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

Hosts Trade During Honolulu Open House

h

ze h PL

le

the

ers

spo to

ars

ing ls

urv

е.

ins.

rs, 01

depl

ofh

cess t

f attac

lina

lace,

the

many

e."



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.

tor 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. iniqu phonograph.

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

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



e in cil 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. res with

#### Anderson Apptd. **Delegate To** Democrat Convention

**Democrat Convention** CHICAGO—William N. (Bill) Ander-son, coinvet and member of the West Virginia Legislature, has been desig-nated as an alternate delegate from his state's committee to the Demo-cratic National Convention commenc-ing 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 for-ward 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

■ Offers Overnight Service T MEMPHIS—Increased sales volume has paid off for Allen C. Smith, who joined the staff of Southern Amuse-ment Company of Memphis fifteen months ago when the Memphis dis-tributor became a full-line representa-tive 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. Missouri.

Missouri. "Effort justifies reward," explained Mrs. Celia G. Camp Hodge, president of Southern, in making the announce-ment 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 sales-men in Rowe's sales contest last sum-mer, and this year, he is in No. 2 position in the current sales competi-tion.

position in the current sales competi-tion. "I'm real happy about this promo-tion," 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

within the next few months. "Southern Amusement is the only distributor in the greater Mid-South area where the operator can get over-night 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."

reputation." Smith's determination is exempli-fied in the accomplishments of South-ern during the past eighteen months. Under the guidance of general man-ager vice-president C. V. McDowell and secretary-treasurer Wolf Lebo-vitz, Southern has added Rowe fullline, has opened a sales office in Birmingham, and has added the middle



ALLEN C. SMITH

and east Tennessee territory to its

and east Tennessee territory to its area during this period. In addition to developing the Rowe territory, Southern is Mid-South dis-tributor for Gottlieb and American Shuffleboard, and also distributes Frigidaire coin laundry and dry clean-ing equipment, the reliable Frigidaire line of icemaking equipment, LaCross and Nolin beverage coolers, and also handles several lines of restaurant furniture. 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 per-sonnel to the sales staff within the next few months.

#### **Cinebox To Rent** Units At \$70 Wk.

<text><text><text><text><text><text>

new films.

ul quat Los ANGELES—Fred Granger, Managing Director of the Music Operators of America, nationwide inke 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 par-ticipation agreement. One-stops are

MOA's Granger Gets Good West Coast Reception expected to play a large part in this year's convention which will be held at Chicago's Sherman House on Oc-tober 14-16.

tober 14-16. Granger reported that he met with "excellent response" from record com-pany execs to his proposal that they exhibit at the forthcoming juke box

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



CLEVELAND - Joe Nemish, President of Duncan Sales Company, na-tional 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.

SALESMAN

Must have experience selling music

Must have experience selling music and games to operators. Opening with large, established Mid-West Seeburg Distributor. Give complete resume, References and salary requirements in first latter

Write c/o Cash Box

Box 717

1780 Broadway

New York, N.Y.

**Dinner** time?

time for

ROWE AMI

music

(all

71

UE BALL LOCK (15th

U S BILLIARDS, Inc.

Amityville, New York

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

PR0 1— 78 x 46 PR0 2— 88 x 51 PR0 3— 93 x 53 PR0 4—103 x 58

2

first letter.



ChiCoin ROYAL FLASH 2P Pin

CHICAGO-Chicago Dynamic Industries, Inc. released three new games last week (CB August 15 for details). 'Roval The amusement machines -Flash' a 2-player pingame; 'DeVille' 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 begin my fall promotion on the Ι 'Arizona'." Local ops await the decision



ChiCoin DeVILLE Shuffle



ChiCoin MAJESTIC Bowler

## **Knowledge At The Drop Of A Coin**

**ChiCoin's Three New Games** 



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

#### 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.

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 noncoin-operated teaching device for such purposes as employee education and training, Nutting advised.



**Higher Earnings** 

## Meeting Dates & Trade **Events**

#### AUGUST

- 19 N.Y. State Operators Guild Place: Hotel Washington, Newburgh, N.Y.
- nal Association of Concession-Eastern Regional Conference : Mayflower Hotel, Plymouth, 24-26 National Place: Mass.
- 26-30 National Automatic Laundry & Clean-ing Council Place: N. Y. Coliseum (exhibits); Bar-bizon-Plaza (meetings), New York City

#### SEPTEMBER

- Music and Vending Association of South Dakota, Business Meeting Place: Mitchell, S.D.
- Connecticut Assn. of Tobacco Dis-tributors Restland Farms, Northford, Place: Conn.
- Minnesota Candy & Tobacco Distribu-tors Association Place: Leaming Hotel, Minneapolis, 18-19 Place: Minn.
- lowa Association of Tobacco Distribu-18-20 Place: Hotel Savery, Des Moines, Iowa
- Pennsylvania Association ot Tobacco & Candy Distributors Place: Tamiment-In-The-Poconos, Tamiment, Pa. 24-26
- 24-26 Michigan Tobacco & Candy Distribu-tors and Vendors Association Place: Statler-Hilton Hotel, Detroit, Mich.
- Texas Merchandising Vending Associa-tion—Texas and Oklahoma Tobacco Distributors (joint meet) 24-26
- MONY, NYS Operators Guild and Westchester Operators Guild Place: Nevele Hotel, Ellenville, N.Y. 25-27
- 27-Oct. 2 National Association of Concessionaires Place: Conrad Hilton Hotel, Chicago Annual Convention
- Motion Picture & Concessions Indus-tries Trade Show Place: Conrad Hilton Hotel, Chicago 28-Oct. 1
- Ohio State Restaurant Assn. Place: Franklin Cnty. Vets. Me-morial Bldg. Columbus, Ohio 29-Oct. 1

#### **OCTOBER**

- 1-4 New York State Association of Te-bacco Distributors, Inc. Place: Concord Hotel, Kiamesha Lake, N.Y.
- Mass. Assn. of Tobacco Distributors Place: Statler Hilton Hotel, Boston, Mass. 9-10
- Tobacco Distributors Association of New Jersey, Annual Convention Place: The Colony, Atlantic City, N.J. 9-11
- 14–16 Music Operators Of America Place: Sherman House, Chicago Annual Convention
  - 16 Coin Op. Industries of Neb. Place: Sherman House, Chicago
- Ohio Association of Tobacco Distribu-tors, Convention-Exhibit Place: Statler-Hilton Hotel, Cleveland, Ohio 15-17
- National Automatic Merchandising Assoc. 17-20 Assoc. Place: McCormick Place, Chicago Annual Convention
- Wisconsin Food and Tobacco Institute Place: Schroeder Hotel, Milwaukee, Wisconsin 29-30

#### NOVEMBER

- Wholesale Tobacco Distributors of 6-7 Maryland Place: Sheraton Belvedere Hotel, <sup>Bal-</sup> timore, Md.
- 9-12 American Bottlers of Carbonated Bev-Place: McCormick Place, Chicago, III.

Pito

5

....

in

PRO SERIES

CALL (Area Code 516)

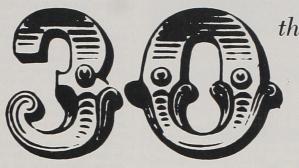
Y 8-2626

or LOCAL DISTRIBUTOR



## WESTERHOUSE Sr.

on your



Successful year

of outstanding service to the Amusement Industry.

.... with our sincere good wishes for another thirty enjoyable years together!

SAMUEL WOLBERG

SAMUEL GENSBURG

and our entire family of 650 CHICAGO COIN Employees.

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 maintainance 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

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, Decialize in wholesaling Latin American records printed in that language. Norteno stated that he had, or could get, most any record in circulation within

## 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 Scopi-tone USA, the Miami based firm which has exclusive rights to the machine's distribution and production in this country, and A. A. Steiger, president

BER

gust 22

of Tel-A-Sign Inc., major stockhold-ing 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 suc-cess. Steiger revealed that they will begin production of the Scopitone in Chicago in 1965.

# **TODAY'S GREATEST**

MONEY-MAKING INVESTMENTS

160 and 200 Selection Seeburg Wallboxes at LESS THAN ONE-THIRD

ORIGINAL COST

THE WISE PHONOGRAPH OPERATOR WILL UP-GRADE HIS ROUTE AND INCREASE HIS INCOME BY INSTALLING THESE LOW-COST RECONDI-TIONED WALLBOXES NOW.



## **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 descrip-tion of the game—two great games in one"

tion 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', be-cause they can score 'specials' for high score and also for 21 even at end of game," continued Mr. O'Don-nell. nell

nell. "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

"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 intro-duction last week of the new "Satel-lite" thrill kiddie ride. He advised that numerous terri-tories are available throughout this country, and urges distributors to contact him

country, and urges distributors to contact him. Wren explained that results in sev-

Seeburg Names Isacksen VP

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.

RALPH M. ISACKSEN CHICAGO — The appointment of Ralph M. Isacksen as Vice PresidentDirector of Industrial Relations of The Seeburg Corporation has been announced by J. Cameron Gordon, President.

Seeburg veteran of 28 years. A Isacksen began as a production as-sembly-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.



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

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 conven-tion promotion stamps designed to be used on all correspondence among mem-bers of the industry between now and convention time. The small, green square stickers are free for the asking and Granger says that MOA is pre-pared 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 ma-chine at an extended press and trade reception held in the St. Regis Hotel. The 'Discomatic' plays 40 seven-inch 45 or 33½ rpm records either in un-interrupted 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 Diciccio 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 Koeppel, 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 f '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 to 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 of 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 licenser down that-a-way. . . . Rowe AC execs will be in town during the Coin-OLE Laundry show at the NY Coliseum August 26-28. Coin changers and allier 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 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 annua MOV shindig for Nov. 20-21. . . . West Virginia will meet Sept. 17-19, accord-ing to Delman Dehaven. . . . Joe Nemish will have his 'Girl Of The Golder 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 recordinge and the project is most efficient. . . . By the time this appears, Joe Wester-house 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 "IVI" 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 Hincker and Hugh Gorman. . . . Congrats to coinvet Bill Anderson, of West Virginia, who was recently renominated to serve in the West Virginia Legisla-ture (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" inter-com system addition to the stereo "Consolette" he minced no words in pre-dicting 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 Rose-mary 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 Chi-cago 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 pro-duction 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.

