



Editorial

IN SEARCH OF A CUSTOMER

When the National Association of Concessionaires Convention opens on Monday, September 28, vending machine manufacturers will begin a week of selling to an industry which accounts for a goodly portion of equipment sales over the year. Last month these same manufacturers left the Coliseum in New York after pitching laundry and dry cleaning operators on the merits of vending machines and bill changers. Having just returned from Texas following the tobacco distributors convention in Houston, the exhibitors will have hardly caught their collective breath when the MOA and NAMA Conventions will be upon them.

Even if they skip several smaller conventions which take place following the major Chicago trade shows, each one will more than likely find it necessary to take part in the bottling show in Atlantic City in early October. NAMA holds its west coast convention two weeks later and it is doubtful if at least one more convention won't pop up between then and Christmas. That's a lot of road work, and a lot of selling, but it is all evidently very necessary in order to cover the ever-growing field of machine buyers.

Distributors, for the most part, follow the lead of the manufacturer and when the meeting or convention is held in their territory, they usually back up the promotion and selling with individual contact on a local level.

But what of the operator? Is he to sit back and await the leads which may come about from such exposure? We think not.

Too many operators allocate too little time for location contact in search of new business. Perhaps coin machine operators can take the cue from many vending operators who solicit new business periodically with sales letters and brochures and circulars outlining the equipment available for specific locations. Not only can the operator, in this way, represent himself as the company serving business with factory equipment exactly as outlined in accompanying literature, but he can step into an industrial plant, laundromat, or theater operation owned by people who more than likely were contacted by the aforementioned factories at various shows. Music ops are pretty much in a saturated situation, but these same firms are now in cigarettes, candy and refreshment vending. In addition, there's the novelty amusement machine that fits into industrial game rooms, and similar locations not considered standard outlets.

There are always methods in which new business can be attained if the operator seeks it out. Too many coinmen rely heavily on the new address, the new location, the change in ownership, to spot the new location opportunity. More effort should be exerted if the lost location is to be replaced, and if a route is to grow.

Rock-Ola Unveils New Phono Model Before East Coast Distributors At Meet

Begin Regional Distributors Meet in New York City

Heading For N. Orleans, San Francisco & Chicago

CHICAGO—Rock-Ola Manufacturing Corporation's sales division embarked on a series of regional introductory showings this past week to acquaint the firm's phonograph distributors in this country and in Canada with a new line of coin-operated automatic phonographs, which is due for release to the trade shortly. The Rock-Ola sales group was headed by Edward G. Doris, executive vice president.

The itinerary was kicked off Thurs-



ED DORIS

day, September 24, in the Summit Hotel in New York City. From there the Rock-Ola group emplaned to New

Orleans for the second regional showing in the Royal Orleans Hotel, on Monday, September 28.

The next stop will be the Mark Hopkins Hotel in San Francisco, on Thursday, October 1. Then the Rock-Ola entourage departs for the home base in Chicago, where the midwestern and southern Rock-Ola distributors will view the new product for the first time. This showing will be held on Monday, October 5, in the Water Tower Inn.

Previously the Canadian distributors who handle Rock-Ola lines usually came to Chicago for the showings. This year, Doris revealed, the Rock-Ola entourage will hold a showing on Saturday, October 10, in the Royal York Hotel in Toronto, Ontario, Canada.

ATTENTION OLDTIMERS!

Second Coinbiz Vets'

Affair To Be Held At MOA

MIAMI—Willie Blatt, of the Supreme Distributors, Inc., here, is calling upon everyone who has been actively engaged in the coin machine business—15 years or more, or who is now retired—to plan on attending the second annual get-together of the 'CMI Deans Club', to be held in Chicago at the time of the MOA show. Last year's get-together of coinbiz 'old timers' was a huge success, Blatt advised, and with this year's planning and preparation, he expects well over 500 veterans to attend. The 1964 affair, to be either a breakfast or a luncheon depending upon the majority preference, will cost \$7.50 per person, and Blatt urges all wishing to attend, to get their checks, addressed to him personally at his Miami office, off as promptly as possible.

"You could never match the fun that you'll have for such a low fee anywhere or anyplace else," Blatt advises, adding, "Don't be sorry; come out and see!"

