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Jan. 1964 through August 1964
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CASH BOX 318 1/4 Pages

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CASH BOX CARRIED 132 1/2 PAGES

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YOUR GREATEST PROFIT OPPORTUNITY for 1964

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Complete Selection Parts and Accessories.

VALLEY SALES CO.

221 Marston St. Bay City, Michigan

Seeburg Adds Another Little LP Twin Pack

CHICAGO—The Seeburg Corporation has added one more 'Twin Pack' two-in-one little LP package to their already impressive collection of these specialty items which began with 'Sinatra's Sinatra' and has gone on to include such juke box luminaries as Ray Charles and Al Hirt. This latest little LP 'Twin Pack' is called 'Dance Discotheque', is performed by the Discotheque Orchestra on Decca Records and highlights such location favorites as 'Make Someone Happy', 'Fly Me To The Moon' and 'Hello, Dolly'!

Also included in Seeburg's releases of 33 rpm material for the week of Sept. 7, are: In the 'Country & Western' category—Jimmy Martin's 'Jimmy Martin Sings Widow Maker' on Decca; and in the 'International' slot—the Telefunken release of 'Treffpunkt Hamburg' which is performed by various instrumental artists.



Eastern Flashes

Louie Wolberg, the 'lion' of Runyon New York, who is currently battling a respiratory bug, has been further harassed by the seasonally high pollen content of the city's air. Meanwhile, Irv Kempner and Sid Gerber are doing double duty to fill in for the sales ace. Kempy and his family recently returned from a two week vacation in San Francisco where they visited their son Kenny, an electronics engineer at Lockheed Aircraft in the Bay City. Kempy, who celebrated his wedding anniversary August 28, and his birthday August 30, reveals that Runyon will be preparing for another great occasion now—the fall sales season—and he says evidence of increased action has already been noted on the Rowe 'Tropicana' phonograph.

Irving Holzman, president of United East Coast Distributors, says United's new big ball bowler 'Polaris' is stirring up a storm with operators in his territory. The even newer shuffle alley 'Orbit' should cause an equally ambitious sales rush he says, especially now that the fall season has commenced. . . . Abe Lipsky, of Lipsky Distribs, says the 'Arizona' gun which he placed on the floor of a Broadway arcade, is doing so well in the short time that it's there that he's already had to ship over another bulk quantity of the pellets the game uses for ammunition. Abe says that his company has been jobbing more and more vending equipment, especially cigarette machines, which is another illustration of the trend of music operators' toward broadening the scope of their routes with vending equipment.

Murray Wiener and service engineer Frank Troia down at the Wiener Sales Co. looked a little breathless last week as they lent the truck drivers a hand unloading a shipment of Automatic Products Smokeshop cigarette machines. Murray reports that he and brother Bill do a whale of a business with the Smokeshop in the New York area, saying that the machine, with its modern design, decorative facility, half-dollar coin changer and other features, practically merchandises itself. Visitors to the Wiener showrooms recently were J. C. Evans, president of the Gold Medal Products Co. and his Northeast regional sales manager Bevan Buel. The two Gold Medal execs were in town for last week's NALCC confab at the Coliseum, where the company's laundry products, popcorn and peanut vending machines were on display for the coin-op laundry trade.

Atlantic New York Corporation's sales and service ace Murray Kaye reports that metro New York music operators' growing acceptance of the little LP is amply demonstrated by currently good sales of the 33 rpm material. Besides Seeburg's weekly issue of little LP's, additional material is being offered by quite a few record manufacturers themselves, recently joined by Kapp, and with this increased variety, operators should have little trouble filling their programming needs. Assisting at Atlantic in demonstrating Seeburg's equipment lately is Duke Gassner, Seeburg vending engineer who's been assigned by the factory to help out in the territory covered by Atlantic's N. Y. and N. J. offices. Among other duties, Duke has been demonstrating the Williamsburg vending line for metro area ops, who are generally as pleased with the machines as the distrib was to display them in the showroom.

As Labor Day passes, and with it those generally slack summer sales days, Mike Munves of Munves Distribs reports that he has enjoyed an unusually fine season game-sales wise. Seashore arcades, vacation locations and those road trips of brother Joe have all combined to make for a great summer for the games, Mike says, and his bookkeeper Dick Greenburg bears him out. . . . Following the lead of many in the coin machine business, the Inland Credit Corp. announced last week that execs from their company will be on hand at both the MOA show and the following NAMA exhibition.

Fresh from his vacation, Irving Kaye, president of the Irving Kaye Co., announced that his billiard table and accessories factory will now be operating on full shift to meet orders and maintain an adequate supply of his many popular models such as the Eldorado and Klub Pool. Howard Kaye reports that bartenders at locations with one or more pool tables on the floor have taken to the new Kaye cue-rack as it facilitates the storage of cue sticks at closing time. Kaye also reports that many operators claim the rack reduces danger which could result from scattered sticks and also damage to the sticks themselves. . . . Epic recording artist Jerry Dayton has been visiting juke box one-stops in the metro N.Y. area to put in a good word for his latest release, "Three Little Books." . . . Boston's Bill Schwartz, Seeburg distrib in New England, delighted over sales on the Williams "Stop n' Go" pin. The W.S. Distrib's vending program is reportedly growing well, too.

Harry Koepfel, service wizard at Albert Simon Distribs, says he's been busy right along through the summer making sure the outlet had enough Rock-Ola 'Grand Prix' phonos on the showroom floor ready to go out to metro area music ops. Harry says the phonograph is so popular that often the best he can hope for is to have enough machines ready to fill only the operators "immediate" needs. Simon's regional sales and service rep Harry Stuckey advises that the company is able to satisfy the immediate phonograph needs of Long Island operators from the U.S. Billiards plant in Amityville where they maintain a number of machines for just that purpose. Stuckey observed that the population explosion in Nassau and Suffolk counties (2.2 million people to date) has created many more locations, for both the phono and the pool table, and as such, the Island has become one of the most lucrative coin-biz spots in the country.

