recent market tests in New York and Pennsylvania have shown he said, that Cinebox units installed in new locations average \$100 to \$200 in the coin box in the first month, then level off at \$90 to \$150 a week thereafter," said Henry Schwartz, Cinebox VP.

"More important, two and three times as many customers are attracted to the location by the entertainment, they stay longer, and they spend more, boosting the bar's revenue by 30 to 100 per cent," Schwartz said.

Cinebox was introduced to this country in 1963. When a quarter is inserted in the machine, the unit projects a musical film in color on a screen the approximate size of a 27-inch TV screen. Each Cinebox unit holds a selection of 40 different three-minute films.

As a part of the rental plan, Cinevision distributors change at least two of the 40 films every week, so that there is a continuing selection of new films.



THE MIKE STANLEY PARTY brought out Hawaiian ops including Bill Dwyer (left) who is shown with Stanley and several models who presented the 'Grand Prix'. Top right, Stanley and Ray Cheong, of Service Music Co. and 'Flash' Uye Hara, Hawaiian Amusements. Bottom left, Charlie Fudjitani, Pacific Tobacco (ARA). Right, some of the guests during the Kahala Hilton Party.

MOA's Granger Gets Good West Coast Reception

LOS ANGELES—Fred Granger, Managing Director of the Music Operators of America, nationwide juke box operator association, toured the west coast here last week calling on record manufacturers in the Los Angeles area.

Granger previously enjoyed success in New York City where he received

commitments for exhibit space from RCA Victor, Columbia, Capitol, Decca, Epic, Colpix, Monument, and Jay-Jay, a Chicago-based firm.

Granger stressed the importance of record company participation both from the juke box operator attendance aspect and also from the ROSA participation agreement. One-stops are

expected to play a large part in this year's convention which will be held at Chicago's Sherman House on October 14-16.

Granger reported that he met with "excellent response" from record company execs to his proposal that they exhibit at the forthcoming juke box show.

**'Girl Of The Golden West'
Promotes Duncan's 'Arizona'**



CLEVELAND — Joe Nemish, President of Duncan Sales Company, national representatives for the 'Arizona' gun, made by Th. Bergmann in Germany, plans on introducing local operators to whom he modestly refers to as "the Girl of the Golden West." Her name is Miss Judy White and Nemish provides her vital statistics at the drop of a hat (Stetson style, of course). Measuring 42-29-36, Nemish describes the girl as "platinum blond, 5'7" in height, 139 lbs, 22 yrs. of age, and with creamy white skin and green eyes." He adds that Miss White is "a dead shot."

Interest from the trade is sufficient to carry Nemish on to oratorical heights in describing the lass. "She could become a second Annie Oakley," claims Nemish, who asks onlookers to recall that the original Annie Oakley was a Darke County, Ohio girl.

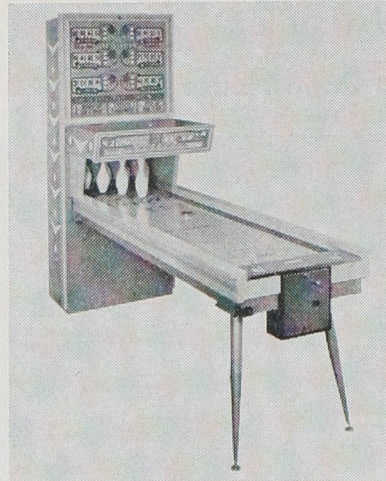
ChiCoin's Three New Games



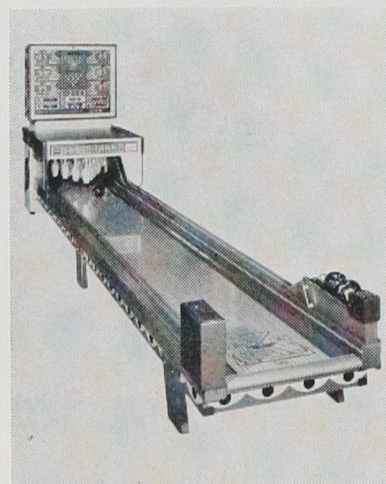
ChiCoin ROYAL FLASH 2P Pin

CHICAGO—Chicago Dynamic Industries, Inc. released three new games last week (CB August 15 for details). The amusement machines — 'Royal Flash' a 2-player pingame; 'DeVil' a puck shuffle alley; and 'Majestic,' a big ball bowler—all available through ChiCoin distribs in the US and around the world. Photos of each game appear below.

Duncan Sales will have the privilege of Miss White's presence in the future when Nemish expects to host another Open House shindig for local ops. "I may wait until the MOA but then again, we may have the Girl Of The Golden West on hand when I begin my fall promotion on the 'Arizona.'" Local ops await the decision.



ChiCoin DeVILLE Shuffle



ChiCoin MAJESTIC Bowler

Meeting Dates & Trade Events

AUGUST

- 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.
- 13 Connecticut Assn. of Tobacco Distributors
Place: Restland Farms, Northford, Conn.
- 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
- 29-Oct. 1 Ohio State Restaurant Assn.
Place: Franklin Cnty. Vets. Memorial Bldg. Columbus, Ohio

OCTOBER

- 1-4 New York State Association of Tobacco Distributors, Inc.
Place: Concord Hotel, Kiamesha Lake, N.Y.
- 9-10 Mass. Assn. of Tobacco Distributors
Place: Statler Hilton Hotel, Boston, Mass.
- 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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Knowledge At The Drop Of A Coin



KNOWLEDGE COMPUTER

PALO ALTO, CALIF.—The 'Knowledge Computer', an amusement machine created by the Edex Corporation, is also an excellent teaching device, according to Edex exec William Nutting. "By employing such

important teaching concepts as the display of correct answers, time related scoring and cumulative scores," Nutting advised, "this coin-operated amusement device educates as well as entertains."

The Knowledge Computer's operation is based upon the same type of logic circuitry and functioning as a full-scale computer, Nutting stated, and reacts instantly to tell the player how well he is doing. The programming of the device, which contains several thousand questions, is such that no duplication of question sequencing occurs, Nutting added. Five multiple choices are offered for each question asked. Categories available are entertainment, travel, sports and general knowledge.

The Knowledge Computer is in use on such locations as bowling alleys, student unions and transportation depots. It is also available as a non-coin-operated teaching device for such purposes as employee education and training, Nutting advised.

Lowengrub To Coast

NEW YORK — Perry Lowengrub, Sales Representative for Runyon Sales Company, will depart from New York City on August 14 for a three week trip to San Francisco, Honolulu, Los Angeles, Las Vegas and return to New York. He will be accompanied by his wife. Lowengrub recently visited Europe where he toured several of the major countries there.

Lowengrub represents Runyon in the metro New York area selling the Rowe AC, Bally, and Irving Kaye lines.

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Chicago Dynamic Industries, Inc.