Kaye To Premier New 'Eldorado' Shuffleboard Line At MOA Show

BROOKLYN, N.Y. — Irving Kaye, president of the Irving Kaye Co., Inc., announced last week that his company will be unveiling a brand new shuffleboard game line at the MOA Trade Show and Convention, to be held Oct. 14-16 in Chicago. The new line, to be called the 'Eldorado' shuffleboard series, will be Kaye's entry into this area of the coin machine market, and will shortly be available to operators through the company's authorized distributors.

Kaye described the design of his new shuffleboard as "the ultimate in modern styling." The game will come in all the popular sizes—13', 16', 18', 20' and the most popular 22' model—and feature pin-gate control and indirect fluorescent lighting provided by four 8' lamps placed down the rails of the board. Other features of the 'Eldorado' shuffleboard include recessed scoring buttons, rock maple laminated board construction and a formica exterior—all in the 'classic Kaye style'.

The entire scoring mechanism of the game will be contained in the "head", Kaye advised, with the exception of the coin acceptor which will be located in the board's center leg. The scoring mechanism is being manufac-

tured by Bally in Chicago, of which Kaye is an interested partner. The game will be assembled in Chicago and marketed through Kaye's regular network of distributors from the two base factory points in Chicago and New York.

Empire Holds Schools In Wisconsin, Mich. On Rock-Ola 'Grand Prix'



JOE ROBBINS

CHICAGO—Joe Robbins, vice president and general sales manager of Empire Coin Machine Exchange, in this city, advised this past week that regional service school classes were conducted on Rock-Ola Manufacturing Corporation's "Grand Prix" model 425 coin-operated phonographs in Milwaukee, Wisconsin, Wednesday, September 23; and in Menominee, Michigan, Thursday, September 24. The sessions were scheduled for the hours of 1:30 till 9:00 p.m. in both areas.

The Milwaukee service school class was held at Hastings Distributing Company, and was hosted by Sam and Jack Hastings. Empire Coin's Bob Rondeau hosted the Menominee class at the firm's branch headquarters in that city.

The service sessions were conducted by Jerry Sage and Joey Eggener, of Empire Coin's service staff.

Robbins added that all of the operators and service personnel who attended the service school classes were invited to partake of a catered buffet dinner.

West Virginia Ops Elect Wallace, Pres., Discuss Sales Tax On Vending Sales

Tax Expert, MOA's Granger, NAMA's Funk Addresses Ops

HUNTINGTON, WEST VA. — The West Virginia Music & Vending Association elected John "Red" Wallace to the Presidency of the association here last week (Sept. 18-19) as the operators in the State celebrated the Tenth Anniversary of the association.

Highlight of the meeting was a talk delivered by Max A. Bunn, Director of Consumer Sales, Tax Div., State of West Virginia. At the moment, operators in the State pay a sales tax which amounts to 11.1% on a ten-cent vend, based on the present 1¢ tax on a ten-cent vend. The sales tax is scaled to begin at six-cents. Because of the inequitable rate for vending ops, the Association is working toward a sales tax scale which would begin at 11¢, thereby alleviating single ten-cent purchases for a tax per vend. Bunn advised the operators that while the State is studying the present tax rate, he would take "a neutral position" insofar as Association presentation of a new tax plan is concerned.

Richard W. Funk, Legislative Counsel for NAMA, told the audience of about 100 guests that the task ahead for 1965—to put an end to



JOHN (RED) WALLACE

the unequal treatment of vending operators—would be an even greater one than the previous successful chore of defeating a per-machine taxation here last year. "Although the law on its face appears to treat all retail sales on the same basis, the fact is that only the vending operator must pay 10% of his gross on 10¢ sales," said Funk. Out of the 38 states which impose a sales tax, fifteen states provide for relief on sales made through vending machines. Funk suggested, as an example, a sales tax on total sales, as a solution to the problem. Funk promised the Association total NAMA support in this endeavor.

MOA Managing Director Fred Granger read a Progress Report to the operators and pitched for greater MOA membership and attendance at the MOA Convention Oct. 14-16.

Other officers newly elected to posts include: J. C. 'Buddy' Hunt, 1st VP; Shelton Price, 2nd VP; Mrs. Leona Ballard, Treasurer. Directors are: Anthony Cupola, James Stevens, James K. Hutzler, Jerry Derrick, James Kiser, Caudill Wellman, Joseph Dobkin, Andrew Kniska, William A. Anderson, Delman DeHaven, C. H. Flannery, Edward M. Oliver, W. T. Cruze and Jack G. Bess. Chris Ballard was elected Sgt. At Arms.