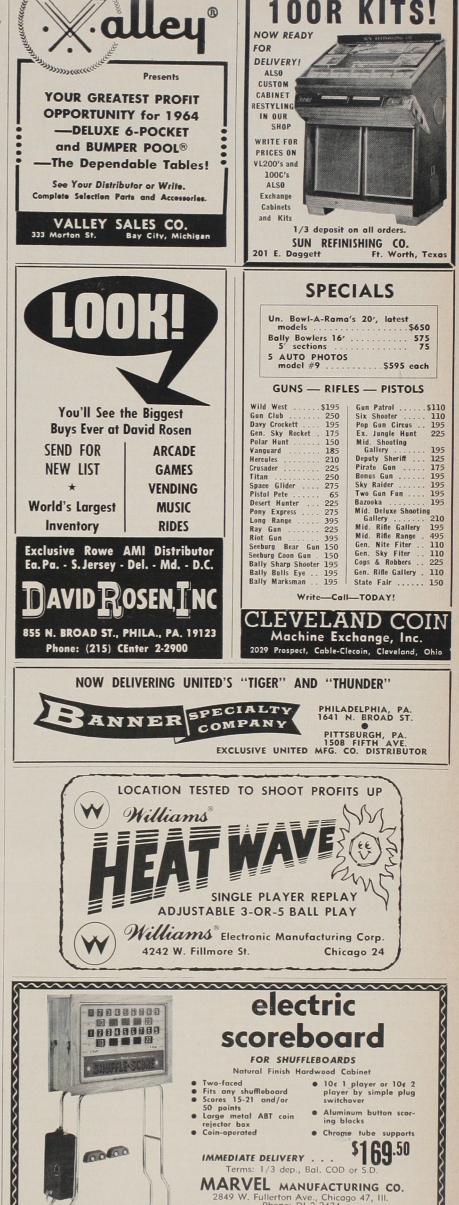
Clifford Wren, of Modern Products Company, in Jefferson City, Missouri, visited the Cash Box office last Tuesday, August 11, and spoke glowingly about his new coin-operated "Satellite" kiddie ride. . . . We chatted briefly via longdistance telephone with Eugene Zigmond, of Cheyenne Music & Vending Co., in Cheyenne, Wyoming. Gene looks forward to his biggest increase in the fall in vending sales . . . Ed Ruber, of the Wico Corp., is work-ing 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 Pavilies of 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



The Fabulous

Bro

Of

2849 W. Fullerton Ave., Chicago Phone: DI 2-2424

## Cash Box 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 ma-chine operator does not become bet-ter informed or better able to estab-lish standards that are feasible for both equipment manufacturers and food processors he will lose control of his industry, warned industrial de-signer 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

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 manu-facturers and food processors operate unilaterally, while the vending oper-ation itself is left to financially ori-ented merchandisers. Finally, the re-quirements for containing the prod-uct in the vending industry, I am saddened to say, are generally deter-mined after all interested parties are ready to go to market. They have the same degree of importance as electri-cal 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 stand-

after the project is finished." Immermann cited failure to stand-ardize packaging sizes as the most obvious error resulting from this at-titude. "There is also," he said, "a failure to simplify the vending ma-chine operating components that can-not be seen by the consumer with the same degree of awareness that is now being brought to the front of the ma-chine. Vendors are beginning to real-ize that they cannot sell more by hyp-notizing the customer with moving lights and are transforming their looks into something more closely ap-proximating good business machine design," he conceded. "The vending industry," he com-mented, "because it is young, seems to start each day from scratch, devoting its energy to fire fighting and con-fusing 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 aver-age is 400 man days per acre. The significance of this should be clear to the vending industry: with the in-

## **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 deter-gent 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 "From surveys, we know the average American working woman buys 36 pairs of nylons each year. We have learned that she will purchase approxi-mately 25% of her annual hosiery needs at a vending machine located in the building where she works."

#### Manning, Former R-M Vending Machines Exec., New U.M. VP Star On L.A. TV

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 mar-keting and product planning pro-grams.

keting and product planning pro-grams. Manning, 44, formerly was vice president—marketing of Rudd-Meliki-an, 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 Syra-cuse University and vice president and director of the vending industry's trade association, the National Auto-matic Merchandising Association. He also is a member of the American Management Association, American

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

"Scope." The half-hour taped show, the first of its kind ever televised in Los An-geles, 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 An-geles Trade Technical College prompt-ed the station's interest in vending.

Marketing Association, and the mar-keting committee of the National As-sociation of Manufacturers. Manning is a graduate of Columbia University and an Army vetran of World War II, rising from private to cantain. captain.

crease in urban population as against 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 so-ciety, do not obtain a coordinated ef-fort 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 must, to protect their own interest, have to take the responsibility for seeing that society's needs are met in

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 shel-ter 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 'mechan-ically'. The major problem in the present market place is finding ade-quate labor that, once found, is not too expensive.

quate labor that, once found, is not too expensive. "The vending industry until now has been a specialized business pro-viding short term convenience for su-perficial needs that has become equated entirely with the word "quipment"," 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'."

#### **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

Revenues spurted up \$25,515,515 from 110m
\$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

extra of 10 cents last November and raised the quarterly dividend to 15 cents in May from  $12\frac{1}{2}$  cents in February.

### **ARA Shows Increases** In First Nine Months

PHILADELPHIA-Automatic Retail-

PHILADELPHIA—Automatic Retailers of America, Inc. announced increased earnings in revenues for the first nine months of its fiscal year, ended June 26, 1964.
Hurman 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 related total of \$156,944,000.
Net earnings per share for the first mine 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 a 3,183,930 shares outstanding at the end of the current nine-month period, compared with the adjusted total of \$153,891 shares outstanding for the same period in 1963.
Minter further stated that new for the company in the third quarter in such new sales will be reflected in a such new sales will be reflected in future quarters.

#### New Execs Appointed By Coffee-Mat Corp.

lla,

UQ I ont

## ABC Consolidated Corporation & Subsidiaries CONSOLIDATED COMPARATIVE STATEMENT OF INCOME

	26 Weeks Ended June 28 1964	26 Weeks Ended June 30 1963	AG
*Earned per Common Share	\$.46	\$.31	arou Th
Sales and Other Income	\$53,456,639	\$46,714,297	alre
Net Income Before Taxes	2,389,330	1,650,259	ent im
Provision for Estimated Taxes on Income	1,118,000	790,000	M
Net Income After Taxes	\$ 1,271,330	\$ 860,259	
*Based upon the current equivalent of the number of shares outstanding during each period:			bug

1964-2,766,000

1963-2.754.076

## **Nevele** Outing -'A Sellout'

as

nt ic R

s fo

vic rrer

\$3,5

ago rer

A

per year 0. or the

6 per e bas

ing a onth p ted to ing fo

that

venue reflec

Cor

o new Vest ar

Small Sales. isco V pration, Chica

to reg

h Dee 9 Haw oods 36. Coffee-1

diana, ve in the

and

ding n West. figure 1939, w r for th g Sales position s a weat he of i

in his of Co

INCOM

\$46,7 9

8 30

August 2

)0



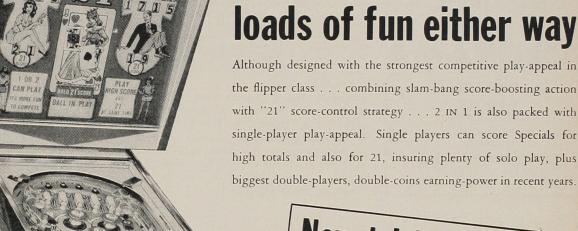
#### AL DENVER President, MONY

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 al-ready 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 accommo-date late reservations. \$1.32, m like ).0

the Nevele management to accommo-date late reservations. Al Denver, MONY president, said that the combined associations origi-nally 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 en-thwistic response hird q oint thusiastic response.

#### Hyatt Named Territorial Rep For United Tool Co.

CINCINNATI—Jack W. Hyatt has been appointed territory representa-tive for The United Tool & Engineer-ing Co., manufacturers of coin-oper-ated electro-mechanical amusement rides for children, known as 'Kinder-tainers,' Frank D. Wilson, vice presi-dent of marketing, announced recently. ated electro-mechanical amusement rides for children, known as 'Kinder-tainers,' Frank D. Wilson, vice presi-dent of marketing, announced recently. Hyatt will handle Kindertainer sales in the Philadelphia area and southern New Jersey. His territory will include Bucks, Montgomery, Del-aware and Chester counties in Penn-sylvania and from Burlington county south in New Jersey. Thited Tool & Engineering Co., a division of the Daniels Company, Inc., offers its kiddie rides for sale to con-sumer oriented business operations to promote family traffic and sales. The product line includes 'Sandy the Peny', '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 Manufac-turers, Philadelphia Chapter, and a former member of the Board of Gov-ernors of the Philadelphia Food In-dustry Committee.



Bally



Although designed with the strongest competitive play-appeal in the flipper class . . . combining slam-bang score-boosting action with "21" score-control strategy . . . 2 IN 1 is also packed with single-player play-appeal. Single players can score Specials for high totals and also for 21, insuring plenty of solo play, plus biggest double-players, double-coins earning-power in recent years.

**2 OR 1 CAN PLAY** 

thrilling

games in

PLAY

**HIGH SCORE** 

21"

AT SAME TIME

# New tricky, teasing **HOLD-SCORE** feature

When a player is satisfied with his ''21'' score, he ''stands'' by pressing Hold Button before shooting each remaining ball. 5 Mushroom Bumpers are then inactive for "21" score but continue as high-score targets. 4 Top Rollovers remain active for "21" score unless player hits Skill Pabound to change continue as high-score targets. 4 Top Kollovers remain active for "21" score, unless player hits Skill-Rebound to change Top Rollovers from "21" to high-score targets. Sure-shooting skill is required to final split-second of play !