Williams sales exec, Bud Lurie, in town to visit the Runyon outlets in Springfield and NYC before departing for Philadelphia, Baltimore, Columbus and St. Louis. Bud's completing his third nationwide road trip for Williams, discussing production, sales and delivery between factory and distribs, in order that the Chi plant's fall program receive the utmost support. Lurie has believed in close relationships between factory and distrib throughout his many years in the business. Claims sales have already increased because of it and looks for greater gains what with the new machines being readied for market.

NOW DELIVERING UNITED'S "ORBIT" AND "POLARIS"

BANNER SPECIALTY COMPANY

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1641 N. BROAD ST.

PITTSBURGH, PA.
1508 FIFTH AVE.

EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR

RECONDITIONED **SPECIALS** GUARANTEED

AMI "STEREO"

CONTINENTAL 1-200

33 1/3 and 45 R.P.M. \$525

UNITED BOWLERS

AS IS . . . COMPLETE

DIXIE	\$335
FALCON	375
SAVOY	395
TIP-TOP	425
CLASSIC	465
SABRE	620

ROWE VENDORS

L-1010A, Ice	\$1195
L-1000	595
147 ALL PURPOSE	725
137 HOT FOOD	325
77 CANDY	195
20-700 CIG.	225
86 CIG., 14 Col.	150
04 CANDY, 8 Col.	125
145 SANDWICH	150

CLOSEOUT!

BALLY 597 Whipped Choc., complete, working \$150

Write for complete 1964-1965 Catalog of Phonographs, Vending and Games



Established 1934



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DEVILLE

6 PLAYER PUCK BOWLER

• SPARE-LITE! • STEP-UP! • SPOT-LITE!



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

NEW! WIDER AND HIGHER PLAYFIELD
...FOR INCREASED PLAYER APPEAL

Chicago Dynamic Industries, Inc. 1725 W. DIVERSEY BLVD CHICAGO 14, ILLINOIS



Chicago Chatter

Big news of the week of course was the acquisition of United's games business by Seeburg. The factory is now the most widely diversified in the history of the business, and can you remember when the soothsayers were saying that juke box firms would never go into the vending business(!) Seeburg now has music, amusement and vending—across the board. "Our achievement is not even closely paralleled by any other manufacturer in the history of this business," is the way Bill Adair put it last Wednesday evening following the final meeting. Sam Stern, who is chief exec of the Seeburg-owned Williams subsid, will hold the same post insofar as United is concerned. Del Coleman handled the acquisition personally, of course. Tom Herrick saw to it that the deal was set before the industry got the final word. And Jack Gordon was expected back from Europe with confirmation on new programs for Europe. The factory never stops, it seems, and when you get a look at that NAMA booth in October, you'll see the widest array of vending equipment ever displayed by the factory which once specialized in making juke boxes. Talk about diversification(!).

Bally's Herb Jones says the factory's shipping the new Slot Machine to Nevada and foreign countries. Meanwhile the "2 in 1" 2-player pin is satisfying ops all over the lot. Talk about slot machines. Phonograph Equipment Ltd., a major slot machine distributor in the United Kingdom, has gone public. Observers say it's the first time a slot machine business has ever attracted public funds (for the stock, that is).

Joe Lyons, sales manager of DuKane Corp.'s amusement games division, heads west and southwest this week to sing the praises of "Ski 'N' Skore." He info'd that the popular DuKane game is rapidly attaining great acceptance in the northern, northeastern and midwestern regions in this country.

Joe Westerhaus, Jr., son of the head of Royal Distribs in Cincinnati, came to Chi last Wed., Aug. 26, to inform ops in this area about the prospects of forming a group of "Dime-N-Bowl" bowling leagues in Illinois. The meet was held at World Wide Distribs. Joe was aided by Fred Skor, World Wide's manager of the amusement games division. Also on hand were Nate Feinstein and Harold Schwartz. Joe Robbins represented Empire Coin Machine Exchange. Empire's owner Gil Kitt was unable to attend, although he originally planned to be there. Operators came in for the session from as far away as 200 miles.

The shocker in this area last week centered around the mysterious bombing (with negligible damage) of Automatic Music Co., owned by Arturo Velasquez, a veteran coin machine operator. Velasquez had been singularly honored on numerous occasions for his devotion to community affairs and activities. And, for his sponsorship of aid programs for the Spanish speaking Democratic organization of Cook County, and chairman of the Mexican Chamber of Commerce and Industry here.

During our rounds recently we bumped into vet operator Lengene Campbell, owner of Courtesey Vending & Music Co., of Watseka, Ill. Len says he's experiencing fine growth in his operating company this year, and that the coming fall season looks very good to him. Campbell is looking forward with eagerness to the MOA and NAMA conclaves in October.

Atlas Music's Stan Levin ended a lengthy road trip calling on customers last week. Joe Kline also took off to sing the praises of Rowe-AMI's M-200 coin-operated phono. Mort Jacobs vacationed in New York with his family to take in the fun and frolic at the World's Fair.

Sales reports coming out of Sam Stern's office at Williams Electronic Mfg. Corp. have never been better. In fact, Sam advises that even this terrific report will easily be topped in the fall season. Bud Lurie, sales manager, is back home again. Sales vice prexy Jack Mittel says all the "stoppers" were pulled in production push for the heaviest possible shipping to all points on Williams "Stop 'N' Go" 2-player flipper game.

Stan Jarocki Jr. (Seeburg) would like a big push on the fact that Atlantic Records has joined the Seeburg little LP program. The label will shortly release 5 new LP's for the lineup. Stan was also excited about the fact that the second edition of Overplay (published by Seeburg for the music ops) is on its way to operators across the country (Stan is editor).

Howard Ellis called to tell us the date for the C.O.I.N. meeting date has been moved to October 14 in order that the Nebraska ops meet during the MOA confab. . . . Fill out that business-reply card and return it to MOA this week. Vote for the record artist who made you the most money and watch him win an award come MOA Banquet time.