Joe Hunt was named a lifetime-honorary member of the Association.

Exhibitors included: Allied Vending Sales (Rock-Ola); Atlas Music (Seeburg); Cruze Distributing (Wurlitzer); Roanoke Vending Exchange (Rowe AMI); Royal Distributing Co. (Water Polo Game); Gold Medal Products (Popcorn Vendor); U.S. Billiards, Inc., Represented by sales manager Art Daddis; and Canada Dry.

Japanese Firm Producing 50-Selection Juke Box

TOKYO—The 'Lon 3000', a new 50-selection coin operated phonograph, is now being produced by the Lon Company, Ltd. here. At present, the manufacturer has now plans to export the machine, saying that the 'Lon 3000' is the first "all-Japanese" phono and strictly for domestic distribution.

The juke box is "ultra modern looking" in design, officials at Lon have stated, and offers a specially colored glass surface to harmonize with any location surroundings. The officials further advised that the application of many new technical ideas plus the fact that the machine uses no electro-magnetic relay, makes the phonograph "exceedingly durable and practically trouble free."

Included among the Lon 3000's features are its ability to become a continuous background music unit by the operation of a change-over switch, facility of programming records by a convenient front glass door, quick and efficient record selection and ease of maintenance and inspection.

The Lon 3000 employs an 8-transistor amplifier with a 10-watt undistorted output and a two-way speaker system. Featuring a crystal-type pickup and diamond needle, the manufacturers claim will maintain a superior tone quality for an extra long period of time.

Montooth Calls Illinois Ops To Oct. 14th Meet

Annual Elections To Take Place

CHICAGO—Les Montooth, head of Montooth Music Company, in Peoria, Illinois; and president of the Illinois Coin Machine Operators' Association (ICMOA), in a statement to the press last week urged all members and prospective members of the Illinois operators' organization to attend the general meeting scheduled at the Sherman House Hotel on Wednesday, October 14, the first day of the upcoming MOA Convention.

He stated that the annual election of directors will be held during this important session.

"All members," he added, "should have a voice and a hand in the selection of the members who will guide them in 1965. This is not only their privilege, but responsibility as well."

"We urge all members to submit any recommendations and suggestions they may have to help in strengthening and improving our statewide association."

ON TO CHICAGO!



for the 14th annual

MOA CONVENTION AND TRADE SHOW

SHERMAN HOUSE HOTEL, CHICAGO

OCTOBER 14, 15 and 16

this is one you'll not want to miss!

Only a limited number of exhibit booths remain. Call Fred Granger—RA 6-2810.

MUSIC OPERATORS OF AMERICA • 228 N. LA SALLE STREET • CHICAGO, ILLINOIS 60601

SPECIALS!

ChiCoin Bronco (Add-A-Ball or Free Play Model) Like new \$395	United Bonus .. \$200
Bally Table Hockey NEW (Orig. cart'n) 50	Bally Bank Ball (2-P Skee Ball) Late Model ... 125
Bally Bucky Horse NEW (orig cart'n) 450	Southland Speed- way 225
ChiCoin Champion Gun (Like New) 375	Bally Champion Horse 310
1963 Philadelphia Toboggan Skee Ball 450	Lee Horse 100
	Bally Spinners .. 50
	Bally Fun Phone 50
SHUFFLES- BOWLERS	PINBALLS
United Crystal .. 365	Gottlieb Swing Along 375
United Dual 80	Gottlieb Big Top 345
Bally Monarch .. 75	ChiCoin Sun Valley 325
Bally Pan Ameri- can 14' 145	Bally Star Jet... 345
Bally Challenger.. 145	Bally Sky Diver.. 335
ChiCoin Pro 225	Wms. Oh! Boy .. 395
ChiCoin Champ .. 195	Wms. Soccer 325
Midway Skee Fun 95	Wms. Vagabond .. 195
	Midway Raceway .. 275
BASEBALL- ARCADE-KIDDIE RIDES	MUSIC
Wms Major League (1963) 265	Seeburg DS160 .. 795
Wms. Pinchitter.. 150	Seeburg AY160 .. 695
Bally Heavy Hit- ter 75	Wurlitzer 2710-3. 795
	Wurlitzer 2310 .. 325
	AMI I-200M ... 175
	AMI H-120 195

REDD DIST. CO., INC.