> Get 2 great games in one! Get Bally 2 IN 1 today!

See your distributor or write BALLY MANUFACTURING COMPANY · 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 60618, U. S. A.

## Ella, Eddy and Anka On 'Little LP'

CHICAGO--A wealth of 'little LP' programming material has been scheduled for release during the mid-dle of August by the Seeburg Corpo-tation, through its various distribu-tors around the country and the world. These varied selections, plus those already issued by Seeburg for IP phono operators, brings the as-sortment of 33<sup>1</sup>/<sub>3</sub> 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, See-burg is offering Ella Fitzgerald's Dec-ca release of 'Early Ella,' Paul Anka's RCA Victor recording of 'Diana,' Vik-ki Carr's 'Discovery' on Liberty label and Roberta Sherwood's 'Songs Every-body Knows,' also on Decca. In the 'Pop Instrumental' slot, See-burg is featuring Duane Eddy's 'Mr. Guitar Man' on RCA Victor. For 'Country-Western' material. operators

'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' specialty classification, Seeburg is offering Tito Guizar's Coral album of 'Ay,



#### 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 Metro-politan 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.

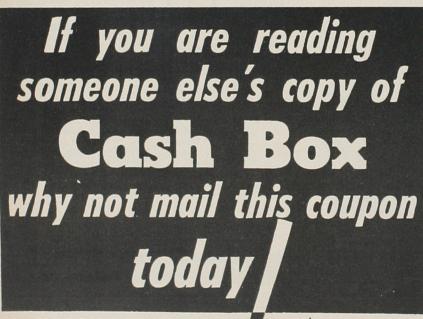
Al Martino Stops By Cleveland Coin

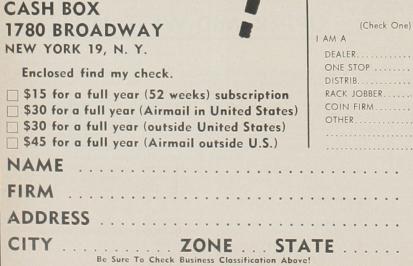




In the above photo, Capitol record-ing star Al Martino (second from left) is seen visiting Morris Gisser's Cleveland Coin Machine Exchange showrooms. On the far right is Cleve-land Coin's Herb Wedewen and next to him, George Freeman of the One-Stop Record Shop, of Cleveland. A close friend of Martino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







## 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 Ir. 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.
 Joc 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, manger 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 continues to increase. Bob Portale reporting good sales on Williams' single player. (Heat Wave," and on Chicago Coin's "DeVille" shuffle alley. Bob also awaiting first shipments on a new bowler from Chicago Coin. . . Adele Dworzanski, secretary to Harold Plant, and Pat Pietkowit, secretary to A. D. Palmer both from the Wurlitzer factory in North Tonawada, N.Y. in visiting at the local Wurlitzer factory branch. The girls were enter tained by Clayton Ballard and Wurlitzer reatorinal reg fars shamon and Frank Meneris at Salesman Ken Siler on vacation and will spend the two weeks anoving into the new home he recently purchased in La Crescenta.
 Mencuri at Simon Distributing Co., on the last leg of a round the word to mis week keast. Salesman Ken Siler on vacation and will spend the two weeks anoving into the new home he recently purchased i

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 en-tertained 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 Brancalcone, 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 Anthomy, Columbus, O. . . . Wm. Joseph Zanesville, Ohio. . . . Stephen Patrick, West Grove, Pa. . . Chas. A. Robinson, L.A. Calif. . . . Budge Wright, Portland, Ore. . . . Wm. McCallum, Dallas Texas. . . . Gerald J. Martell, Providence, R.I. . . . . . . . . . . . . . . . . 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. . . . Rot 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, LA Calif. . . Morse Orchard, Springfield, Mo. . . . Harry A. Hurvich, Birmingham Ala. . . Mrs. W. J. Hugeback, 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 Jr. Klebba, Chi, Ill.

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

GILCHRIST VENDING LTD. TORONTO, ONTARIO GILCHRIST VENDING LTD. MOUNT ROYAL, MONTREAL, QUEBEC

R. C. GILCHRIST VENDING (VANCOUVER) LTD. VANCOUVER, BRITISH COLUMBIA GILCHRIST VENDING LTD. EDMUNTON, ALBERTA

#### Swiss Engineer-Inventor Intros Juke Box Styled Home Phonograph Unit

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



DISCOMATIC

DISCOMATIC
Inserve and also make available to operators a background music unit which offers are expanded programming flexibility, was introduced to phono manufactur-Symmetry 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% prospeeds, utilizes a juke box-styled traveling record selector and playing arm and in the opinion of Foufounis, press is the first real change in phonograph design in thirty years.
To matic 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 button the or more selections on an abut before he hears the particular of a button. He said, "all too often a button the system, the traveling cord selector and playing arm of the or more selections on an abut before he hears the particular of a button. He said, "all too often a button before he hears the particular of a button system, the traveling cord selector and playing arm as and hittle LP' albums he likes and and the program the individual songs and "hittle LP' albums he likes and another track of the assembly driven by a small electric mover, and a high-impact styrene plastic cord selector and playing arm as a but ton system, the traveling cord selector and playing arm as a but but ton system, the traveling cord selector and playing arm as a but but ton system, the traveling cord selector and playing arm as a but but ton system, the traveling cord selector and playing arm as a but selector and playing arm

R.

exas

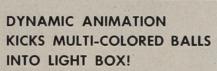
rs. 5) Walk

OLUMEL

ty. The record rack may be lifted out i the assembly and another rack of 0 records put in its place. Each rec-rd slot is numbered and numbered itle sheets are supplied for each rack. series of 80 pre-selector buttons, series of 80 pre-selector buttons, Disecutively numbered, provide the nit with its pre-selection capability and a lever on the front of the unit rovides for cancelling the selection, desired. The records are played verally and the single pick-up arm has <sup>1e</sup> single needle cartridge faced with vo diamond needles.

Foufounis states that the Discoatic would make an ideal background usic unit for any type location, cause its programming flexibility ables the operator to custom-proam the machine seven-inch record material—from <sup>seven-inch record material—from <sup>ck</sup> 'n roll for the snack bar to <sup>tssical</sup> for the cocktail lounge. Re-tssical for the cocktail lounge. Re-tssical for the major record manufac-enterial has</sup> am the machine with any type seven-inch record material-from rers of 'little LP' material has <sup>Dadened</sup> the variety of available <sup>18ic</sup> on the smaller-sized disks, Fouanis stated, adding that his Discotic could possibly enlarge the pe of the 'little LP' market.

The Discomatic is the result of al-"st eight years of research and deopment by Foufounis. He has med and is president of Gerinvex a firm based at Lausanne, Switzand, for the phonograph's manu-



Making any lit rollover kicks red and white balls onto light box track

in every location!...Gottlieb's

- 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

Ask your distribute

for a feature demonstration!

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

one of his designs. The Discomatic will be exhibited at the International Radio Show in Lon-don, Aug. 28, in an effort to introduce the device to the British audience and also to interest British phono manu-facturers in contracting for the ma-chine's production with Foufounis supplying the component parts. Fou-founis also plans to market the mafounis also plans to market the ma-chine 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**

Gottlieb & Co.

Formal

6

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



MILLIE McCARTHY

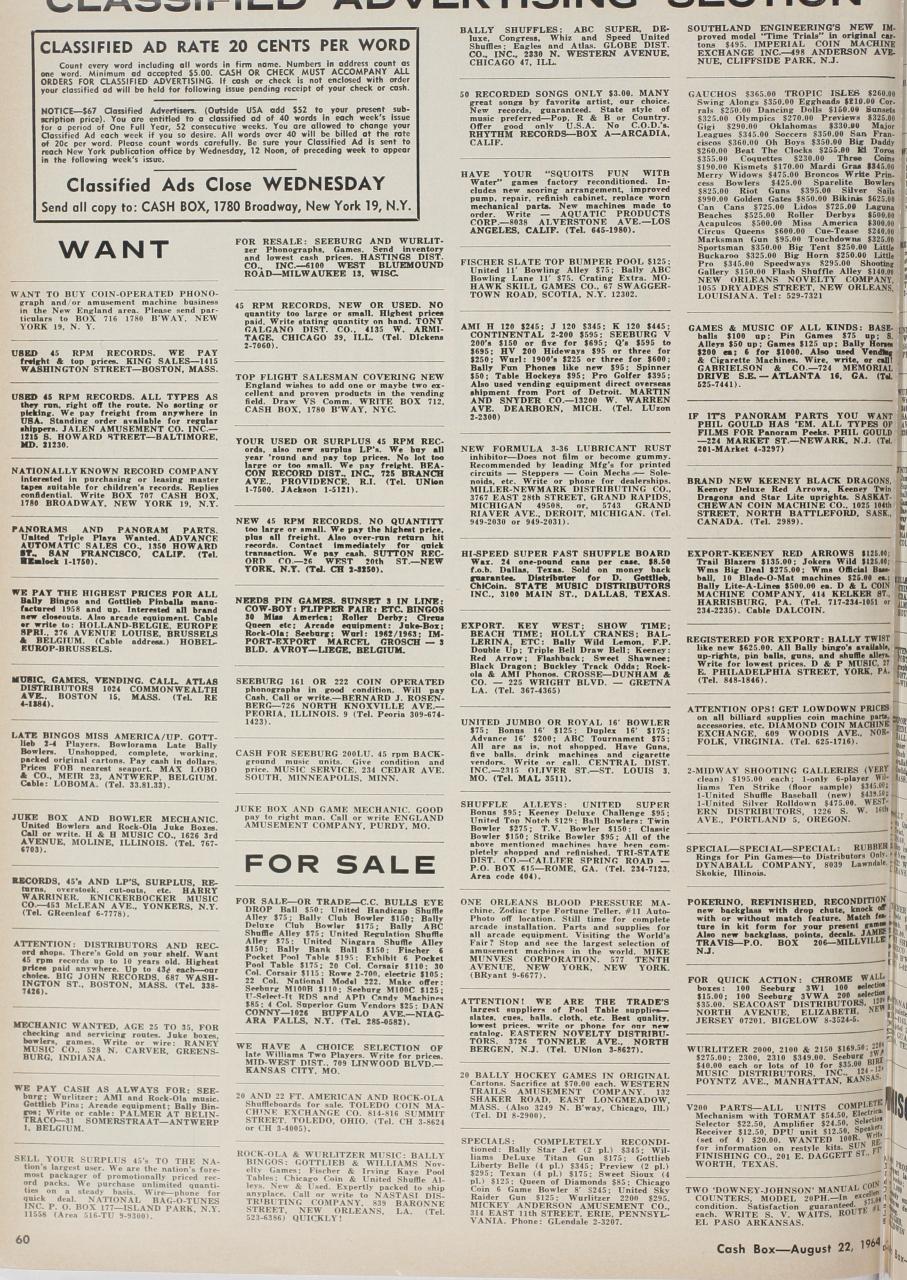
HURLEYVILLE, N.Y. — The New York State Coin Machine Association will hold its annual meeting on Thurs-day, September 17, at the Sheraton Inn, in Rochester, Millie McCarthy, association president, announced re-cently. The meeting is scheduled to commence at 2:00 P.M. and dinner will be served in the Sheraton's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