Houston Happenings

J. C. McNeely, youngest salesman, both in years and seniority, at Central Sales, is, and justly so, a mighty happy young fellow these days. Reason: he stands second with only a month to go in the Rowe AMI International Sales Contest. Incidentally, Dan Perrotta, Santone Sales, San Antonio, a part of Central Sales Co. is third in the contest. Central Sales and Santone Sales are owned jointly by George and Louis Jamail.

Largest record manufacturing plant by far in this area is Houston Records, Inc., 3300 Jensen Drive. The firm is owned by Gasper Puccio with Marilyn Von Steiger as secretary. Other of the personnel include youthful Tony Puccio, nephew of owner, general foreman and his father, Joe H. Puccio, building maintenance supervisor. Tony is really an artist in his own right which is making all 16 of the record presses (two for LPs) behave at all times under all circumstances. Joe, according to his own statement, simply does most of the hard work around the place. This large record pressing plant occupies its own completely modern building and has every modern facility for handling any size contract order either local or otherwise.

Parker Music Co., located in Northline Mall, latest established elaborate shopping center in North Houston, boasts, along with a complete line of records for retail, any other type of music or musical instrument that might be desired. Manager is Wilson Boone, better than well known locally in both wholesaling and retailing record circles. Firm is a branch of long established Parker Music Co. in downtown Houston. . . . Local operators E. S. Dean, Robert Barger, Ted Harris, C. D. Ledbetter and record buyer Eddie Troy, separately and individually reported business as considerably below par. . . . Sometimes it is not an easy chore deciding between a "for free" drink from any Seeburg vending machine, or, a smile from cute little Dorothy Barnes, secretary of H. H. Franz & Co. Either one makes a drop in at that place that much more pleasant. . . . Norteno Record Distributors, owned and managed by Mat Morante, specialize in wholesaling Latin American records printed in that language. Norteno stated that he had, or could get, most any record in circulation within his line.

Scopitone Scores At W. Coast Reception

LOS ANGELES — Scopitone, the audio-visual system developed and manufactured by Cameca of Paris, France, was introduced here recently by Alvin Malnik, president of Scopitone USA, the Miami based firm which has exclusive rights to the machine's distribution and production in this country, and A. A. Steiger, president

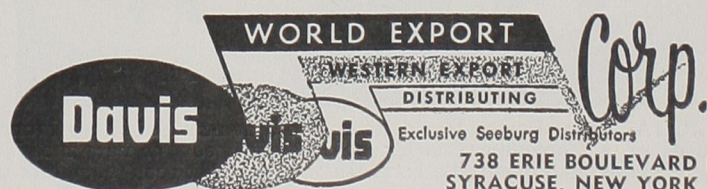
of Tel-A-Sign Inc., major stockholding firm. The device was premiered at a reception held in the Ambassador Hotel, to the press and the West Coast entertainment world and in the words of Malnik, was a complete success. Steiger revealed that they will begin production of the Scopitone in Chicago in 1965.

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Bally Ships New Flipper 2P Pin '2 IN 1', Features High Score, '21'

CHICAGO—"2 In 1" is not only the name of the newest Bally flipper game," says Bill O'Donnell, president of Bally Manufacturing Company, "but '2 IN 1' is also an exact description of the game—two great games in one."

"Play high-score and '21' at the same time" is the happy invitation on the backglass, attracting players to the biggest fun-bargain ever crammed into a flipper game. Two players can actually compete for top high score and best '21' score during each and every game. But, although it's the greatest competitive-play flipper game ever built, '2 IN 1' does not require two players. Solo players also enjoy the double-play action of '2 IN 1', because they can score 'specials' for high score and also for 21 even at end of game," continued Mr. O'Donnell.

"The new 'Hold-Score' feature, built into '2 IN 1', permits each player to 'stand' when satisfied with '21' score, while continuing to shoot for high score. Because the 'Hold-Score' feature calls for strategy as well as skill, '2 IN 1' offers a type of



Bally '2 IN 1'

play-appeal not usually found in flipper games.

"Location tests indicate that players like the skill plus strategy design of '2 IN 1', and we are confident '2 IN 1' will top even 'Mad World' in sales volume," concluded O'Donnell.

Modern Intros 'Satellite' Ride

CHICAGO—Cliffors T. Wren, of Modern Products Company, in Jefferson City, Missouri, announced the introduction last week of the new "Satellite" thrill kiddie ride.

He advised that numerous territories are available throughout this country, and urges distributors to contact him.

Wren explained that results in sev-

eral test locations, where "Satellite" was operated on a carnival basis, rides per day "reached 700 to 800 with repeat rides found to be as high as 17 per day."

"'Satellite' is designed to capture the exciting, revolutionary space travel theme which is capturing the imagination of all Americans—young and old," Wren asserted.

Seeburg Names Isacksen VP



RALPH M. ISACKSEN

CHICAGO — The appointment of Ralph M. Isacksen as Vice President-

Director of Industrial Relations of The Seeburg Corporation has been announced by J. Cameron Gordon, President.

A Seeburg veteran of 28 years, Isacksen began as a production assembly-line worker and worked his way through other divisions of the company to become Manager of the Personnel Department, a post he held for 22 years.

He is a past president of the Society for Personnel Administrators, National Industrial Recreation Association and other personnel groups, as well as a member of the Board of Directors of the Chicago Y.M.C.A., Northtown Industrial Management Club and Illinois State Chamber of Commerce.

Isacksen lives in Prospect Heights, Illinois with his wife and family. They have four children and four grandchildren.

The Sunshine Coach For Children



PHILADELPHIA—Dave Rosen, David Rosen, Inc., demonstrated the humanitarian features of a 'Sunshine Coach' project last week, a new means of transporting crippled and mentally retarded children between hospitals and schools.

The idea started with juke box ops in Great Britain. Sponsored by the Variety Club here, of which Rosen is Chief Barker, the coinman is seen above (right) with Barkers Sig Harrison and Stan Friedman. British ops donated their coach to the British Variety Club.



Eastern Flashes

As the months turn into weeks and the MOA convention and trade show dates of October 14, 15 and 16 creep closer, MOA's business manager Fred Granger continues to push for the record attendance he has predicted. Last week, he sent letters out to the association membership offering free convention promotion stamps designed to be used on all correspondence among members of the industry between now and convention time. The small, green square stickers are free for the asking and Granger says that MOA is prepared to supply any number requested. "Name your figure and we'll send the stamps out to you pronto," Granger has advised.

Millie McCarthy would like to remind New York operators that another annual meet, this time for the New York State Coin Machine Association, will be swinging come September 17, at Rochester, N.Y.'s Sheraton Inn, and if you plan on attending, better make your reservations known soon.

A Swiss engineer-inventor by the name of M. Jean Foufounis came to the big city (NY) last week to introduce his new 'Discomatic' phonograph machine at an extended press and trade reception held in the St. Regis Hotel. The 'Discomatic' plays 40 seven-inch 45 or 33 1/3 rpm records either in uninterrupted play or by individual selection. Besides offering a great consumer item and a fine background music unit possibility, the 'Discomatic', according to Foufounis, can broaden the market for the seven-inch 'little LP' records and bring this particular product out of the specialised realm of the music operator. Foufounis is also the designer of the 'Chantal' phonograph, a juke box which is still being operated in England and France.