Dick Tennes, Vend-Rite chief exec, back from a successful laundry show in NYC. . . . Art Weinand will head up Jennings vending equipment sales along with other responsibilities, namely the production of uprights for export use. . . . Fred Granger still optimistic about the "guarantee 12 record exhibitors" statement last week. And for good reason. He spoke to practically all of the record industry during these last six months. So he ought to know.

Art Brier, Smokeshop's head, got mad at Standard-Changemakers when their ad stated that "9 million half-dollars are loose in the USA and none of them will fit a vending machine." Brier, whose Smokeshop not only accepts half-dollars but vends change as well, asked for, and received, a retraction. Hey, what about Wurlitzer!

Ralph Wycoff and Mort Secore mapping plans for the post-Labor Day period with production geared on "Royal Flash" pin, "DeVille" shuffle and "Majestic" bowler.

Cinebox is having 100 films produced between now and the end of next year. We talked with the film producer and he claims six are "in the can." Lotsa leg art, but then Cinebox vice-prexy Hank Schwartz once said he wants to be the Hugh Hefner (Playboy) of the business. . . . Fischer priming a fall push with distribs. . . . J. C. Evans, back at the Cincy plant, will stay close to home until the NAMA show and then its popcorn displays (and general merchandise) all over again.

Rock-Ola's Ed Doris may be out of town all this week. Important business. George Hincker handling the details (countless) for Rock-Ola's vending exhibit at the show. The "Grand Prix" will of course be at the Sherman House (MOA) earlier.

We miss Fred Pollak and the Rowe AC gang. Time was when we could drop in on Jim Newlander and the boys. But Whippany's too far to just "drop in." We'll leave that to our New York office. Be nice to see the Rowe crowd again at NAMA tho.

Ross Scheer will exhibit at MOA with a line of kiddie rides. . . . Herb Oettinger up to his hips with details following the Seeburg-United deal. . . . Valley's John Ryan couldn't be heard over the phone last week. Too much noise from the "expanders," a Bay City contracting firm who intend to finish the plant expansion by deadline.

TROPHY GUN
by Midway

NEW 4 SENSATIONAL MOVING BALL TARGETS!

★ BEAT THE SCORE FEATURE ★ TIME FEATURE



AVAILABLE IN REGULAR & SHOOT AGAIN MODELS

SIZE: 24" WIDE
33" DEEP
67" HIGH

DANCING
CAT & MOUSE TARGETS

HINGED AT FRONT & REAR FOR SERVICING

↑↑ In Production Simultaneously ↓↓

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

NEW BALL AIMING SHOOTER

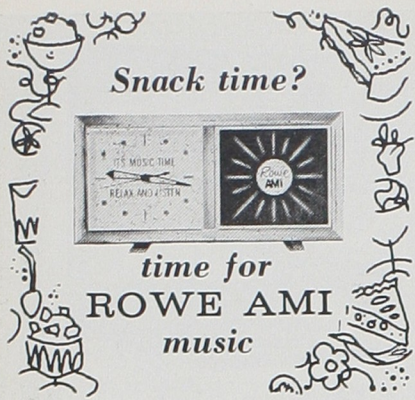
NEW REAR TARGETS FOR EXCITING BALL SHOOTER AND FLIPPER ACTION

EXTRA BALL FEATURE

27" WIDE
62" HIGH
52" DEEP

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

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



World Wide To Hold Classes



HAROLD SCHWARTZ

CHICAGO — Harold Schwartz, manager of the music division of World Wide Distributors, Inc., announced this past week that the firm's service department will conduct service schools in four key territories during September.

The first in this new series will be in the Holiday Inn in Springfield, Illinois on Tuesday, September 8. Then the group departs to Decatur, where the session will be held in the Holiday Inn there, Thursday, Sept. 10.

The next service school class on Seeburg's LP Console 480 will be conducted in the Holiday Inn in Peoria, Ill., Tuesday, Sept. 15. The final session in this series is scheduled for Thursday, September 17, at the Voyager Inn in Davenport, Iowa.

Charles (Chuck) Gates, Seeburg's field service engineer in the midwestern region, will supervise the service classes. He and the World Wide staff will permit operators and their service personnel to trouble shoot and make corrections on phonos which will be actually rigged for failure, and in need of service, Schwartz said.



California Clippings

Distributors, Wholesalers, and the operators waiting and getting ready for the many new fall products promised by several factories. . . . A Concom intercom music system being installed in the offices and showrooms of the Seeburg Distributing Corp. **Leo Simone** returned from a successful business trip to San Diego. Also covering the San Diego territory last week was **George Smith** calling on the vending operators. . . . At Duarte International Sales Co., **Joe Duarte** reported a large export shipment leaving for Port Swettenham, Malaya. . . . **Bob Portale** at Advance Automatic Sales Co. said that Advance had received their floor sample of Williams new 2-player, Mini-Golf which was received very enthusiastically by all the operators who have seen it. Bob also said that Chicago Coin's Majestic Bowlers are moving out rapidly and they are awaiting a new shipment. . . . **Guy Salmas** of The Salmas Bros. stopped in at Leuenhagens Record Bar to play the boys latest release on Elliot Records, "Earthquake My Heart." Guy invited the Solle sisters out to the Jamacia Inn in Canoga Park, where the Trio is appearing. . . . **Chuck Klein** said the Jones Boys are looking forward to the arrival of the first shipment of Gottlieb's new Sea-Shore 2-player at the R.F. Jones Co. Chuck said that reorders have been sent in on Gottlieb's Bowling Queen. **Carolyn Prescott** and **Carol Lince** have been added to the expanding clerical division. **Don McGowan** closed a large order for a complete Tele-Norm installation in a medical center. **Bill Gray** vacationing in Hawaii for one week and **Don Edwards** covering route 101 accompanied on this trip by his wife, **Bert Jack Harper**, president of Rowe Manufacturing Co. in Chicago, in town and paid a visit to the Jones Co. **Ed Wilkes** announced that Jones is now handling the Pacific Amusement Kiddie line which features a motorcycle and a rocket Kiddie ride. Ed also said that all sizes of the Fischer Regent pool tables with the easy-latch feature are now in stock. Ed's son **Denny**, home from Andrews Air Force Base on a thirty day furlough. **John Malone** and **Bob Holm** of the background music department attended the Wescon-electronic association—convention held at the Hollywood palladium last week. John and his family vacationing this week in Orville, Calif. visiting relatives, John expecting to get in some fishing in the High Sierra country. . . . At Paul A. Laymon Co., secretary **Britt Edelman** home this week nursing her daughter, down with a case of the mumps. **Paul Laymon** busy heading the decorating committee for the St. Johns Hospital Benefit Luau. **Russell Early** from the paint shop vacationing with his family in Palm Springs. **Charlie Daniels** said the RockOla Grand Prix console phonographs moving out very well. . . . **Mr. Lou Boasberg**, president of the New Orleans Novelty Co., and his son, Jack, visiting their many friends in the business this week. . . . **Hank Tronic** at C. A. Robinson & Co. said the first shipment of United's new Polaris bowling alley had arrived, and it looks like a 'real beautiful piece of equipment!' Also doing very well with the operators, according to Hank, is the new model 935 Valley Pool table. . . . In town this week calling on wholesalers and distributors was **Mr. Gilberto Licea**, who runs a large operation in Juarez, Mexico. . . . Simon Distributing Co. has been appointed Southern California distributors for the new round pool table, Round O' Pool, according to **Frank Mencuri**. The unique new game has received much publicity in national magazines and Frank said this had already prompted many inquiries from the operators.