CLOSEOUTS and SPECIALS!					
6 Duncan ARIZONA GUNS CLOSEOUT! 5 Wms. SAN FRANCISCOS New CLOSEOUT! 2 United BANK POOLS 395.00 United CAPRIS, TROPICS, TORNADOS CALL COLLECT!					
5-BALLS					
1         Wms. B0-B0         \$125           1         Wms. CLUB HOUSE         85           1         Keeney COLORAMA         200           1         Midway CARNIVAL TGT. GALLERY         200           1         Midway CARNIVAL TGT. GALLERY         200           6         Gottlieb FLIPPER CLOWN         225           Gottlieb CLIPPER PARADE         200           ChiCoin FIRECRACKER         325           Gottlieb HI-DIVER         100           1         Wms. METRO         275           Bally STAF-JET         275           Bally SKY DIVER         270           Wms. SKILL BALL         150           5         ChiCoin PRINCESS BWLRS.         500           Midway JOKER WILD         100					
CALL US COLLECT TODAY! CALL COLLECT HAROLD OR CLINT					
Area Code 513 771-4250 ROYAL DISTRIBUTING, INC.					
CINCINNATI: 1210 Glendale-Milford Rd. 771-4250 COLUMBUS: 1112 North High Street					

That Extra Touch of Quality

FUPPER

## CLASSIFIED ADVERTISING SECTION



#### CLASSIFIED ADVERTISING

EW Rinal LACE DN A	ADVERTISING FOR SALE—(Cont'd)	CURRENTLY IN PRODUCTION Prices shown are list prices f.o.b. factory. Manufacturers have not authorized prices where no price is shown		
S \$2	BACKGROUND MUSIC OPERATORS—TAPE- athon librarian continuous tape machine. Like new. \$925.00. OMAHA MUSIC SERV- ICE, 832 SO. 50th AVE., OMAHA, NE- BRASKA.	ALL-TECH INDUSTRIES Gold Crest (3½x6' 6 Pkt. Table) Gold Crest (3½x7' 6 Pkt. Table) Gold Crest (4½x7' 6 Pkt. Table Gold Crest (4x8' 6 Pkt. Table AMERICAN SHUFFLEBOARD CORP. Electra "6" (6' 6-pkt. table) Electra "7" (7' 6-pkt. table)	J. H. KEENEY & CO. Colorama 2P Pin (12/63) MARVEL MFG. CO. Slugger-Counter Baseball (1¢, 5¢, 10¢) MIDWAY MFG. CO. Trophy Gun (6/64)	away Plays 33-1/3 and 45 RPM records intermixed, Album pricing and universal pricing system, Income totalizer. DS160H—Directional Stereo, 160 Selection Phono. With Artist of the Week Feature, Universal Pricing, Plays 38-1/3 and 45 RPM records intermixed, Half Dellar, Re- mote Control optional.
99 Bu ws \$3 90 D Big D El 1 rec 1 rec 1 rec 1 rec 1 by 1 0 La 0 0,0 La 0,0 La 250.00	WM'S VANGUARD GUN \$185; WM'S SPACE GLIDER GUN \$175; UN. YANKEE BASE \$145; UN. SPACE SLUGGER \$60; Bally De Lare Jumbo \$145; Bally Official Jumbo \$125; Un League B/A \$145; Un. Flash \$145; Un Cyclone \$125; BETSON ENTERPRISES NC3726 Tonnele Avenue-North Bergen, N.J. (Tel. UNion 3-8627-Area code 201)	Electra "8" (8' 6-pkt. table) Classic "6" (6' 6-pkt. table) Classic "7" (7' 6-pkt. table) Imperial Shuffleboard (16' to 22') Imperial Cushion Model (12') Bank Shot Model (9') AUTOMATENBAU FOERSTER Natl. Sales Agents, L. T. Patterson Dis- tributors.	NATIONAL VENDORS, INC. CIGARETTE VENDORS Series 113; 13 8-column shifts, cap. 447 Upright-Series 113; 13 8-col. shifts, cap. 447 Crown series 22; 22 sel., cap. 616 Crown series 800; 20 sel., cap. 616 Moduline-28m; 22 sel., cap. 616 Moduline-280M; 20 sel., cap. 650 <b>REDD DISTRIBUTING CO.</b> Cinch Instant Shine Vendor	<ul> <li>SC-1—Stereo Consolette, 160 Selection. Includes the following features: Person- alized, Album of the Month, Album and single pricing, Pushbutton volume control, Remote selection, Twin stereo speakers, Remote sincome totalizer. (Available In Copper Finish)</li> <li>3W100—Wall-O-Matic 100, Single Pricing TW1—Twin stereo wall speakers, 8 inch TC1—Twin stereo corner speakers, 8 inch TR1—Twin stereo recessed speakers, 8 inch EBWC0-12 — Extended bass corner/wall</li> </ul>
VWns \$2 250.00 250.00 00 Sht Alley \$1 COMP V ORLE	BELAYS—SWITCH ASSEMBLIES. LOW cost, high quality, general purpose open style made to your specifications. Short run er specialty. Also electrical harnesses. MARVEL MFG. CO.—2847 W. FULLER- TON AVE. — CHICAGO, ILL. (Tel. DI 1.2424).	Foosball Match Europa Meister Eishockey Musikbar 100 Billiard Tables Miniatur AUTOMATIC PRODUCTS CO. CIGARETTE VENDORS Smokeshop "Starlite 450"; 18 sel., cap. 450 Smokeshop "Starlite 630"; 18 sel., cap. 630 Smokeshop "Starlite 850"; 27 sel., cap. 850 AUTO-PHOTO CO.	(Vendor and packaged Cinch product) Giepen Coffee Vendor (Natl. Agents) Vend-A-Book Comic Book Vendor <b>ROCK-OLA MFG. CO.</b> Caravelle (20 Col. 800 Packs) Model 3002 Cigarette Machine Model 425 160-Sel. (Grand Prix) 7" LP Del. StMon. Model 418-SA 160-Sel. (Rhapsody II) 7" LP,	speaker, 12 inch PRVC-2-Powered remote volume control CC-2-Coin counter BACKGROUND MUSIC Encore! 750 Sel. BMS-2-Background Music unit, 1000 sel. BMC-1-Background Music Compact BMCA-1-Companion Audio CIGARETTE VENDOR 4E3-Modular unit, 825 pack capacity.
INDS: E \$75 uj ; Bally F used Ve write, or MEMO 16, GA.	UNITED BIG BONUS \$59.00; UNITED 4- Way \$99.00; UNITED EAST COAST CORP., 583 TENTH AVE., NEW YORK, N.Y. (Tel. PE-6-6680).	Model 12 Studio	Del. StMon. Model 414 100-Sel. (Capri II) with St. Op- tional Model 403 100-Sel. Wall Phono (88-1/8 Op- tional) 1628 Deluxe "Stereo Twins" Speakers 1629 "Stereo Twins Jr" Speakers 1950 Remote Volume Control Unit Model 500 160-Sel. Stereo Speaker Wallbox	<ul> <li>4E3XM—Modular (less match unit) 825 pack capacity.</li> <li>4E4—Free Standing, Personalized, 825 pack capacity.</li> <li>4E4XM—Free Standing, Personalized (less match unit) 825 pack capacity</li> <li>4E5, 4E5M; 22 sel., cap. 825 COFFEE VENDOR</li> </ul>
YOU V LL TYPE PHIL G ARK, NJ.	228-6557).	Bucky Bronco Kiddie Horse \$995.00 T. H. BERGMAN CO. Nat'l Sales Agents, Duncan Sales Co. Arizon Gun (Live action pellets) CAMECA Scopitone-Audio-Visual Machine, 36-Sel., 26 inch acreen. Natl. Sales Agents, Scopi- tone Inc., USA.	<ul> <li>8 level personal pushbutton volume control 1678 160-Sel. Wallbox</li> <li>1584 100-Sel. Wallbox</li> <li>1551 Universal Wall Box Bar Bracket</li> <li>1981 Money Counter for Model 425, 418-SA, &amp; 414</li> <li>Model TRLB-M—Coffee, Hot Chocolate, Soup Vendor—Batch fresh brew, modulator door and light, 600 cup capacity, coffee 4 ways.</li> </ul>	662-C-Seeburg/Bally Coffee vendor brews coffee cup at a time. Coffee-Chocolate (dry ingredients) 200 7 oz. cups. Selective: 5 664-D-Seeburg/Bally Modular Coffee Ven- dor, Coffee-Chocolate (dry ingredienta) 450 7 oz. cups. Selective: 5 664-DS-Seeburg/Bally Modular Coffee Ven- dor, Coffee-Chocolate-Soup or Tas (dry ingredienta) 450 7 oz. cups. Selective: 6 664-R-Seeburg/Bally Modular Coffee Ven-
ACK DRA s, Keeney rights. SA E CO., 102 "EFORD,	ball (Floor sample) \$595; Chicoin: Six Game Bowler S/A \$255; 6-Pl. Home Run Baseball \$95; WMS. Titan Gun \$225; Mid- Twy Slugger Baseball \$350; Delaxe Shoot- ing Gallery \$225; CENTRAL OHIO COIN- MACHINE EXH. INC. 315 E. 5th AVE COLUMBUS 1, OHIO. (Tel. 294-3529).	COAN MFG. CO. CIGARETTE VENDORS Model 74-MD; 74 sel., cap. 74 Model 74-APC; 74 sel., cap. 94 Model 94-UM; 94 sel., cap. 94 Model 94-UC; 94 sel., cap. 94 Model 116-WM; 116 sel., cap. 116 CANDY VENDORS Model 74-APD, 74 sel., cap. 74 Model 94-UD, 94 sel., cap. 94 Model 94-UD, 94 sel., cap. 94	extra cream and sugar, whipped powdered chocolate, liquid sugar, liquid soup, fresh cream, with changer. Model 1403-S—Coffee, Hot Chocolate, Soup— Single cup fresh brew. 500 cup capacity. Coffee 4 ways, extra cream and sugar, with sugar and cream buttons a standard feature. (Extra strong coffee button kit, Model 2017, available for Model 1403-S. Also available as Model 1403 without hot whipped soup feature). Model 1200—Coffee, Hot Chocolate, Soup—	<ul> <li>dor, Coffee-Chocolate (refrigerated crean),</li> <li>450 7 oz. cups. Selective: 5</li> <li>767-Seeburg/Bally Coffee Vendor-Fits any in-line modular installation. Coffee-Choco- late-Soup or Tea (dry ingredients), 659 cup capacity. Selective: 6</li> <li>PIC-A-PAC</li> <li>All-Purpose Vendor Model 15G1; 15 selec- tions; Up to 315 items</li> <li>SHIPMAN MFG. CO.</li> </ul>