Westchester operator Dick Diccio stopped into Mike Munves' last week to look over equipment and also to crow a little about his son Rick's recent accomplishments as a member of the theatrical world. Dick advises that his son, who goes under the name of 'Rick Landon', is currently topping-off a busy season of summer stock with a juicy role in a production of 'Irma La Douce' now being staged out at Frank Daley's Meadowbrook Club in New Jersey, and is also 'moonlighting' with a little vocal recording on the side for a major record company. Rick, who looks forward to a life devoted to the Broadway stage, received his formal dramatic training at Denver College.

Al D'Inzillo, ace sales and service engineer at Albert Simon Distributors, reports that the new U.S. Billiards factory at Amityville, N.Y. is now fully operational after a move which involved taking the machinery and personnel from the old plant and setting up in the new and bigger one down the street. One great advantage of the new building's acquisition, Al advised, is that the billiard company gained access to laminating machines, left as part of the package by the previous tenant, a furniture refinishing firm. Harry Koepfel, while pointing out a direct telephone wire which was being installed last week between the pool table plant and Simon's Tenth Ave. showrooms, indicated that you don't have to be president of the U.S. to have a 'hot line'.

Metro New York vending operators are looking forward to the National Automatic Laundry and Cleaning Council show, scheduled to begin at the Coliseum on August 26. On hand at Gold Medal Products' exhibit will be their New York area distribs, Bill and Murray Wiener of the Wiener Sales Co. Murray says that he and Bill will swap turns at the booth, making sure someone's always on hand to outline the various features of Gold Medal's popcorn, peanut, laundry products, hosiery and general merchandise machines to interested operators. Newly hired service engineer Frank Troia will be filling in for the brothers at their store while they attend to the convention.

Seeburg's new Williamsburg full line of vending equipment is now on display at Atlantic New York's showrooms and head salesman Murray Kaye says operators have only one word to say when they see 'em—"Wow!" The line features all the popular venders, from coffee to cigarette, and depicts on the front cabinet, a colorful and arresting illustration of the evolution and production of the product dispensed by each particular machine. Murray revealed that he finds it a little difficult to keep abreast of each and every 'Little LP' issued by the Seeburg Corp. to the extent that he can offer operators an accurate criticism of each record. He says when it comes to artists on the level of a Sinatra or Ray Charles, he can hold his own with the best of music critics, but for the lesser known, Murray says it's safer to refer operators to Seeburg's extensive catalogue of their 400-plus "Little LP" releases.

Speaking of little lp's, Kapp Records will release ten new ones this week and each will be made available through key one-stop outlets in every major city. Jack Jones and Roger Williams head the list of juke box calibre material Columbia Records has another 6 little lp's ready for the market. Release will be made after Labor Day.

Gus Sundman, Sun Refinishing Co., is getting wonderful response to his recently announced 100R kits. The Dallas coinfirm has enjoyed much success these past few months with what Gus considers the epitome of refinishing work. Now that's really something!

Dave Bond publicly thanked everyone connected with his smash anniversary party two weeks ago in the Blue Hills Country Club. 300 jubilant celebrants attended . . . and had a ball. A latin visitor to the Cash Box offices in NYC Frank Barber, of Panamusica, Lima, Peru. Barber is the Rowe AC license down that-a-way. . . Rowe AC execs will be in town during the Coin-Op Laundry show at the NY Coliseum August 26-28. Coin changers and allied equipment for laundromats will be exhibited. Rowe's Jim Newlander will head up the entourage with Fred Pollak, Marketing VP, planning on spending some time here.

J. C. Evans, Gold Medal's top sales exec, will exhibit the factory's all purpose, hosiery and popcorn-peanut equipment. The Weiner Bros. will man the stand during the three-day show. Exhibit space costs run very high according to industry reps.

Boston's Tony Grazio (Atlas Vending) reportedly recuperating after a hospital bout. . . Virginia's Gil Bailey head of MOV is prepping an annual MOV shindig for Nov. 20-21. . . West Virginia will meet Sept. 17-19, according to Delman Dehaven. . . Joe Nemish will have his 'Girl Of The Golden West' in the showrooms next month during a special showing of the 'Arizona gun. . . Eastern Novelty's Bert Betti up at Cape Cod with his family. . . Norman Berkowitz back from a vacation. . . Si Redd fishing the Cape Cod Bay each eve. . . Marshall Caras conducting company biz via tape recordings and the project is most efficient. . . By the time this appears, Joe Westerman will have had the surprise of his life. A surprise bash following 30 years of operating. Congrats Joe, Sr. ! ! ! . . . and that's all there is, folks! . . .



Chicago Chatter

Rock-Ola Manufacturing Corp. brass was very much on the scene at O'Hare Inn's poolside, last Thursday morning, August 13, where Rock-Ola "TVI" cold drink vendors were installed for the convenience of the motel's guests. The group was headed by executive vice prexy Edward G. Doris, and included Dr. David Rockola, vice presidents Frank Doyle and Dave Howle; and George Hineker and Hugh Gorman. . . . Congrats to coinvet Bill Anderson, of West Virginia, who was recently renominated to serve in the West Virginia Legislature (House of Delegates), which is the equivalent of being re-elected. Bill, who wears two hats (coinbiz and politics), received another one—he was slated as an alternate delegate from his state to the Democratic National Convention in Atlantic City, starting August 24.

The big news at Bally Mfg. this week is release to the coin machine trade worldwide of Bally's new "2 in 1" flipper game. Which, Herb Jones said, actually represents two games in one, high score and "21," played at the same time. . . . While on the subject of new amusement game releases, Sam Stern last week announced the introduction of Williams new "Stop 'n Go" flipper amusement game. . . . And, still another new "release"! Atlas Music's proud (new) grandpa, Sam Kolber, is boasting about the birth of his (spankin') new grandson, Evan Randy Kirshenbaum, who weighed in August 5 at 7½ pounds at Edgewater Hospital. The equally proud mother is Sam's daughter Andrea Kirshenbaum.

When Stanley Jarocki, of Seeburg, clued us in on the new "Con-Com" intercom system addition to the stereo "Consolette" he mined no words in predicting a bright and healthy future for the unit. Customers in locations can now order their selections by intercom from booths with this latest Seeburg creation. . . . Rowe-AMI's Paul A. Huebsch is currently vacationing with Rosemary and the youngsters in Door County, Wisconsin. We hope it's warmer there these chilly days than here in the Windy City.

Stan Levin returned t'other day from his vacation to find a heavy laden desk. First thing he did was look for any orders that may have been overlooked during his absence. Not so. Prexy Eddie Ginsburg and sales whiz Joe Kline cleaned 'em up.

Now Midway Mfg. Co. is in production on two popular amusement games, according to "Iggy" Wolverton and Hank Ross, with the addition to the line of the "Flying Turns" two-player pingame. It has the extra ball feature. Midway is continuing to deliver "Trophy Gun" rifle-target game.