BOWLERS	
Playtime	\$250
Duplex	325
Falcon	395
Savoy	395
Tip Top	395
Five Star	450
Royal Crown	\$695
Cameo	650
Fury	895
Challenger	275
Queen	250
Continental	495

CIGARETTE VENDORS	
Seeburg E-1	\$150
Corsaire 30	145
Dugrenier 20	225
Rowe 14 col. Ambassador	125
Smoke Shop V-27	\$195
Smoke Shop V-36	245
National 9 M	95
National 11ML	145
National 111	175

CANDY VENDORS	
Dugrenier KYM 8 col.	\$145
Stoner 8 col.	160
Stoner 11 col.	\$245
Stoner 414-11	250
Stoner 6 col.	95

COFFEE VENDORS	
Aveno model 250	\$125
Bally 661D single cup	850
Bally 662 single cup	695
Bally 664 single cup	\$950
Stoner 500D	175
Hebel 3400	125
Five Ball	145

MISCELLANEOUS VENDORS	
Vendo 210 Milk Pre S.	\$295
Vendo 210 Milk Post S.	425
Vendo 210 Ice Cream P.S.	295
Hebel 3 sel. Ice Cream	150
Seeburg 4 SCD Ice Maker	1095
Seeburg 4 SCD2 Ice Maker	1350
Rowe L1000 7 oz.	495
Rowe 1010-A 9 oz.	1050
Gole 3 sel. TM	\$195
Apco 4 sel.	325
Rowe 5 col. Pastry	175
Rowe 7 sel. Hot Food	250
Vendo 6 sel. Hot Food	175
Rowe Cold All Purpose	695
Wittenberg Refrig. 12 sel.	475
Rowe 5 sel. Refrig.	550
Keeney Popcorn	295
Gold Medal Popcorn	195

CLEVELAND COIN
Machine Exchange, Inc.
2029 Prospect, Cable-Clecoin, Cleveland, Ohio

If you are reading someone else's copy of **Cash Box** why not mail this coupon today!

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NEW YORK 19, N. Y.

Enclosed find my check.

\$15 for a full year (52 weeks) subscription
 \$30 for a full year (Airmail in United States)
 \$30 for a full year (outside United States)
 \$45 for a full year (Airmail outside U.S.)

NAME
 FIRM
 ADDRESS
 CITY ZONE STATE

(Check One)
 I AM A
 DEALER
 ONE STOP
 DISTRIB.
 RACK JOBBER
 COIN FIRM
 OTHER

Be Sure To Check Business Classification Above!



UPPER MID-WEST MUSINGS

Bun Couch, of Grand Forks, has returned home after ten days in the hospital. **Bun** suffered a slight stroke recently but has responded to treatment very well and is in satisfactory condition. . . . The **Hefte** family in Grand Forks is moving in from the lake after the 1st of September. . . . **Stan Woznak** and his daughter are planning a trip to the World's Fair and also a stop off in Chicago on the way back home during which they will attend the MOA meeting. . . . The **Jack Backus** family has just returned from a ten day vacation in Montana and the western part of North Dakota. . . . The **Woytossek** family spent several days fishing in Canada a few weeks back. . . . **Mr. and Mrs. Nelson**, of Alexandria, had their daughter and two grandchildren in from Lincoln, Nebraska, for a three week visit. . . . **Mr. and Mrs. Gene Clennon** and their sons **Scott** and **Rod** drove up to the cities Friday and stayed on until Sunday for the State Fair and especially for the auto races. . . . The Minnesota Fair opened Sat. Aug. 29, and will continue until Labor Day Sept. 7. . . . Scheduled to appear in the grandstand the first five evenings are **Al Hirt** and his band and **John Gary**. The last five days will be filled by the **New Christy Minstrels** and **Anita Bryant**.