80 Coolidge Hill Road
Watertown, Massachusetts
Tel. (area code 617) 926-2250

Atlas Begins Fall-Winter Series Of Service Sessions On The Rowe M-200 Phono

CHICAGO — The fall schedule of Atlas Music Company's Rowe-AMI service school classes will be opened in the firm's showrooms this coming Wednesday, September 30, according to Joe Kline, of the music division. This session, he advises, is the first in a series for the fall and winter seasons. A large attendance is expected as indicated by operator reaction to the invitations which were submitted by Atlas Music recently.

The sessions (there will be two separate classrooms because of the anticipated attendance) will commence at 6:30 P.M., with a buffet dinner preceding the classes.

The evening's activities will be hosted by Atlas prexy Eddie Ginsburg, vice president Sam Gersh, Joe Kline, Sam Kolber and Stan Levin.

The service sessions will be conducted by Cliff Bitting and Hank Hoevenaar, of Rowe-AMI's Grand Rapids plant. Operators and their service personnel will be briefed on trouble shooting and repairing Rowe-AMI's M-200 coin-operated phonograph in locations.



California Clippings

The fall selling season in full swing with distributors and wholesalers up and down Pico Blvd. reporting business definitely on the up-turn. . . . At Simon Distributing Co., Frank Mencuri said the Round-O-Pool met with such a good reception from the operators that the original shipment has been all sold out and he is anxiously awaiting another shipment. Also on the way to Simon is another order of the new Valley pool tables. George Muraoka processing export orders for shipment to the Far East. Henry Leyser of Associated Coin Amusement in Oakland, Calif. in visiting with Jack Simon. . . . Hank Tronick of C. A. Robinson & Co., awaiting the arrival of another shipment of United's 'Polaris' Bowling Alley which has proven to be a smash hit with the operators. Hank also looking forward to the arrival of more of Midway's 'Trophy Gun'. Used equipment activity has been exceptionally good with everyone scanning the territory for equipment to replenish stock. . . . Hazel and Shirley Dennison of California Music Co. on a two week vacation to Lake Tahoe. . . . New shop employee at the Wurlitzer Factory Branch is Stanley Street. Clayton Ballard reporting that Tom Roughton, assistant manager of the Disneyland Wurlitzer office was married last week. Leonard Hicks called back to visit with his family in Wichita, Kansas due to the illness of his father. . . . At the R. F. Jones Co., Chuck Klein expecting another load of both the Rowe "Riviera" cigarette machines and the Rowe-AMI Tropicana phonographs. Shipments on Gottlieb's 2-player "Sea-Shore" also expected to arrive shortly. New Salesman Sig Miller on the road getting acquainted with the customers in the Imperial Valley, and Don Edwards covering the San Diego area. . . . Barbara Wolfe is the new employee added to the secretarial staff in the office. Everyone at Jones busy this week taking inventory. Elky Ray, Western representative for the Gottlieb Co. stopped in for a visit this week. Kenneth Philpot of the shop became the proud father of a 9 lb. baby girl last week. Jones Co. now carrying a line of non-coin operated Fischer pool tables, The Empire, for home use. Chuck reporting that the Tele-Norm Co. will have a booth to display their line at the sixth annual Business Equipment Exposition in Los Angeles, October 19-23. Chuck also said that the Jones Co. will be well represented at the Harbor Music Operators Luau at the Reef restaurant in Long Beach this Saturday night. . . . Lou Wolcher of Advance Automatic Sales Co., San Francisco in town for a few days visiting the local offices of Advance. Bob Portale said the first shipment of Williams' 'Riverboat' arrived and met with a very enthusiastic reception from the operators. Bob also reported that Advance is planning some expansion moves and they are looking for larger quarters. . . . Claude McBride of the new West Coast label Brookhurst Records stopped at Leuenhagens Record Bar with "Highway Man" by Curtis Leach which Mary Solle picked as a top selling record. . . . At Paul A. Laymon, Inc., secretary Britt Edelman home again nursing the second case of mumps in the household. . . . Operator Bill Yedlin of Sherman Oaks off on a one month hunting trip in Montana. . . . Visiting operators this week included: Dick Kanole, Oxnard; Charlie Cahoon, Long Beach; Carl Cline, Indio; Bill Worthy, San Diego; Herman Stauffacher, from San Bernardino; and Lester Dechene of G. F. Cooper Co. in Riverside.