The way the sales trend at Empire Coin Machine Exchange is moving, Gil Kitt and Joe Robbins are expecting a very healthy fall season. . . . Western Trails prexy Ross Scheer advised last week he added the Unique Industries kiddie ride line to his distribution lineup. Unique, based in Amityville, Long Island, manufactures the "Stone Age" Rocket. Bill Racoosin visited the Chicago office last week and called on the trade with Ross. . . . Chicago Dynamic Industries is operating with three big hits presently, according to Mort Secore and Ralph Wyckoff. They are: "Royal Flash" two-player pingame, "DeVille" puck shuffle alley, and "Majestic" big ball automatic bowler. In the "Royal Flash" pingame ChiCoin comes up with an unprecedented four flippers on the playfield.

While visiting out at United Mfg. Co. last week we noticed that the production lines are really beginning to "swing" these days. During our visit we chatted with Bill DeSelm, Ray Riehl and Phil Schwartz. . . . An enthused Harold Schwartz, of World Wide Distribs, spelled out the profit making new vista opened by the ever-growing popularity of adult music in more and more locations as reflected in Seeburg's "Little LP" records. For example, he showed us an operator's collection reports from a truck stop which showed an increase representing 3-times former earnings after programming 20 Little LP's. While at World Wide we observed that the distrib now has a separate, recently renovated, showroom for music equipment, vending machines (in which every type of coin-operated vendor is on display), and amusement games. Harold and Nate Feinstein call this the first such individual showroom installation of its kind in coinbiz.

Clifford Wren, of Modern Products Company, in Jefferson City, Missouri, visited the Cash Box office last Tuesday, August 11, and spoke glowingly about his new coin-operated "Satellite" kiddie ride. . . . We chatted briefly via longdistance telephone with Eugene Zigmond, of Cheyenne Music & Vending Co., in Cheyenne, Wyoming. Gene looks forward to his biggest increase in the fall in vending sales. . . . Ed Ruber, of the Wico Corp., is working feverishly these days to finish up on the new Wico parts catalog, which is scheduled for international distribution sometime in September.

Exotic Hawaii finally lured coinvet M. J. (Mike) Stanley, of M. J. Stanley Company Mercer Island, Wash. Mike recently opened a branch distributorship in Honolulu for Rock-Ola phonos. (See Story) Heading the Hawaiian firm is Bill Dwyer. We remember when "Iron Mike" trudged through the snows of Alaska and still does to sell coin machine equipment.

Alvin Gottlieb's constant insistence that sports themes always payoff on amusement games, especially flipper-type equipment, is easily borne out by the success D. Gottlieb & Company is enjoying with the new "Bowling Queen" single player. The game is loaded with exciting, new Gottlieb innovations. . . . World's Fair (New York) officials can continue to moan over the drop in attendance. Notwithstanding, Chet Gore, of Exhibit Supply Co., continues to boast over the heavy play his postcard vendors are enjoying in the Vatican Pavilion, the Parker Pen exhibit, and other exhibits.

When we chatted with Marvel Mfg. Co. prexy Ted Rubey advised that his heaviest production is on electrical scoreboards for shuffleboard games. . . . MOA managing director Fred Granger departed last week for the West Coast where he will call on record company executives to get them interested in exhibiting at the forthcoming MOA Convention. Looks like a big show for Chi.



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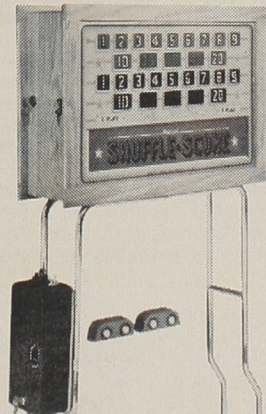
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Bally Bowlers 16' 5' sections 575
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Gen. Sky Rocket 175
Polar Hunt 150
Vanguard 185
Hercules 210
Crusader 225
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Space Glider 275
Pistol Pete 65
Desert Hunter 225
Pony Express 275
Long Range 395
Ray Gun 225
Riot Gun 395
Seeburg Bear Gun 150
Seeburg Coon Gun 150
Bally Sharp Shooter 195
Bally Bulls Eye .. 195
Bally Marksman .. 195
Gun Patrol\$110
Six Shooter 110
Pop Gun Circus .. 195
Ex. Jungle Hunt 225
Mid. Shooting Gallery 195
Deputy Sheriff .. 125
Pirate Gun 175
Bonus Gun 195
Sky Raider 195
Two Gun Fun 195
Bazooka 195
Mid. Deluxe Shooting Gallery 210
Mid. Rifle Gallery 195
Mid. Rifle Range .. 495
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VENDING NEWS

The Vending Machine Industry's Only Newsweekly

Advice At The AMA

Designer Tells Industry It Starts Each Day From Scratch, Adds, "Sell Goods!"

NEW YORK—If the vending machine operator does not become better informed or better able to establish standards that are feasible for both equipment manufacturers and food processors he will lose control of his industry, warned industrial designer Milton Immermann, at an Aug. 4, 1964 "Packaging For Vending" seminar conducted by the American Management Assn. "As the consumer comes, increasingly, to depend on vending as a source of supply, the other industries will have to take over in self defense," he advised.

Immermann, who is a partner in the New York industrial design firm of Walter-Dorwin Teague Associates, deplored the lack of coordination of packaging, equipment design and food processing for vending machine merchandising. "As it is now," he commented, "both equipment manufacturers and food processors operate unilaterally, while the vending operation itself is left to financially oriented merchandisers. Finally, the requirements for containing the product in the vending industry, I am saddened to say, are generally determined after all interested parties are ready to go to market. They have the same degree of importance as electrical receptacles and lighting fixtures have to the builder of a large housing project. What he uses generally de-

pends on how much money he has left after the project is finished."

Immermann cited failure to standardize packaging sizes as the most obvious error resulting from this attitude. "There is also," he said, "a failure to simplify the vending machine operating components that cannot be seen by the consumer with the same degree of awareness that is now being brought to the front of the machine. Vendors are beginning to realize that they cannot sell more by hypnotizing the customer with moving lights and are transforming their looks into something more closely approximating good business machine design," he conceded.

"The vending industry," he commented, "because it is young, seems to start each day from scratch, devoting its energy to fire fighting and confusing technical efficiencies, i.e. on-off fluorescent tubes, with long-range planning. The operators should take a look at some startling facts. Every hour, 8,400 souls are born on earth, of which 292 are Americans. Despite this rapid increase in population we are meeting the increased needs; crop production in the United States is at the rate of two man days per acre as against the Far East, where the average is 400 man days per acre. The significance of this should be clear to the vending industry: with the in-

crease in urban population as against rural population, vending as a tool of quantity production for supplying needs primarily of an urban society, is gaining tremendous importance. Therefore, if the food processors, who are the prime source of supply for the food requirements of this urban society, do not obtain a coordinated effort from the vending industry, they must, to protect their own interest, have to take the responsibility for seeing that society's needs are met in a proper manner.