Happy Birthday This Week To:

Algot L. Kropp, Tuscaloosa, Ala. . . . **Gerald Barron**, Belmont, Calif. . . . **Robert M. Carlyle**, Grand Rapids, Mich. . . . **Malcolm Ward**, Monroe, La. . . . **O. H. Rushing**, Phila., Miss. . . . **Frank Swartz**, Nashville, Tenn. . . . **Victor Vanderleender**, W. Islip, N.Y. . . . **Nat Lessner**, New London, Conn. . . . **Fred Iverson**, Syracuse, N.Y. . . . **G. C. "Buster" Lee**, Columbia, S.C. . . . **Jack Kauffman**, Phila., Pa. . . . **Arthur Weinschke**, Warson Woods, Mo. . . . **James Ross**, Cleveland, Ohio. . . . **E. T. Davis, Jr.**, Atlanta, Ga. . . . **Martin Wells**, Ithaca, N.Y. . . . **Carl F. Jackson**, Seminole, Okla. . . . **Philip J. Mason**, Washington, D.C. . . . **Gene Daddis**, Pequannock, N.J. . . . **Harvey J. Grogan**, Big Bay Pt., Ont. Canada. . . . **Neal Ford**, Treschow, Pa. . . . **Charles Graconne**, Liberty, N.Y. . . . **John B. Turcotte**, Williamsett, Mass. . . . **C. F. Cole**, Marion, Ind. . . . **John A. Frost**, Fremont, O. . . . **Louis Herman**, Mt. Vernon, N.Y. . . . **Louis Tartaglia**, Pt. Chester, N.Y. . . . **Carlos M. Forrest**, Ft. Wayne, Ind.

MOA Polls Its Ops For Best Artist

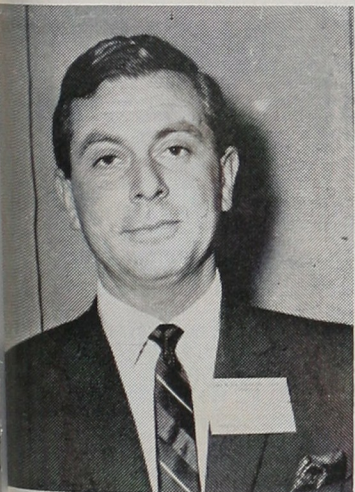
CHICAGO—Not to be outdone by that balloting last month in San Francisco and Atlantic City, the country's music operators will once again have the opportunity of nominating those artists, records and record companies which in their opinion did the most for the automatic photograph industry during 1964, and subsequently voting for one in each category to be honored at the upcoming MOA Convention and Trade Show.

Here's how it works: MOA's managing director Fred Granger has asked members to jot down their preferences on a business-reply card mailed to them last week, and return the card to MOA headquarters on or before Sept. 12. After the post card replies have been totalized, operators will be forwarded ballots listing the top three nominees for each category. The winners will then be awarded prizes at the Convention scheduled to be held at the Sherman House October 14-16.

The winners of MOA's disk awards for 1963 were: Ray Charles of ABC Paramount as 'Most Popular Artist', Tony Bennett's 'I Left My Heart In San Francisco' on Columbia for 'Most Popular Record' and the Columbia record Company for 'The Most Constant Supplier Of Good Records'.

Lurie Blends Williams-Distrib ties For Drive

Sees Strongest
Organization Ever



BUD LURIE

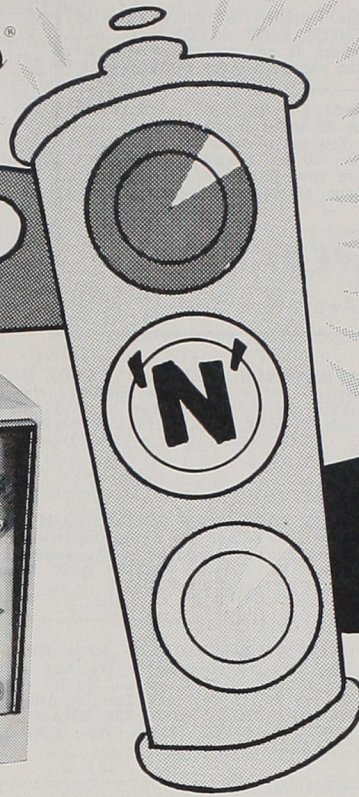
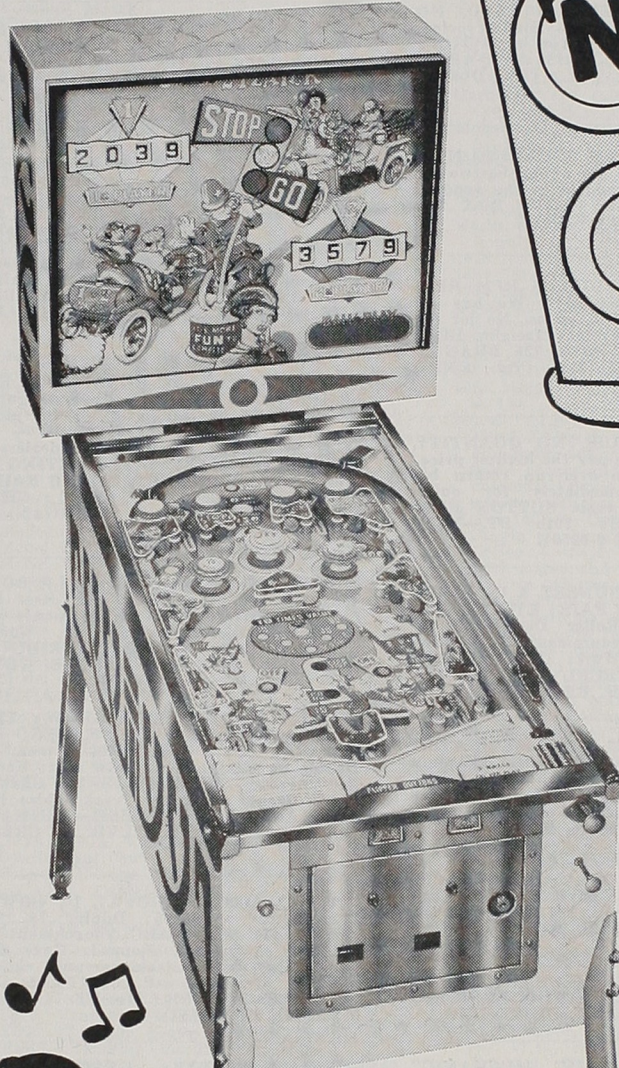
NEW YORK—Bud Lurie, Sales Manager, Williams Electronic Manufacturing Corporation, called on distributors in a half dozen cities last week completing the exec's third nationwide road trip since joining the See-Subsid several months ago. According to Lurie, purpose of the trips has been to solidify factory-distributor relations in order that the fall program be given unusual support. "There are items which naturally come about in the production of anything—from games to computers," said Lurie on a stopover in New York last week. "I know that some of the Williams distributors have problems, too. The trips have accomplished the purpose for which they were intended. Let each other know what is expected, and we can only benefit from resulting smooth relationship which has come about."