L 717-234 N.	HILLS AND JENNINGS FRUITSLOT MA- CHINES. BALLY BINGOS. HOLLY CRANES and Flipper Pin Games for export. ALMAN ENTERPRISES-BENDER WARE- HOUSE-P.O. BOX 4300-RENO, NEVADA.	Model 188-D, 188 sel. cap., 188 Model 47-Pastry, 47 sel., cap., 47 CHICAGO COIN MACHINE Royal Flash Pin 2P (8/64) DeVille Shuffle Alley (8/64) Majestic Bowler (8/64) Champion Rifle Range (1/64) Clinebox (Audio-Visual)	<ul> <li>single cup fresh brew. 500 cup capacity. Coffee 4 ways, extra cream and sugar buttons are standard.</li> <li>Model 3402—Coffee, Hot Chocolate, Soup and Tea—(Compact Model). Single cup, fresh brew, serves coffee and tea 4 ways.</li> <li>Model 3403—as above, without 4 way tea feature.</li> <li>Model 450 Book-O-Mat/Shop-O-Mat, all pur- pose visual merchandiser_General sun-</li> </ul>	CIGARETTE VENDORS Mark II; 18 or 17 columns SOUTHLAND ENCINEERING CORP. Little Pro (8/64) Traveling Dirosaur Space Ship Travel Pony (Adaptable to Other Rides
T: BALL by bingo's , and shu D & P N REET, Ye .0WDOW	PORTERS. Write for our prices on phono- PORTERS. Write for our prices on phono- mapha ready for export shipment. UNITED DIST. INC.—902 WEST SECOND STREET -WICHITA 3, KANSAS.	CONTINENTAL-APCO, INC. CIGARETTE VENDORS Continental "30"; 30 sel., cap. 830 Tobacco Shoppe "30"; 30 sel., cap. 830 DuKANE CORP. Ski 'n Skore GOLD MEDAL PRODUCTS Popcorn Vendor EXHIBIT SUPPLY CO.	dries and pocket books, 40-Selections—ca- pacity variable on merchandise. Model 8300 Can Soft Drink Vendor, 4-flavors, 200-can capacity, 32-cans precool storage. <b>ROWE AC SERVICES</b> Rowe—AMI M-200 Phonograph with Auto- mix, Stereo-Round (Plays 33-1/8-45 ste- reo or monaural records, intermixed.) Has three-in-one convertibility, 200 selections, 160 selections, or 100 selections.	UNITED MFC. CORP. Tiger Shuffle (7/64) Thunder Bowler (6/64) UNIVERSAL VENDORS Candimat Vendor URBAN INDUSTRIES Movie Theaters Model AP-10
coin mac ND COIN ODIS AV 4. 625-171 GALLER 1-only 6-	MEDIATE SHIPMENT. FOR SALE: NEW BALLY TABLE Hockey—profitable, low cost under \$100; Coffee Machine and the amazing Cheh Shee Shine Vendor. Samples of shine vallable on request. REDD DIST. CO. 80 Cooldge HILL ROAD — WATERTOWN, MASS. (Tel. 926-2250)	Card Vender (Mechanical). Model 412 "Vacuumatic." Vends Exhibit's Trading Cards. Capacity: 500 (Including 3,000 FREE cards) Card Vender (Mechanical). Model X500 (2 push chutes). Vends Ex- hibit's Trading Cards. Capacity: 1,000 Cards	<ul> <li>HAC 2010 Hideaway, 200 Sel. Mon.</li> <li>HEB-200 Hideaway, 200 Sel. Mon.</li> <li>HEB-200 Hideaway, 200 Sel. Selective Stereo</li> <li>CFA Stepper, CFD Stepper, WQ-100 100</li> <li>Sel. W.B., WQ-100 100 Sel. W.B., WQ-120</li> <li>120 Sel. W.B., WQ-200 200 Sel. W.B.,</li> <li>WQ-200-1 200 Sel. W.B., Dual Price Play,</li> <li>WQ-200-3 200 Sel. W.B., Dual Price Play,</li> <li>4-coin Rejector.</li> <li>F-10436 Bar Grip, W.B. Mounting Bracket</li> <li>EX-600 Cylindrical Wall Speaker</li> </ul>	Panoram Kiddie Kolor Kartoon U.S. BILLIARDS INC. 6 Pkt. Series: Pro 1-78x46 Pro 2-88x51 Pro 3-98x53 Pro 4-103x58 Deluxe Rotation Bumper
special own \$475 s, 1226 , OREGO SPECIAL -to Distr	<ul> <li>BALLY BINGOS: LIDOS, CAN CANS, CIR- cta Queens, Laguns Beach, Roller Derby, Twist, and others. Phonographs: Seeburg DS160, AQ160, AY160, 222, 161, and others. Bip in United States or export from port of New Orleans. OPERATORS SALES, INC., 4122 WASHINGTON AVENUE NEW OR.</li> </ul>	(Slug rejector included) Plastic Laminator (Mechanical). Model 444PV "Vacuumatic." Vends laminating material. Capacity: 300. FISCHER SALES & MFC. CO. Empress 101 (101") Empress 92 (92")	<ul> <li>EX-700 Wall Speaker</li> <li>L-2130 Ceiling Spkr., Choice of Grille</li> <li>Types Listed: L-2136 Random Pattern,</li> <li>L-2136 Uniform Pattern, L-2605 Circular</li> <li>Flush-Mount Grille</li> <li>Riviera Cigarette, 20 sel. 800 pack.</li> <li>Celebrity Cigarette Merchandiser, 14 selection, 510 pack capacity, modular line.</li> <li>Ambassador Cig. Vendor 286; 14 sel., cap. 510</li> <li>Celebrity Cig. Vendor 260; 20 sel., cap. 800</li> <li>Celebrity Cig. Vendor 260; 20 sel., cap. 800</li> <li>Celebrity Candy Merchandiser, 11 selections,</li> </ul>	Model         48           Model         67           VALLEY SALES CO.           Bumper Pool®           Model         522S/W Reg. Size           Model         775-78x45           Model         875-88x50           Model         975-93x53           Model         765-78x46           Model         765-78x46           Model         765-88x50
drop chu tch featur or your I points, ( )X 206-	Healin, WE SHIP ANYWHERE IN THE WORLD. AUL GRECO BROS. AMUSEMENT CO., INC. 1288 B'WAY, ALBANY, NEW YORK. Tel H0 5-0228.	(Non Coin) Empire VIII (101") Empire VII (192") J. F. FRANTZ MFG. CO. Little Leaguer (12/62) Double Hender (12/62) Save Our Business U.S. Marshall 5¢ Gun Kjeker & Catcher	<ul> <li>860 capacity, modular.</li> <li>77 Candy Merchandiser, 11 sel., 360 cap.</li> <li>78 Tasty 20 Candy Merchandiser, 20 sel., 660 cap.</li> <li>Celebrity Pastry Merchandiser, 5 selection, 100 capacity, modular.</li> <li>Celebrity Hot Food Merchandiser, 7 selection, 140 capacity, modular.</li> <li>Celebrity All Purpose Merchandiser, 130 capacity, 130 selection, modular.</li> <li>Celebrity Rest Brow Coffee Merchandiser.</li> </ul>	Model 935-93x53         Model 1035-00x57         El Magnifico Series         Model 884-88x50         Model 934-93x53         Model 1014-01x57         THE VENDO CORP.         CIGARETTE VENDORS         CA1A Console; 22 sel., cap. 850         C-23; 15 sel., cap. 520         429-Special; 11 sel., cap. 428
ON: CHI ITE 3WI TE JUSTRI E, ELIZ GELOW 2100 & 2	<ul> <li>M. DNAL CIGARETTE MACHINES, NEW.</li> <li>M. Danted and in perfect condition. Series and the series and the series of the ser</li></ul>	<b>D. GOTTLIEB CO.</b>	<ol> <li>selection, 750 cup capacity, modular.</li> <li>Celebrity Cold Drink Merchandiser, 4 selection, 1000 cup capacity, crushed ice feature optional, modular.</li> <li>Dollar Bill Changer, 10 change combinations, up to \$300 bank capacity.</li> <li>Celebrity Condiment unit, accommodating oven, can opener, ketchup, mustard, salt, pepper, etc., modular.</li> </ol>	WILLIAMS MFC. CO. Heat Wave IP (7/64 San Francisco 2P (5/64) Grand Slam Baseball (2/64) THE WURLITZER COMPANY 2800 Stereo-Mono., 200-sel. phono. 2810 Stereo-Mono., 100-sel. phono.
2100 & 2 10 \$349.00 IS OF 10 SUTORS. MANHAT L UNIT TORMAT Amplifier DPU unit 0. waty	MISCELLANEOUS	Derby Pony Jr. 550.00 Sam The Clown 895.00 IRVING KAYE CO., INC. NON-COIN MODELS Deluxe Continental (4½'x8') Ambassador 70 (85"x47") Ambassador 80 (106"x58") Ambassador 90 (114"x56") Pathew Elderado 6 Ptt Series	tridge) THE SEEBURG CORP. LPC-480 (Tangerine or Blue) (6/63) LPC-480 (Blonde Cabinet) Stereo LP Con- sole, 100 Selection Phono. LPC-1BR (Blonde Cabinet) Stereo LP Con- sole, 160 Selection Phono, with remote control. LPC-1-Stereo LP Console, 160 Selection Phono	wall Bores 5121 Private Stereo Spkr. for use on WB 5200 and WB 5250 with Models 2300 thru 2700 5010 WB Ten Top Tunes sel. 50¢ 5250 WB 200-sel. 10-25-50¢ 5200 WB 104-sel. 5200 WB 104-sel. 5200 WB 100-sel. 10-25-50¢ Speakers 5122 Stereo Convertible Console Spkr. 5123 Stereo Wall Spkr.—12" Coaxial 5124 Stereo Corner Spkr.—8" Extended
on FE. I 201 E. I S. IOHNSON 20DEL 2	Autor Largest Laugh library in show business books; over 450,000 copies sold. User Comedy disc jockeys! Orben's Curren	1 Mark I. 77x45 Mark II. 85x47 Mark III. 92x52 Mark IV. 106x58	LPC-1R—Stereo LP Console, 160 Selection Phono., remote control. All LP Consoles have the following stand- ard equipment: Personalized, Album of the Month Feature. Plays 38-1/3 and 45 RPM records intermixed, Album Pricing and universal pricing system, Half Dollar, Income Totalizer. HLPC-1—Stereo LP, 160 Selection, Hide-	5124 Stereo Corner Spir.—5 Extended Range 5125 Stereo Extender Spir. (Packed in Pairs) 5126 Stereo Directional Spir. (Packed in Pairs) Hideaway Phonographs 2717 Stereo-Mono, 200-sel 2711 Stereo-Mono, 100-sel
daction W. V. W CANSAS, OX-AL	ash Box—August 22, 1964			61
				A