"This carries on to points beyond food," Immermann said, "It means that every item of clothing and shelter and all our other needs will have to be vended in a simplified form, and mechanically, on a quantity basis. It is not unreasonable to say 'mechanically'. The major problem in the present market place is finding adequate labor that, once found, is not too expensive.

"The vending industry until now has been a specialized business providing short term convenience for superficial needs that has become equated entirely with the word 'equipment'," Immermann asserted. "The industry had better take a long look at the definition of the phrase 'to vend.' It might perhaps better return to the original meaning, 'to sell goods.'"

ARA Shows Increases In First Nine Months

PHILADELPHIA—Automatic Retailers of America, Inc. announced increased earnings in revenues for the first nine months of its fiscal year, ended June 26, 1964.

Herman G. Minter, senior vice president, finance, reported that net income after taxes for the current nine months reached \$4,190,000, an increase of 17 per cent over \$3,583,000 for the same period a year ago. Last year's nine-month figures are restated to include companies acquired on a poolings-of-interest basis.

Total revenues for ARA Service rose to \$171,976,000, 10 per cent higher than the previous year's restated total of \$156,944,000.

Net earnings per share for the first nine months climbed to \$1.32, compared with \$1.14 for the like period a year earlier, a gain of 16 per cent.

Per share earnings are based on 3,183,930 shares outstanding at the end of the current nine-month period, compared with the adjusted total of 3,153,891 shares outstanding for the same period in 1963.

Minter further stated that new client sales also reached record levels for the company in the third quarter just concluded and that revenues from such new sales will be reflected in future quarters.

New Execs Appointed By Coffee-Mat Corp.

ELIZABETH, N.J.—Two new representatives for the Mid-West area for Coffee-Mat Corporation were announced by Mr. Phil Small, Vice President for National Sales.

Ivan Sharps, with Visco Vending Industry Sales Corporation, 5875 North Lincoln Avenue, Chicago 45, Illinois, was named to represent Coffee-Mat in Illinois, Southern Indiana and Missouri.

Donald T. Dick, with Dee & Dee Sales Company, 2199 Hawthorne Road, Grosse Pointe Woods 36, Michigan, will represent Coffee-Mat in Michigan, Northern Indiana, Northwest Ohio and Kentucky.

Sharps has been active in the vending industry since 1957 and is well known to most vending machine operators in the middle West.

Dick, a prominent figure in the vending industry since 1939, was formerly regional manager for the vending division of Seeburg Sales Corporation. In his new position with Coffee-Mat, he brings a wealth of experience which will be of inestimable value to operators in his area.

A complete stock of Coffee-Mat Royal Standard and Imperial Deluxe models, together with replacement parts will be maintained in Chicago and Detroit for the convenience of all customers in the immediate area.

Gold Medal Predicts Its Reorganized Program Will Boost Hosiery Vending

CINCINNATI—In view of a recently reorganized hosiery vending program, J. C. Evans, vice president of the Gold Medal Products Co., states that this area of automatic merchandising is potentially "the most profitable concept in the vending industry today."

The main features of this reorganized hosiery program are a 75¢-vending price as compared with the previous \$1.00 charge and a "famous make beige nylon" for the product. Evans advises that "the hosiery vender is the same Gold Medal machine that has already proven its dependability and success in over 5,000 locations throughout the nation as a vending machine for detergent soaps in coin-op laundries." In hospital locations, Gold Medal will offer white stockings in hosiery venders for \$1.00 a pair instead of the previous \$1.50 vending price.

Evans predicts the advent of an expanding and new market for ladies' stockings in what he calls "high female traffic areas" outside of department and hosiery stores. Of these "traffic areas," Evans says the most lucrative for operators of hosiery venders is found where the woman works, and says: "From surveys, we know the average American working woman buys 36 pairs of nylons each year. We have learned that she will purchase approximately 25% of her annual hosiery needs at a vending machine located in the building where she works."

Manning, Former R-M Exec., New U.M. VP

ST. LOUIS—W. J. Manning has been elected vice president and director of marketing of Universal Match Corporation, it was announced by UMC president Thomas B. Donahue.

In his UMC post, a newly created position, Manning will be responsible for over-all corporate planning and coordination of the company's marketing and product planning programs.

Manning, 44, formerly was vice president—marketing of Rudd-Melikian, Inc., Warminster, Pa., a vending machine manufacturer and supplier of vending products. He joined Rudd-Melikian in 1949 and also served the company as a member of the board of directors and executive committee.

He is an associate faculty member of the Graduate School of Sales Management and Marketing at Syracuse University and vice president and director of the vending industry's trade association, the National Automatic Merchandising Association. He also is a member of the American Management Association, American

Vending Machines Star On L.A. TV

CHICAGO—Vending's service to the public was the subject of a recent television broadcast in Los Angeles, according to Sidney S. Kallick, NAMA western office manager and counsel. The vending feature was shown July 27 over KABC-TV as part of the station's daily public service program, "Scope."

The half-hour taped show, the first of its kind ever televised in Los Angeles, included vending equipment demonstrations and explanations of how vending machines are maintained and repaired. Kallick reported that community interest in the vending machine repair school at Los Angeles Trade Technical College prompted the station's interest in vending.

Marketing Association, and the marketing committee of the National Association of Manufacturers.

Manning is a graduate of Columbia University and an Army veteran of World War II, rising from private to captain.

ABC Consolidated Cites Earning Record During 1964

NEW YORK — ABC Consolidated Corporation had record earnings and sharply increased revenue in the second quarter and the first half.

Earnings in the quarter climbed 44% to \$812,989, or 29 cents a share, from \$565,000, or 20 cents a share the year before. Sales and other operating revenues spurted up \$29,819,940 from \$26,266,860.

In the half, earnings rose 48% to \$1,271,330 or 46 cents a share, from \$860,259, or 31 cents a share, a year earlier. Sales and other operating revenue gained 14.4% to \$53,456,639 from \$46,714,297.

Benjamin Sherman, chairman, and Jacob Beresin, president, said that if the company's growth rate continues as it has during the first half, it could earn \$1.50 a share for 1964.

ABC Consolidated paid a year-end extra of 10 cents last November and raised the quarterly dividend to 15 cents in May from 12½ cents in February.

ABC Consolidated Corporation & Subsidiaries
CONSOLIDATED COMPARATIVE STATEMENT OF INCOME

	26 Weeks Ended June 28 1964	26 Weeks Ended June 30 1963
*Earned per Common Share	\$.46	\$.31
Sales and Other Income	\$53,456,639	\$46,714,297
Net Income Before Taxes	2,389,330	1,650,259
Provision for Estimated Taxes on Income	1,118,000	790,000
Net Income After Taxes	\$ 1,271,330	\$ 860,259

*Based upon the current equivalent of the number of shares outstanding during each period:

1964—2,766,000

1963—2,754,076

Nevele Outing —'A Sellout'



AL DENVER
President, MONY

NEW YORK—Applications received thus far by the business office of the Music Operators of New York for the combined MONY-Westchester Guild-NYS Guild outing to be held at the Nevele Hotel Sept. 25-27, have already declared the event a 'sellout', according to MONY business manager Ben Chicofsky. "When I say 'sellout,' I mean it literally," Chicofsky stated, and added that he is now attempting to secure an additional 25 rooms from the Nevele management to accommodate late reservations.