LET'S GET ACQUAINTED

We're the discount house for all types of coin machine parts and supplies.

Visit us at the M.O.A. Convention . . . Booth #83.

"The light that guides the industry"



3323 W. Foster Ave.
D & R INDUSTRIES, CHICAGO, ILL. 60625

Phone: (312) 588-5522

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

THE CASH BOX
1780 BROADWAY
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.)

Please Check Proper
Classification Below

MY FIRM OPERATES THE
FOLLOWING EQUIPMENT:
JUKE BOXES
AMUSEMENT GAMES
CIGARETTES
VENDING MACHINES
OTHER

NAME

FIRM

ADDRESS

CITY ZONE STATE

Be Sure To Check Business Classifications Above!



Houston Happenings

Morris Pinto, age 60, owner of Big State Cigarette Service (Big State Amus. for many years) died suddenly here Sept. 9th. Funeral services were held Sept. 11 in St. Anne's Catholic Church. Honorary pall bearers included H. A. Franz, head of H. A. Franz & Co. Morris was a veteran of over 20 years experience in local coinmatics and was well liked and highly respected not only in coin operated machine circles but throughout the entire community in which he resided. Our sincerest condolence to his widow, Angeline, his son and daughter, brother and two sisters and five grandchildren. . . . Local operator Ted Harris and wife Effie recently returned from visit to Temple and surrounding Central Texas area of which both are natives. . . . H. A. Franz, owner H. A. Franz & Co. (Seeburg) anxiously and sorta impatiently awaiting his first shipment of United shuffle alleys. . . . Jewel Deisch, manager of Record Service Co. (one stop record service) remarked that construction was well under way on firm's new building and they hoped to move in within 45 days. New home will have more than triple capacity of present location. . . . Lee Duran, Jesse Herrera Amusement Co. on Gentry St. said business had improved considerably the past weeks in the old North Side area. . . . Central Sales, Inc. 2104 Leeland, sponsored a well attended service school for operators and servicemen covering AMI phonographs and auxiliary equipment on evenings of Sept. 28-29 in a private dining room at Holiday Inn. School was conducted by John Pentecost, AMI factory representative together with Central Sales Service personnel. Refreshments were served at both sessions. . . . Out of town musician Charles B. Batson, Saunders Music Co., Angleton, record buying in the city. . . . Harrisburg National Bank, oldest and largest suburban bank in Houston, recently moved into its new building on Broadway. Lush coffee bar and lunch room is serviced exclusively with Seeburg vending machines. . . . H. A. Fredrick and Johnnie Johnson, office and service department heads respectively, dove hunting in Rio Grande Valley the past week end.

Happy Birthday This Week To:

Charles Rose, Fargo, N. D. . . . Anthony V. Jerard, Chgo, Ill. . . . Humbert Betti, Union City, N. J. . . . M. S. Gisser, Cleveland, Ohio. . . . Fred F. Fixe, Pembina, N. D. . . . Kenneth A. O'Connore, Richmond, Va. . . . Mort Weinberger, Louisville, Alfred Wm. Blendon, Sr., N. Y. . . . San Solomons, Columbus, Ohio. . . . J. A. Wallace, Oak Hill, W. Va. . . . Albert S. Levy, Dayton, Ohio. . . . Jos. M. Kapilla, Staunton, Ill. . . . Mark Y. Blum, Wichita, Kan. . . . F. H. Steed, Clarksdale, Miss. . . . Joe Broadbent, Anchorage, Alas. . . . E. H. Janssen, Shreveport, La. . . . H. J. Whitfield, Hopkinsville, Ky. . . . W. I. Workman, Chester, Pa.

The IRVING KAYE Company

'Setting The Standards For Quality And Design'

BROOKLYN, N.Y.—The Irving Kaye Company—a company founded upon the premise that excellence in style and quality is the key to success in the pool table manufacturing industry—is today a leader in that industry, and according to president Irving Kaye, “the standard setter for pool table styling and quality.”