MANUFACTURERS NEW EQUIPMENT

#### COIN MACHINE INVENTORY LISTS-USED EQUIPMENT A Compilation of Phonographs and Amusement Machines Actively Traded On Used Coin Machine Markets-New Machines Are Listed Elsewhere in This Section

MUSIC MACHINES AMI D-40, '51, 40 Sel. D-80, '51, 80 Sel. E-40, '53, 40 Sel. E-80, '53, 80 Sel. E-80, '53, 80 Sel. E-120, '53, 120 Sel. F-40, '54, 40 Sel. F-80, '54, 80 Sel. F-120, '54, 120 Sel. G-80, '55, 120 Sel. G-120, '55, 120 Sel. G-200, '56, 200 Sel. H-120, '57, 120 Sel. 57, 120 Sel. 57, 200 Sel. '58, 100 Sel. H-120, H-200, '57, 200 Sel. H-200, '57, 200 Sel. I-200M, '58, 200 Sel. I-200E, '58, 200 Sel. J-200K, '59, 200 Sel. J-200K, '59, 200 Sel. J-120, '60, 120 Sel. K-120, '60, 120 Sel. K-120, '60, 120 Sel. Continental '60, 200 Sel. Lyric, '60, 100 Sel. Continental 2, '61, 200 Sel. Lyric, '60, 100 Sel. Continental 2, '61, 200 Sel. H366, '52, Fireball, 120 Sel. 1436, '52, Fireball, 120 Sel. 1436, '54, Fireball, 120 Sel. 1436, '55, Fireball, 120 Sel. 1438, '54, Comet, 120 Sel. 1446, '54, HiFi, 120 Sel. 1452, '55, 50 Sel. 1452, '57, 200 Sel. 1455, '57, 200 Sel. 1455, '57, 200 Sel. 1455, '58, 200 Sel. 1455, '58, 200 Sel. 1475, '59, 200 Sel. Tempo I 1468, '59, 120 Sel. Tempo I 1468, '50, 120 Sel. Tempo I 1478, '60, 120 Sel. Tempo I 1478, '60, 120 Sel. Tempo II 1495, '61, 200 Sel. Tempo II 1495, '62, 120 Sel. Empress 1497, '62, 200 Sel. Empress 1493, '51, 100 Sel. M100B, '51, 100 Sel. H-200, ' 1493, '62, 100 Sel. Prin SEEBURG M100A, '51, 100 Sel. M100BL, '51, 100 Sel. Light Cab M100BL, '51, 100 Sel. HF100C, '52, 100 Sel. HF100C, '53, 100 Sel. V200, '55, 200 Sel. V200, '55, 200 Sel. V200, '57, 100 Sel. 201, '58, 200 Sel. 201, '58, 200 Sel. 201, '58, 160 Sel. 222, '59, 160 Sel. 222, '59, 160 Sel. Q-160, '60, 160 Sel. AY1005, '61, 160 Sel. AY1005, '61, 160 Sel. DS 160, '62, 160 Sel. DS 100, '62, 100 Sel. WURLITZER 1250, '50, 48 Sel, 45 or 78 RPM DS 100, '62, 100 Sel. WURLITZER 1250, '50, 48 Sel., 45 or 78 RPM 1400, '51, 48 Sel., 45 or 78 RPM 1450, '51, 48 Sel., 45 or 78 RPM 1500, '52, 104 Sel., 45 & 78 Intermix 1500 A, '53, 104 Sel., 45 & 78 Intermix 1650, '53, 48 Sel. 45 & 78 Intermix 1650, '53, 48 Sel. 1650A, '54, 48 Sel. 1650A, '54, 104 Sel. 1800, '55, 104 Sel. 1900, '56, 200 Sel. 2000, '56, 200 Sel. 2100, '57, 200 Sel. 2100, '57, 104 Sel. 104 Sel. 200 Sel. 2104 <sup>5</sup>58, 200 Sel. <sup>5</sup>58, 104 Sel. <sup>5</sup>58, 200 Sel. <sup>5</sup>59, 200 Sel. 2200, 2204 2250, 2300, '59, 200 Sel '59, 104 Sel 2304. '59, 100 Sel '60, 200 Sel 2310 2400, '60, 200 Sel. 2404, '60, 104 Sel. 2410, '60, 100 Sel. 2500, '61, 200 Sel. 2504, '61, 104 Sel. 2510, '61, 100 Sel. 2600, '62, 200 Sel. 2610, '62, 100 Sel. 2710, '63, 100 Sel. 2710, '63, 100 Sel.

PINGAMES BALLY BALLY Acapulco (5/61) Barrel-O-Fun '61 (4/61) Barrel-O-Fun '62 (11/61) Ballerina (6/59) Beach Beauty (11/56) Beach Time (9/58) Beach (1/60) Beauty Contest (1/60) Big Show (9/56)

f Phonographs and Amusement | Bongo 2P (3/64) Bounty (Bingo) (10/63) Can-Can (10/61) Carnival (11/57) Carnival Queen (11/58) Circus (8/57) Circus Queen (2/61) County Fair (10/59) Crossroads (1/56) Cue-Tease 2P (7/63) Cypress Gardens (6/58) Double Header (7/56) Funspot '62 (11/62) Flying Circus 2P (6/61) Golden Gate (6/62) Hootenanny (Pin) 1P (11/63) Key West (12/56) Laguna Beach (3/60) Lite-A-Line (2/61) Lotta-Fun (9/59) Mad World 2P (5/64) Miami Beach (9/54) Miss America (2/58) Monte Carlo 1P (Pin) (2/64) Miss America (2/58) Monte Carlo 1P (Pin) (2/64) Monte Carlo 1P (Pin) (2/64 Moonshot (3/63) Night Club (4/56) Parade (6/56) Queens (Bch., Is.) (3/60) Koller Derby (6/60) Sea Island (2/59) Ship-Mates 4P (2/64) Shoot-A-Line (6/62) Show Time (3/57) Silver Sails (11/62) Sky Diver 1P (4/64) Star Jet (Pin) 2P (12/63) Sun Valley (7/57) Target Roll (1/58) 3-In-Line 4P (8/63) Touchdown (11/60) Twist (11/62) U.S.A. (8/58) CHICAGO COIN CHICAGO COIN Sun Valley (8/63) Firecracker 2P (12/63) Bronco 2P (5/64) GOTTLIEB Around Wld. 2P (7/59)

 
 GOTTLIEB

 Around Wld. 2P (7/59)

 Atlas 2P (5/59)