Without divulging the specific agreement, Lurie talked about pinball games now on the line and on the boards at the Chi plant, as well as novelty games which will also be produced shortly. President Sam

players **STOP** for greater fun... operators **GO** for bigger profits

Williams

STOP



GO

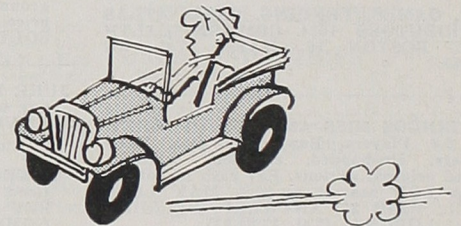
**NEW 2-PLAYER
ADJUSTABLE 3-or-5 BALL**

NEW BONUS FEATURE
SWINGING TARGET
SCORES 10 TIMES
VALUE WHEN LIT

SHOOTER AT BOTTOM OF PLAYFIELD SHOTS
BALL BACK ONTO PLAYFIELD FOR ADDITIONAL
PLAY AND SCORES

- Number Match
- Plastikote Finished Playfield
- Stainless Steel Trim
- Slug Rejector
- Twin Chutes (opt.)

plus **MANY EXCLUSIVE
WILLIAMS FEATURES**



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the choice for

**THE LOWEST
PRICES and
BEST EQUIPMENT
ALWAYS**

Exclusive Gottlieb and Rock-Ola Distributor for Eastern Penna, So. Jersey and Delaware.
Reconditioned Equipment For Export
ACTIVE Amusement Machines Co.
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1101 Pittston Ave., Scranton 5, Penna.



MECHANIC

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Philadelphia 22, Pa.
Poplar 3-9600

Stern, who is executive head of the firm he formerly owned, gave Lurie complete approval to bring about a personal relationship between the former Southland Engineering exec and the factory's network of distributors. "Working out of the plant in Chicago, as I will be doing, from time to time, in the normal course of events, I

feel that I now have a complete grasp of the distributor's business in any given territory and each one in turn understands exactly what we at Williams are doing and what we plan on doing. The program for fall meets with complete acceptance by all concerned, so I can only look for sales increases."

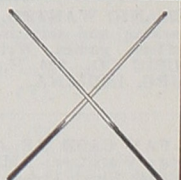
Our modern
new Factory
is devoted
exclusively to
manufacturing

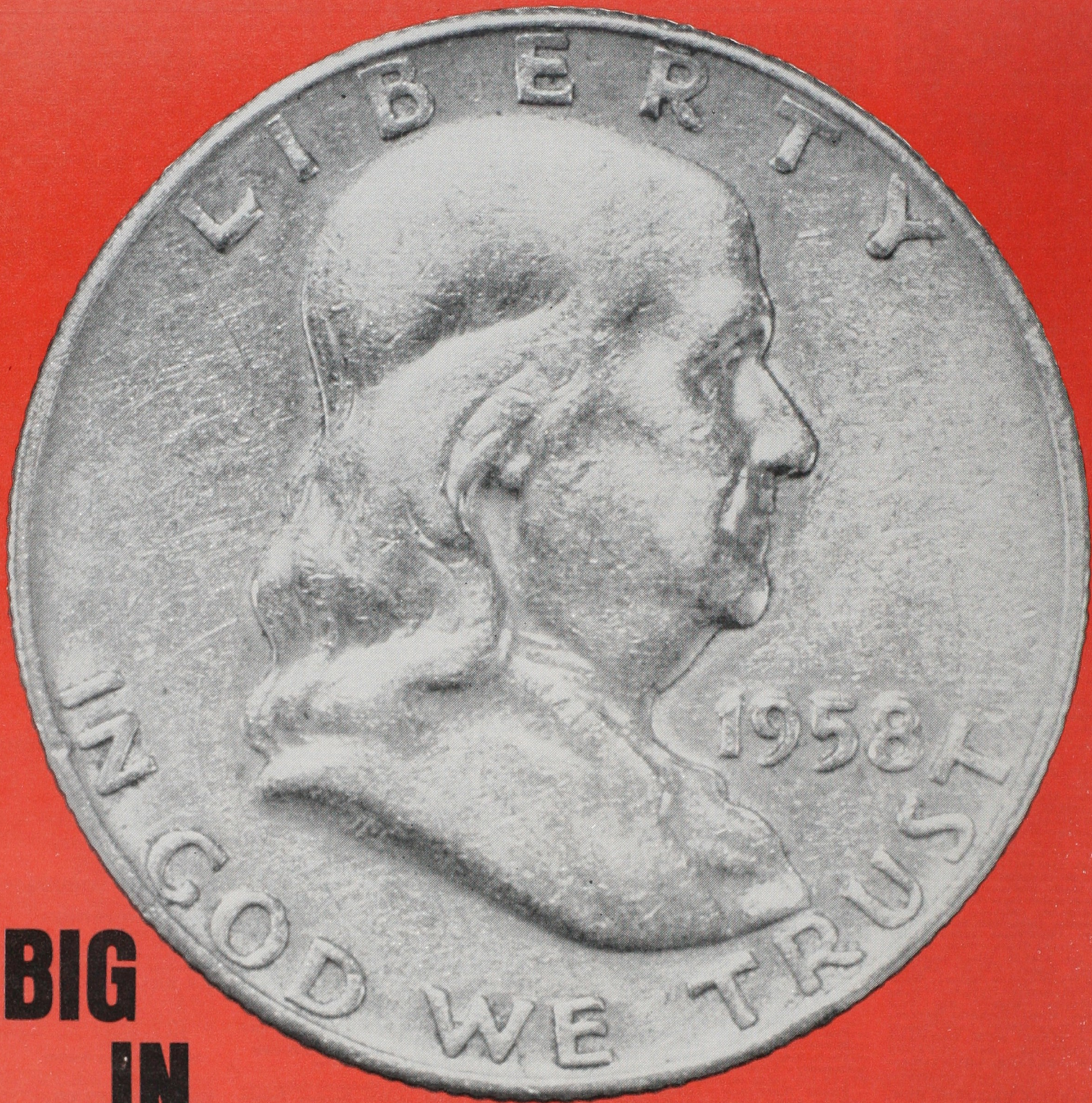
SCHMELKE
QUALITY CUE STICKS

Professional Design—Long Life

Write for details.