Al Denver, MONY president, said that the combined associations originally planned on reserving only 200 rooms for their members and guests. Apparently this number, which was fine for past affairs, hasn't proven large enough to accommodate the enthusiastic response.

Hyatt Named Territorial Rep For United Tool Co.

CINCINNATI—Jack W. Hyatt has been appointed territory representative for The United Tool & Engineering Co., manufacturers of coin-operated electro-mechanical amusement rides for children, known as 'Kindertainers,' Frank D. Wilson, vice president of marketing, announced recently. Hyatt will handle Kindertainer sales in the Philadelphia area and southern New Jersey. His territory will include Bucks, Montgomery, Delaware and Chester counties in Pennsylvania and from Burlington county south in New Jersey.

United Tool & Engineering Co., a division of the Daniels Company, Inc., offers its kiddie rides for sale to consumer oriented business operations to promote family traffic and sales. The product line includes 'Sandy the Pony,' 'Porky the Pig,' 'Rudy the Deer' and 'Kiddie Boat.'

Hyatt operates his own firm, J. W. Hyatt Company, in the town of King of Prussia, Pa. He is a member of the National Association of Manufacturers, Philadelphia Chapter, and a former member of the Board of Governors of the Philadelphia Food Industry Committee.

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Ella, Eddy and Anka On 'Little LP'

CHICAGO—A wealth of 'little LP' programming material has been scheduled for release during the middle of August by the Seeburg Corporation, through its various distributors around the country and the world. These varied selections, plus those already issued by Seeburg for LP phono operators, brings the assortment of 33 1/3 rpm material to its most impressive proportions yet.

You may have a Respiratory Disease. Don't take chances.

**Cough too much?
Short of breath?**

See your doctor, says your Christmas Seal organization.

More than 400 disks are available.

Under the 'Pop Vocal' heading, Seeburg is offering Ella Fitzgerald's Decca release of 'Early Ella,' Paul Anka's RCA Victor recording of 'Diana,' Vikki Carr's 'Discovery' on Liberty label and Roberta Sherwood's 'Songs Everybody Knows,' also on Decca.

In the 'Pop Instrumental' slot, Seeburg is featuring Duane Eddy's 'Mr. Guitar Man' on RCA Victor. For 'Country-Western' material, operators can choose from Lefty Frizzell's 'Saginaw Michigan' and Carl Smith's 'There Stands the Glass,' both on the Columbia label.

In the 'Male, Spanish Vocal' special classification, Seeburg is offering Tito Guizar's Coral album of 'Ay, Amor!'



UPPER MID-WEST MUSINGS

Al. Kirtz and son Tommy in town making the rounds and picking up parts and records. . . . Al. Plotnick and his family will be leaving next week for a weeks vacation at Detroit Lakes. Al. hopes to get in a lot of fishing. . . . Norman Pink, Advance Music will leave with the wife next week for a weeks vacation in Canada. They will stop off at Winnipeg, Mrs. Pink is formerly from Winnipeg, her family still live there. . . . Chuck Karter, Midwest Novelty Co. moving this coming month into new quarters. New quarters will have excellent shop facilities, new paneled office, warehouse space and good size space for retail record store. . . . Frank Coubal, Bloomer, in town for the day picking up parts and records. . . . Chad Mitchell Trio at Parade Stadium Minneapolis Aug. 18th. . . . Tony Bennett and Duke Ellington at the Metropolitan Stadium Aug. 22. . . . Count Basie at Prom Center, St. Paul, Aug. 19th. . . . Sammy Davis at Metropolitan Stadium, Aug. 24th. . . . Mr. & Mrs. Richard Hawkins stopping off in Minneapolis for a few hours on their way home after spending several days in Canada fishing. . . . Fred Fixel, Pembina, No. Dakota in town for a couple of days and taking in the Twin-Yankee series. Fred's son Dick is in Anchorage, Alaska, working on sales and service for T. V. store. . . . Joe Weber, in town for a few hours picking up records and parts.

Al Martino Stops By Cleveland Coin



In the above photo, Capitol recording star Al Martino (second from left) is seen visiting Morris Gisser's Cleveland Coin Machine Exchange showrooms. On the far right is Cleveland Coin's Herb Wedewen and next to him, George Freeman of the One-Stop Record Shop, of Cleveland. A close friend of Martino is seen on the far left.

Morris Gisser reports that Martino's latest releases 'Always Together' and 'Thank You For Loving Me' are both extremely popular with Cleveland music operators and he says that Martino also has some equally high compliments for the Wurlitzer 2800 phonograph.

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California Clippings

Fred M. Granger, managing director and coordinator of the Music Operators of America in town and contacting local record companies about exhibiting at the MOA convention and Show to be held in Chicago, October 14-16 (Sherman House). . . . Tel-A-Sign, Inc. held a cocktail party and premiere press showing of the new audio-visual machine Scopitone, at the Ambassador Hotel. In town for the showing were A. A. Steiger of Tel-A-Sign, and Alvin Malnik of Miami (Scopitone-USA). . . . Jim Wilkins Jr. working for the rest of the summer at Paul A. Laymon, Inc. Jim, Sr. and the rest of the family vacationing for one week in San Clemente.

Joe Cusimano, well-known operator now back on his route after suffering back injuries in an automobile accident which had him hospitalized for a week and a half. . . . Chuck Klein of R. F. Jones Co. vacationing for one week in Phoenix with wife, Wanda and daughter Suzanne. Also on vacation this week is Chuck Jackson of the shipping department. Mel Seeman, manager of the background music department in the San Francisco office of Jones Co., in town and visiting at the local office. Bob Holms of the background music department was married to Linda Lee Graves in Malibu on Aug. 7. The newly-weds will be living in Malibu after a ten day honeymoon trip to Carmel and San Francisco.

Jack Leonard of Advance Automatic Sales Co. said that business in the parts department continues to increase. Bob Portale reporting good sales on Williams' single player, "Heat Wave," and on Chicago Coin's "DeVil" shuffle alley. Bob also awaiting first shipments on a new bowler from Chicago Coin. . . . Adele Dworzanski, secretary to Harold Plant, and Pat Pietkowitz, secretary to A. D. Palmer both from the Wurlitzer factory in North Tonawanda, N.Y. in visiting at the local Wurlitzer factory branch. The girls were entertained by Clayton Ballard and Wurlitzer regional rep, Gary Sinclair, at lunch at the Farmers Market, and are planning a visit to Las Vegas on their way back East. Salesman Ken Siler on vacation and will spend the two weeks moving into the new home he recently purchased in La Crescenta.