 Big 1P (1/64)

 Bonanza 2P (6/64)

 Brite Star 2P (4/58)

 Captain Kidd 2P (7/60)

 Contest 4P (10/58)

 Contl. Cafe 2P (7/57)

 Cover Girl 1-Plyr. (7/62)

 Criss Cross 1P (3/58)

 Dneg. Dolls 1P (6/60)

 Dbl. Action 2P (1/59)

 Egg Head 1P (12/61)

 Fair Lady (12/56)

 Falstaff 4P (11/57)

 Fashion Show 2P (6/62)

 Flagship (1/57)

 Flagship (1/57)

 Fashion Show 2P (6/62)

 Flipper IP (11/60)

 Flipper Cowboy 1-P(10/62)

 Flipper Cowboy 1-P(10/62)

 Flipper Fair 1P (11/61)

 Flying Chariots 2P (10/63)

 Gaucho 4P (1/63)

 Gaizho 4P (1/63)

 Gaizho 4P (1/63)

 Gondolier 2P (8/58)

 Hi-Diver 1P (4-59)

 Kewpie Doll 1P (10/60)

 Lancer 2P (8/61)

 Liberty Belle 4P (3/62)

 Ling. Ball 1P (12/59)

 Lite-A-Card 2P (3/60)

 Majestic (4/57)

 <t Oklahoma 4P (2/61) Olympics 1-P (9/62) Picnic 2P (10/58) Preview 2-P (8/62) Qun. of Diam. (6/59) Race Time 2P (3/59) Rack-A-Ball 1P (12/62) Rocket Ship 1P (5/58) Roto Pool 1P (7/58) Royal Flush (5/57) Seven Seas 2P (1/60) Showboat 1P (4/61) Silver 1P (10/57) Sittin' Pretty 1P (11/58) Slick Chick 1P (4/63) Spot-A-Card 1P (3/60) Str. Flush 1P (12/57) Straight Shooter (2/59) Sunset 2-player (11/62) Sushine 1P (10/58) Spr. Circus 2P (10/57) Sweet Hearts 1P (9/63) Sweet Sioux 4P (9/59) Swing Along 2P (7/63) Texan 4P (4/60) Tropic Isle 1P (5/62) Universe 1P (10/59) Wagon Train 1P (4/60) Whirlwind 2P (2/58) WId. Beauties 1P (2/60)

## World Fair 1P (5/64) KEENEY

Flash Back Old Plantation (2/61) Black Dragon El Rancho Hacienda Rainbow (6/62) Go-Cart 1P (5/63) Poker Face 2P (9/63) WILLIAMS Beat The Clock (12/63) Big Daddy 1P (9/63) Big Deal 1P (2/63) Black Jack 1P (1/60) Casino 17P (10/58) Club House 1P (10/59) Coquette (4/62) Crossword 1P (4/59) Darts 1P (6/60) El Toro 2P (8/63) Fiesta 2P (12/59) Four Roses 1P (12/62) Four Star 1P (7/58) Gay Paree (6/57) Gldn. Bells 1P (9/59) Gldn. Gloves 1P (1/60) Gusher 1P (9/58) Jig Saw IP (12/57) Jumpin' Jacks 2P (4/63) Jungle 1P (9/60) Kings 1P (8/57) Mardi Gras 4P (11/62) Merry Widow 4P (10/63) Music Man 4P (8/60) Naples 2P (9/57)-Nags 1P (3/64) Reno 1P (10/59) Rocket 1P (11/59) Satellite 1P (7/58) Soccer 1P (3/64) Sea Wolf 1P (7/58) Soccer 1P (3/64) Sea Wolf 1P (7/58) Soccer 1P (3/64) Sea Wolf 1P (7/59) Serenade 2P (5/60) Skill Pool 1P (6/63) Space Ship 2P (12/61) Starfire (1/57) Steeplechase 1P (11/57) Steeplechase 1P (11/58) Trade Winds (6/62) Turf Champ (8/58) Twenty-One 1P (2/60) Valient 2P (8/62) Vagabond (10/62) Viking 2P (10/61) Vagabond (10/62) Viking 2P (10/61) SHUFFLES—BOWLERS BALLY Shuffles ABC Bowler (7/55) Jumbo Bowler (9/55) King Pin Bowler (9/55) ABC Spr. Del. (9/57) All-Star Bowling (12/57) All-Star Bowling (12/57) All-Star Deluxe (2/58) Lucky Shuffle (10/58) Star Shuffle (10/58) Star Shuffle (10/58) Club Bowler (2/59) Club Deluxe (5/59) Monarch Bowler (11/58) Club Bowler (2/59) Club Deluxe (9/60) Boll Bowlers ABC Bowl. Lane (1/57) ABC Champion (10/57) ABC Champion (10/57) Strike Bowler (11/57) Trophy Bowler (4/58) Lucky Alley (8/58) Pan American (6/59) Challenzer (9/59) Super Shuffle (12/61) Big 7 Shuffle (9/62) CHICAGO COIN Super Shuffle (12/61) Big 7 Shuffle (9/62) CHICAGO COIN Shuffles Triple Strike (2/55) Arrow (2/55) Cr. Cross Targette (1/55) Bonus Score (4/55) Hollywood (5/55) Blinker (8/55) Score-A-Line (9/55) Bowling Team (10/55) Rocket Shuffle (3/58) Explorer Shuffle (6/58) ReBound Shuffle (12/58) Championship (11/58) Double Feature (12/58) Red Pin (2/59) Bowl Master (8/59) 4-Game Shuffle (11/59) Bull's Eye Drop Ball (12/59) 6-Game Shuffle (6/60) Triple Gold Pin Pro (2/61) Starlite (5/62) Starlite (5/62) Citation (10/62) Strike Ball (5/63) Spotlite (11/63) Ball Bowlers Bowling League (2/57) Ski Bowl 6 Plyr. (11/57)

Classic (7/57) TV Bowling Lg. (11/57) Lucky Strike (1/58) TV (with rollovers) Player's Choice (9/58) Twin Bowler (10/58) King Bowler (3/59) Queen Bowler (3/59) Duke Bowler (8/60) Duchess Bowler (8/60) Princess (4/61) Princess (4/61) Gold Crown (3/62) Princess (4/61) Gold Crown (3/62) Royal Crown (8/62) Grand Prize (3/63) Official Spare Lite (9/63) Cadillac Bwlr. (1/64) SHUFFLES—BOWLERS UNITED Shuffles Clipper (5/55) Sth Inning (6/55) Capitol (6/55) Super Bonus (9/55) Deluxe model Top Notch (10/55) Regulation (11/55) 6-Star (10/57) Midget Bowling (3/58) Shooting Stars (4/58) Eagle (5/58) Atlas (8/58) Cyclone (10/58) Lagle (5/58) Atlas (8/58) Cyclone (10/58) Niagara (11/58) Dual (1/59) Zenith (6/59) Flash (6/59) 3-Way (9/59) 4-Way (12/59) Big Bonus (2/60) Sunry (5/60) Sure Fire (10/60) Line-Up (1/61) 5-Way (5/61) Avalon (4/62) Silver (6/62) Shuffle Baseball (6/62) Action (7/62) Embassy (9/62) Embassy (9/62) Circus Roll-Down (9/62) Lancer (11/62) Sparky (12/62) Caravelle (2/63) Crest (4/63) Rumpus Targette (5/63) Astro (6/63) Ultra (8/63) Skinpy (11/63) 
 Ohra (8/63)

 Skippy (11/63)

 Jill-Jill (11/63)

 Bank Pool (11/63)

 Topper (2/64)

 Tempest (2/64)

 Pacer (4/64)

 Boul Boulds
 Pacer (4/64) Boll Bowlers Bowling Alley (11/56) Jumbo Bowling (9/57) Royal Bowler (12/57) Pixie Bowler (8/58) Duplex (11/58) Simplex (5/59) Advance (5/59) League (10/59) Handicap (11/59) Simplex (5/59)CC All-Star Baseball (1/63)Advance (5/59)CC Big Hit (10/62)League (10/59)CC Pro Basketball (6/61)Handicap (11/59)CC Riot Gun (6/63)reammate (12/59)Ex Gun PatrolFalcon (4/60)Ex Space GunBowl-A-Rama (9/60)Ex Space GunBowl-A-Rama (9/60)Ex Shooting Gal. (6/54)Cameo S-Star Bowling (5/61)Ex Shooting Gal. (6/54)Cameo S-Star Bowling (5/61)Ex Shooting Gal. (6/54)Cameo S-Star Bowling (5/61)Ex Sportland ShootingAlamo (4/62)Gallery (11/54)Sahara (7/62)Ex Treasure CoveCypress (12/62)Shooting Gal. (6/55)Sabre (2/63)Ex Iungle Hunt (3/57)Regal (4/63)Ex Pop Gun (9/57)Futura (12/63)Ge Lucky SevenTornado (3/64)Ge Sky GunnerWILLIAMSGe Night FighterBoll BowlersGe 2.Player BasketballRoll-A-Ball (12/56)Ge Rifle Gal. (6/54)6 PlayerGe Big Top RifleUPRIGHTSGallery (5/54)AB Circus WagonGe Wild West Gun (2/55)Wheels (12/58)Ge ChampionshipAB Galloping DominosGallery (5/55)AB Magic MirrorBaseball (9/55)Horoscope (11/59)Ge ChampionshipAB Magic MirrorBaseball (9/55)Horoscope (11/59)Ge ChampionshipAB Magic MirrorBaseball (9/55)AB Mermaid (3/60)Ge State Fair Rifle Gal.A B Maren Mid (5/6 Player UPRIGHTS AB Circus (5/56) AB County Fair (3/57) AB Circus Wagon Wheels (12/58) AB Galloping Dominos AB Circus Play Ball (4/59) AB Magic Mirror Horoscope (11/59) AB Mermaid (3/60) Aquati Prod. Squoits (11/57) B Jumbo (5/59) B Sportsman (6/59) B Jamboree (10/60) B Super Jumbo (11/60) CC Star Rocket (5/59) GA Skeet Shoot (1/57) GA Super Hunter (6/57) GA Double Shot (4/58) GA Wild Cat (12/58) GA Super Wild Cat GA Twin Wild Cat (7/59) GA Super Wild Cat Trail Blazer (12/60)