SCHMELKE MFG. CO.
SHAKOPEE, MINNESOTA





BIG IN EARNINGS

The first Wurlitzer 2800's to go on location proved that they have really got what it takes to hit all-time high earning totals. What it takes includes smart styling, the industry's finest stereophonic sound, and the extra play-promoting power of the Ten Top Tunes feature plus LP Album selections. Only Wurlitzer has them ALL.

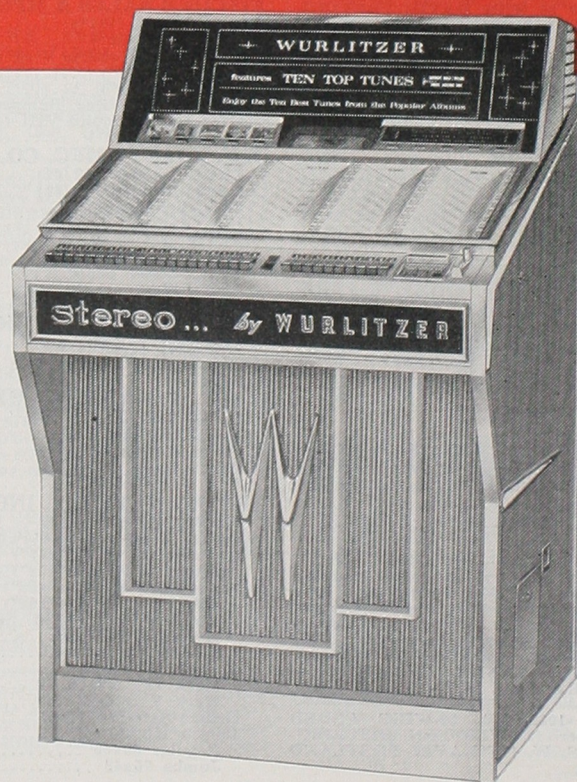
SEE YOUR DISTRIBUTOR

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THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

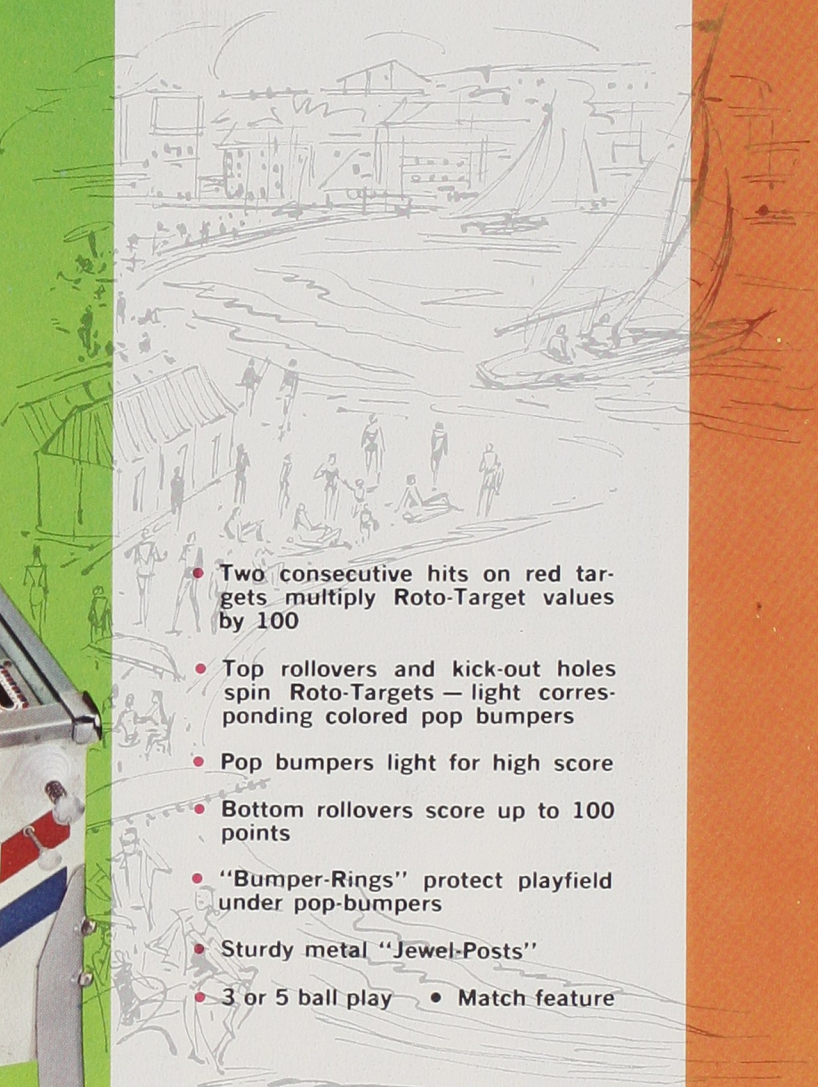
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 EVERYTHING IT TAKES!**

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- Top rollovers and kick-out holes spin Roto-Targets — light corresponding colored pop bumpers
- Pop bumpers light for high score
- Bottom rollovers score up to 100 points
- "Bumper-Rings" protect playfield under pop-bumpers
- Sturdy metal "Jewel-Posts"
- 3 or 5 ball play • Match feature

*Ask your distributor
 for a feature demonstration!*



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



D. Gottlieb & Co.

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Printed in U.S.A.