Harry Rooklyn of Sydney, Australia in visiting with Jack Simon and Frank Mencuri at Simon Distributing Co., on the last leg of a round the world trip. Rooklyn plans a stop in Hawaii before returning to his home in Sydney. John Freeman back at his desk after a short stint in the hospital for minor surgery. George Muroaka all smiles as a result of having shot a good game of golf over the weekend. . . . At Vendart Distributing Co., Marshall Ames and Joe Duarte returned from a combination business and pleasure trip to Las Vegas. A shop being set up at Vendart to accommodate customers with minor repair jobs.

At Duarte International Sales Co., mechanic Mario Ventura back on the job following hospitalization for an appendectomy. Export shipments leaving Duarte this week for Tokyo, Manila, and Hong Kong. . . . Earl McPherson, operator and owner of a lodge in Forest Falls, Calif. on Pico buying equipment, and reported that resort business has been very good this season. . . . Hank Tronick at C. A. Robinson & Co. said location reports on Midway's Trophy Gun indicate another success from the Midway factory. . . . Buddy Robinson of California Music Co. and his wife Nancy vacationing for the week in Sequoia National Park. . . . John Lantz, South Gate operator returned from a trip to Denio, Nevada where he visited with Don Peters, former employee at Paul A Laymon, Inc. . . . At Leuenhagen's Record Bar, the Solle sisters entertained Lela Smith, operator from Barstow at dinner at the Jade Room owned by former operators Bob and Wilma Dunn.

Happy Birthday This Week To:

Week of August 10:

Samuel Weinberger, Indianapolis, Ind. . . . Marshall Thompson, Cornelius, Abilene, Texas. . . . Lewis C. Shank, Kalamazoo, Mich. . . . O. R. Kilburn, Bellow Falls, Vt. . . . Geo. Prock, Dallas, Texas. . . . Ted Rubenstein, Chgo., Ill. . . . James A. Crover, Perth Amboy, N.J. . . . David Berson, Harrisburg, Pa. . . . Walter C. Knack, Dixon, Ill. . . . Robert B. Young, Los Angeles, Calif. . . . Joe F. Floyd, Anderson, S.C. . . . Victor Ostergren, Gary, Ind. . . . Peter Nastasi, New Orleans, La. . . . Kenneth Tom, Montreal, Canada. . . . John P. Christy, Det. Mich. . . . John T. Quinn, Troy, N.Y. . . . Steve Brancalone, Detroit, Mich. . . . James F. Tolisano, Hartford, Conn. . . . John R. Spink, Woodfibre, B.C. Canada. . . . Alfred D. Harper, LasCruces, N. Mex. . . . Carl A. Gualano, Chgo, Ill. . . . Sarkis Anthony, Columbus, O. . . . Wm. Joseph Zanesville, Ohio. . . . Stephen Patrick, West Grove, Pa. . . . Chas. A. Robinson, L.A. Calif. . . . Budge Wright, Portland, Ore. . . . Wm. W. McCallum, Dallas Texas. . . . Gerald J. Martell, Providence, R.I. . . . I.H. Rothstein, Phila, Pa. . . . O.J. Lera, Galveston, Tex. . . . Otis Anderson, Portland Ore. . . . Philip J. Warren, Norfolk, Va. . . . Andrew Cosmark, Moosic, Pa. . . . Charles Katz, N.Y. Harry Kertman, Rochester, N.Y. . . . Duel R. Price, Italy, Texas.

Week of August 17:

Max B. Lesnick, Balt. Md. . . . Carl Hoelzel, Kansas City, Mo. . . . Harry L. Kelly, Rochester, N.Y. . . . Horace Biederman, Silver Springs, Md. . . . Jimmie Nilon, Chester, Pa. . . . John C. Pratt, Fayetteville, Ark. . . . Irving Fenichel, Brooklyn, N.Y. . . . Gleason N. Stanbaugh Jr, West Palm Beach Fla. . . . Joseph Domitrowich, Allentown, Pa. . . . J.L. Garrahan, Kingston Pa. . . . Thos. E. Lott, Sr., Dallas, Texas. . . . Ralph Waybright, Charleston W.Va. . . . Lee Gupton, Louisville, Ky. . . . Wm. C. Brenner, Jr. Evansville Ind. . . . Michael L. Stangl, Lincoln, Neb. . . . Geo. B. Trabue, K.C. Mo. . . . Samuel Klein, Phila, Pa. . . . W.H. Wedekin, W. Palm Beach, Fla. . . . Roy Bazelon, Golden Beach, Fla. . . . Wyman F. Taylor, Paducah, Ky. . . . Burton Blatt, Miami, Fla. . . . James C. Roby, Owensboro, Ky. . . . Mrs. Sylvia R. Solway, St. Agathe Des Monts, Que, Canada. . . . Catherine E. Walker, L.A. Calif. . . . Morse Orchard, Springfield, Mo. . . . Harry A. Hurvich, Birmingham Ala. . . . Mrs. W. J. Hugelback, New Hampton, Ia. . . . Albert W. Bodkin Forest Hills, N.Y. . . . Jos. Chas. Glaviana, Houston, Texas. . . . Chas. W. Newkirk, Parsons, Kans. . . . Joe P. Joseph, Dotham, Ala. . . . Herman Klebba, Chi, Ill.

CORRECTION: American Shuffleboard's Canadian distributors were inadvertently left out of the August 15, 1964 Cash Box Annual Coin Machine and Vending Directory they appear below.

GILCHRIST VENDING LTD.
76 Densley Ave.
TORONTO, ONTARIO
GILCHRIST VENDING LTD.
5796 Ferrier Street
MOUNT ROYAL, MONTREAL, QUEBEC

R. C. GILCHRIST VENDING (VANCOUVER) LTD.
2089 West Fourth Street
VANCOUVER, BRITISH COLUMBIA
GILCHRIST VENDING LTD.
7221 104th Street
EDMUNTON, ALBERTA

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- \$30 for a full year (outside United States)
- \$45 for a full year (Airmail outside U.S.)

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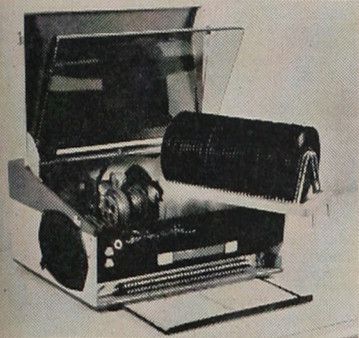
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Swiss Engineer-Inventor Intros Juke Box Styled Home Phonograph Unit

New 'Discomatic' Phono Plays
45 And 33 RPM 7-Inch Records



DISCOMATIC

NEW YORK—A new phonograph device, which may radically broaden the market for the production of 33 1/3 rpm seven-inch records or 'little LP's' and also make available to operators a background music unit which offers expanded programming flexibility, was introduced to phono manufacturers and the press here recently by its Swiss inventor, Jean Foufounis.

The machine, which is called the 'Discomatic,' plays removable banks of 40 seven-inch records, will change automatically for either 45 or 33 1/3 rpm speeds, utilizes a juke box-styled traveling record selector and playing arm and in the opinion of Foufounis, is the first real change in phonograph design in thirty years.