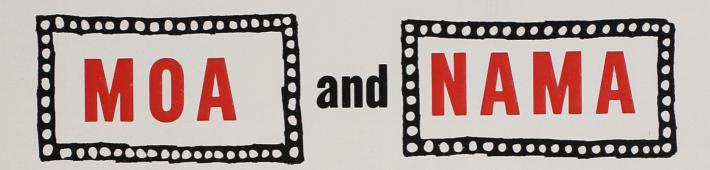
Twin Trail Blazer (2/61) Twin Trail Blazer (2/61) K Big Tent K Spr. Big Tent (6/57) K Shawnee (1/59) K Little Buckeroo (4/59) K Del. Big Tent (5/59) K Touchdown (9/59) K Touchdown (9/59) K Twin Big Tent Criss Cross Diamond (1/60) K Red Arrow (4/60) Sweet Shawnee '60 Black Dragon '60 K Red Arrow (4/60) Sweet Shawnee '60 Black Dragon '60 K Twin Red Arrow (5/60) K Flashback (6/61) ARCADE ABT 6 Gun Rifle Range Air Football Air Hockey Auto Photo Model 9 Amer. Shuffle Situation (5/61) B Undersea Raider B Derby Gun (2/60) (5/61) B Undersea Raider B Derby Gun (2/60) B Bulls Eye Shooting Gallery (9/55) B Big Inning (5/58) B Heavy Hitter (4/59) B Ball Park (4/60) B Sharpshooter (2/61) B Golf Champ (8/58) B Bat. Practice (8/59) B Skill Roll (B 3/58) B Moon Raider (7/59) B Target (10/59) B Spook Gun (9/58) B Skill Parade (1/59) B Skill Parade (1/59) B Skill Derby (10/60) B Skill Derby (10/60) B Del. Skill Parade (4/59) B Table Hockey (2/63) B Spinner (2/63) Novelty B Bank Ball (1/63) B Fun Phone (3/63) Capitol Midget Movies CC Bullseye Baseball CC Basketball Champ CC 4-Player Derby CC Goalee CC Midget Skee Super model CC Big League (5/55) CC Midget Skee Super model CC Big League (5/55) CC Twin Hockey (5/56) CC Shoot The Clown CC Stm. Shovel (5/56) CC Batter Up (4/58) CC Criss Cross Hockey (10/58) CC Croquet (8/58) CC Playland Rifle Gallery (8/59) CC Playland Rifle Gallery (8/59) CC Pony Express (4/60) CC Ray Gun (10/60) CC Wild West (5/61) CC Long Range Rifle Gallery (1/62) CC All-Star Baseball (1/63) CC Big Hit (10/62) CC Pro Basketball (6/61) CC Riot Gun (6/63) (6/56) Ge Davy Crockett (10/56) Ge Circus Rifle (3/57) Ge Motorama (10/57) Ge Gypsv Grandma (5/57) Ge Fun Fair (5/58) Ge Space Age Gun (6/58) Jungle Joe Ke Air Raider Ke Sub Gun Ke Sportland DeLuxe model Ke Ranger (3/58) DeLuxe Model (3/55)

Ke League Leader (4/58) Ke Sportland Ke Two-Gun Fun (3/62) Mid Red Ball (5/59) Mid Joker Ball (11/59) Midway Bazooka (10/60) Midway Shooting Callery (2/60) Midway Bazooka (10/60) Midway Shooting Gallery (2/60) Mid. Del. Baseball (5/62) Mid. Target Gallery (7/62) Mid. Target Gallery (7/62) Mid. Carn. Tgt. Glry. (2/63) Mid. Slugger BB (3/63) Mid. Slugger BB (3/63) Mid. Rifle Range (6/63) Mid. Raceway (10/63) Mid. Winner 2P (12/63) Mid. Top Hit BB (3/64) Mills Panorama Peek (11/54) Munves Bike Race (5/58) Munv. Sat. Trkr. (5/59) Mu Atomic Bomber Mu Ace Bomber Mu C. Mobile Mu Fly Saucers Muto Lord's Prayer Mu Photo (Pre-War) Mu Silver Gloves Mu Silver Gloves Mu Sky Fighter Muto Voice-O-Graph Pre-War Model Post-War Model Mu K. O. Champ Mu Drive Yourself Mu Bang-O-Rama (4/57) Philadelphia Toboggan Skee Alley Scientific Pitch 'Em Seeburg Bear Gun Seeburg Bear Gun Seeburg Coon Hunt Set Shot Basketball Southland 's Speedway (6/63) Southland Fast Draw '63 Southland Time Trials (9/63) Southland Time Trials (9/63) Telequiz Un Jungle Gun Un Carn. Gun (10/54) Un Bonus Baseball (3/62) Un Bonus Gun (1/55) Un Star Slugger (7/55) Un Star Slugger (4/56) Un Pirate Gun (10/56) Un Yankee BB (3/59) Un Sky Raider (10/58) Wm. Del. BB (4/53) Wm. Del. BB (4/53) Wm. Jet Fighter (10/54) Wm. Jet Fighter (10/54) Wm. Jet Fighter (10/54) Wm. Jet Fighter (10/54) Wm. Safari (2/54) Wm. Sidewalk Eng (4/55) Wm. King of Swat (5/55) Wm. 4Bagger (4/56) Wm. 1957 Baseball Wm. 10-Strike (12/57) Wm. Shortstop (4/58) Wm. Vanguard (10/58) Wm. Hercules (2/59) Wm. Crusader (6/59) Wm. Titan (8/59) Wm. Del. Bat. Champ (5/61) Wm. Road Racer (5/62) Wm. Nord Series (5/62) Wm. Najor League (3/63) Wm. Major League (3/63) Wm. Vaice-O-Graph 1962 KIDDIE RIDES RIDDIE RIDES Bally Champion Horse Bally Moon Ride Pony Twins Bally Space Ship Bally Speed Boat Bally Tnrvle. Trolley Bert Lane Lancer Horse Bert Lane Merry-Go-Round Bert Lane Lancer Horse Bert Lane Merry-Go-Round B.L. Miss America Boat Bert Lane Fire Engine B.L. Whirlybird (3/61) B.L. Moon Rocket (3/61) Capitol Donald Duck Capitol Donald Duck Capitol Elsie Capitol Palomina Horse Capitol See Saw Chicago Coin Super Jet Chicago Round The World Trainer Deco Merry-Go-Round Dero Space Ranger Exhibit Big Broncho Exhibit Sea Skates Exhibit Sea Skates Exhibit Space Patrol Scientific Television Scientific Television Scientific Roat Ride Texas Merry-Go-Round Exhibit Rudolph The Reindeer

# Sell BOTH Conventions with



the only trade publication which will be distributed at the



## CONVENTIONS!

..... plus, get round-the-world readership from buyers of coin machine and vending equipment who may not be present at either show!

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. Here are some of the features which will appear in this all-important industry convention guide:

- Listings of exhibitors at BOTH trade shows with equipment and supplies to be shown plus names of personnel on hand at each booth. Puts contact between buyer and seller on a more personal basis. Hospitality Suites will be recorded where desired.
- Listings of forums, panel discussions and meetings for BOTH trade shows. Helps operators plan their convention hours.
- Up-to-the-minute pre-convention news as gathered by our editorial staff, up to near-departure time.
- Pre-convention announcements designed to break with new equipment introductions at show time.
- All regular weekly features found in every issue of Cash Box. Reach the readers who left home before their subscription copy arrived!

YOU SELL ALL OF THE COIN MACHINE INDUSTRY CONVENTION-GOING BUYERS WHEN YOU ADVERTISE IN THE CASH BOX MOA-NAMA CONVENTION ISSUE. RESERVE SPACE TODAY. ADVERTISING DEADLINE, WEDNESDAY, OCTOBER 7th\*

\*Planning on using an insert? Call JUdson 6-2640 for mechanical requirements. Increase your print run now and include CASH BOX in your Convention coverage!

0

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

/54) 11 (3/ ./55) 7/55)

4/56 10/56 3/59) 10/58

(53)

(10/5

rat (5) 4/56) /56)

wn (1 ball (12/57 (12/57 (4/58)

(2/59) (6/59)

Chan

E RIDES

........

CHICAGO 29 East Madison St. FInancial 6-7272 LOS ANGELES HOllywood 5-2129 6290 Sunset Blvd.

000000



Grand Prix-the really new 160 play prestige stereo-monaural phonograph with 7" LP feature. Model No. 425.

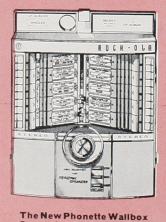
## whatever the location, a Rock-Ola phonograph makes extra profits for you

#### PROFIT WHEREVER YOU GO WITH ROCK-OLA!

9

What do you need to make more on locations where you have been losing out? Stereo, Monaural or 7" LP album, you name it, Rock-Ola has it! From plush club to local beanery, there is a Rock-Ola phonograph to suit. The new high-fashion 160 Play Grand Prix phonograph with 7" LP album feature is at home in the finest prestige location. Popular Rock-Ola Capri II and Rhapsody II phonographs plus full dimensional stereo and 7" LP album options (Model No. 418SA) permit the operator to customize any time to fulfill any location need. That's not all! Add up the extra coin from the new Rock-Ola Phonette remote speaker Wallbox and small wonder that everyone is talking up Rock-Ola for '64!

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



Remote Speaker Stereo-Sound Model No. 500— 160 play.





**Capri II**—100 play deluxe stereo-monaural phonograph. Full dimensional stereo sound (optional). Model No. 414S.

Look to **FULL** for advanced products for profit