Sell BOTH Conventions with



the only trade publication which will be distributed at the



and



CONVENTIONS!

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

OCTOBER 17, 1964 ISSUE

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.

Features Programs For Both Trade Shows

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!

Advertising Deadline—October 7th

Using An Insert?

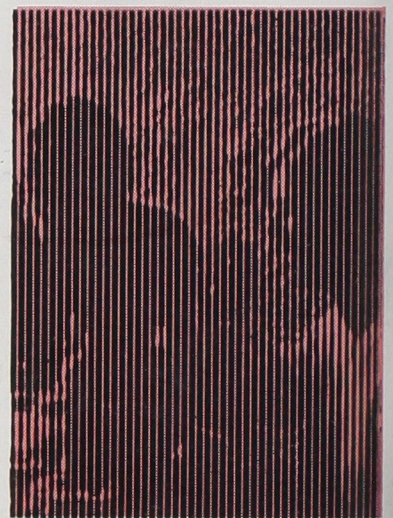
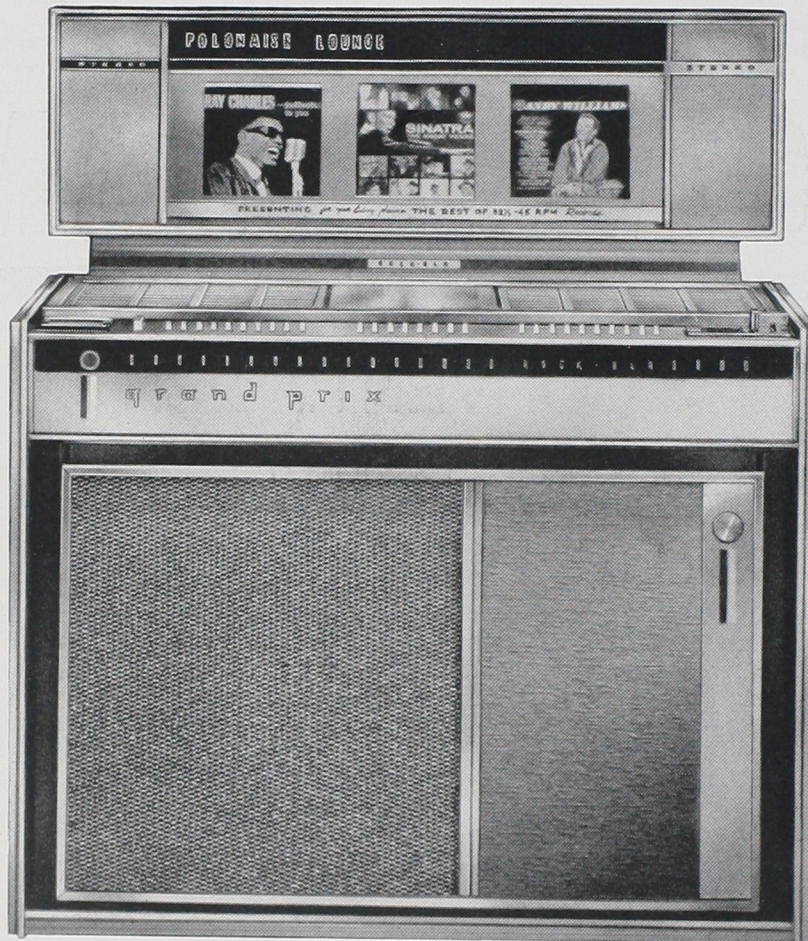
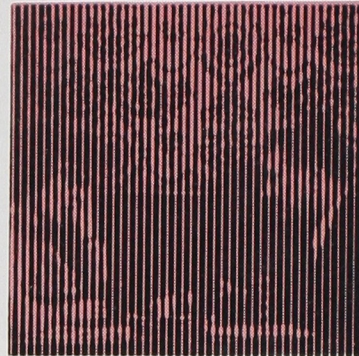
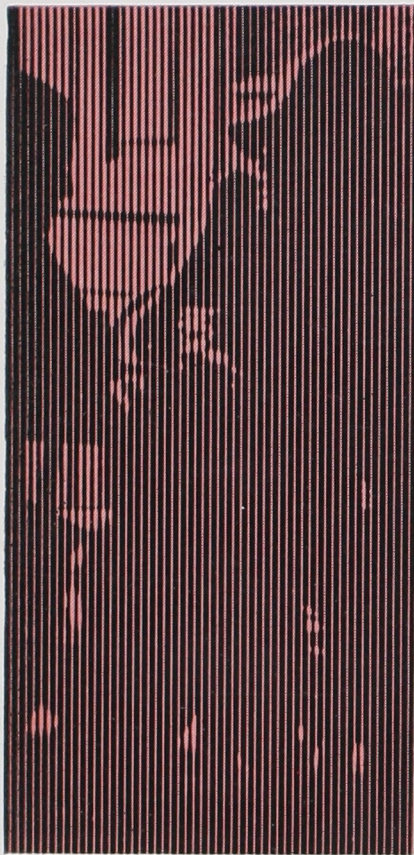
Call JUdson 6-2640 for mechanical requirements. Increase your print run now and include CASH BOX in your Convention coverage!



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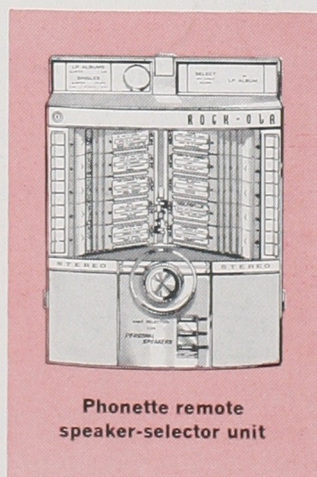
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 the 1964 **Grand Prix**...the prestige phonograph for all locations

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

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

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

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



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

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