Foufounis revealed that the Discomatic has been primarily designed for home use, as a remedy for those who prefer the seven-inch record size. Disks play automatically at the press of a button. He said, "all too often a listener must patiently wait through four or five or more selections on an album before he hears the particular song he likes." The Discomatic, Foufounis continued, "will enable the listener to program the individual songs and 'little LP' albums he likes and still enjoy long uninterrupted play."

The Discomatic consists of three major components: a stationary base and push button system, the traveling record selector and playing arm assembly driven by a small electric motor, and a high-impact styrene plastic record rack with the 40-record capacity.

The record rack may be lifted out of the assembly and another rack of 40 records put in its place. Each record slot is numbered and numbered title sheets are supplied for each rack. A series of 80 pre-selector buttons, consecutively numbered, provide the unit with its pre-selection capability and a lever on the front of the unit provides for cancelling the selection, as desired. The records are played vertically and the single pick-up arm has two diamond needles.

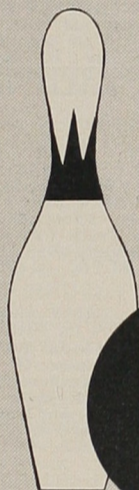
Foufounis states that the Discomatic would make an ideal background music unit for any type location, because its programming flexibility enables the operator to custom-program the machine with any type seven-inch record material—from rock 'n' roll for the snack bar to classical for the cocktail lounge. Recent issues by major record manufacturers of 'little LP' material has broadened the variety of available music on the smaller-sized disks, Foufounis stated, adding that his Discomatic could possibly enlarge the scope of the 'little LP' market.

The Discomatic is the result of almost eight years of research and development by Foufounis. He has been and is president of Gerinvelex, a firm based at Lausanne, Switzerland, for the phonograph's manu-

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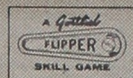
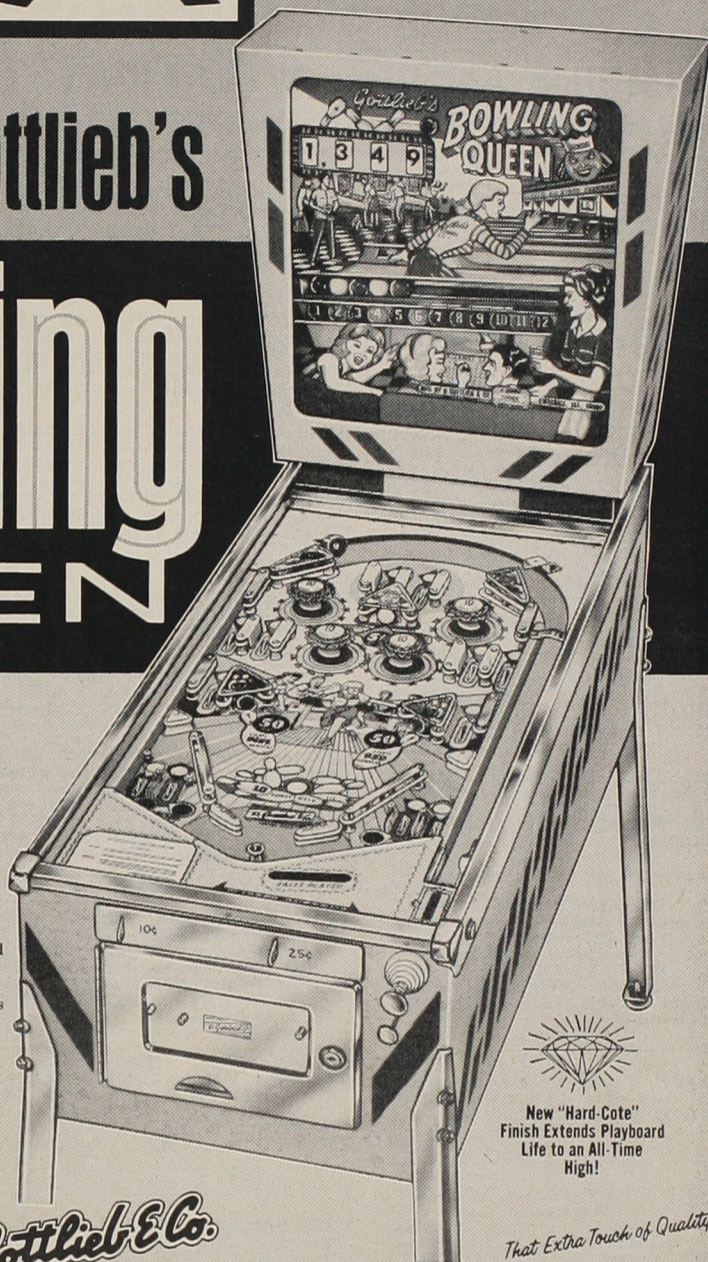
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facture. Foufounis holds over 100 machine patents, including several on juke boxes and audio-visual film machines. The 'Chantal' phonograph is one of his designs.

The Discomatic will be exhibited at the International Radio Show in London, Aug. 28, in an effort to introduce the device to the British audience and also to interest British phono manufacturers in contracting for the machine's production with Foufounis supplying the component parts. Foufounis also plans to market the machine in kit form.

From the standpoint of the music machine operator, there is the possibility that he might be able to profit from the phonograph if placed as a background-type unit in a location on a rental basis. Perhaps his used 45 rpm disks could be utilized. Another point to be considered is the possibility of this type machine, whether the 'Discomatic' or other similar units, opening up the consumer market for 33 rpm singles. This of course, would have to tie-in with record manufacturer plans, none of which make available to the consumer, the 33 rpm disk. As the 33 rpm disk interest grows, however, this is a possibility.

NYSCMA To Meet



MILLIE MCCARTHY

HURLEYVILLE, N.Y. — The New York State Coin Machine Association will hold its annual meeting on Thursday, September 17, at the Sheraton Inn, in Rochester, Millie McCarthy, association president, announced recently. The meeting is scheduled to commence at 2:00 P.M. and dinner will be served in the Sheraton's Starlite Roof at 6:30.

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The October 17, 1964 Issue will be edited for the convention-going coin machine and vending buyer planning to attend the Music Operators of America Convention (October 14-16 Sherman House, Chicago) and the National Automatic Merchandising Association Convention (October 17-20, McCormick Place, Chicago).

Everyone attending either Convention (or both) will receive a copy of the CASH BOX CONVENTION ISSUE.

Many MOA visitors will stay on in Chicago to attend the NAMA show. Vending operators are planning now on early arrival in Chicago to attend the MOA show. CASH BOX will be on hand at BOTH conventions thereby giving every advertiser of coin-operated equipment and supplies a powerful 2-for-1 convention sales tool.

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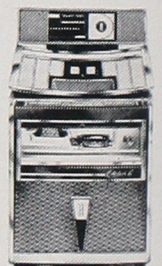
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