A tour through the factory facilities of the Kaye Co. is both a lesson in how craftsmanship can be maintained on an assembly line production and also a sneak preview into some of next year's most stylish coin-operated and professional 6-pocket table models, along with a new shuffleboard, scheduled for an MOA Convention premiere.

From his main factory on Prospect

Place in Brooklyn, and from his other metal and woodworking facilities, Irving Kaye, his sons Howard and Arnold, and scores of skilled employees produce what they consider to be the industry's most durable and modern looking coin-operated table and also the finest of regulation sized billiard equipment. The accent at the Kaye Co. is on style, and this is apparent in such exotic color combinations as 'Matador Red and Pink', 'Midi Blue and Pale Blue' and 'Pumpkin and White' and such cabinet finishes as 'Platinum Walnut', 'Macassar Ebony' and 'Teak'.

Besides the thousands of sq. ft. of area at their woodworking and metal facilities, there are 34,000 sq. ft. of working and storage space in the Brooklyn factory and an additional 10,000 sq. ft. from an adjacent piece of land, recently purchased by the Kaye Co., on which they plan to install two new loading docks for receiving and shipping. Irving Kaye claims that such a vast amount of area is a “must” for any company which ships so large a volume of equipment they must continually keep an inventory stock of between 1,000 and 1,200 tables on hand.

There are several stages in the construction of a pool table, each requiring the talents of trained specialists, according to Arnold Kaye,



Loading dock is at far end of block long plant.



Construction of side-rails requires intensive training.



Arnold Kaye (left) and Irving Kaye examine extensive inventory.

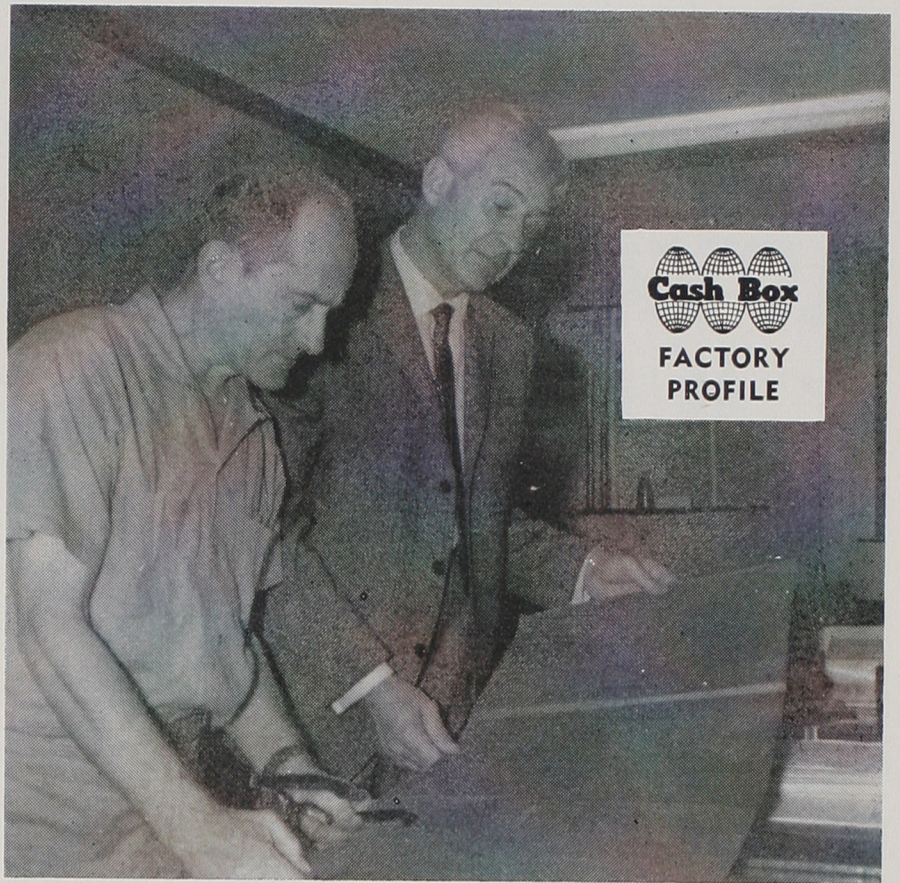


Flush ball-drawer—a Kaye innovation.

the company's production manager. The first step at the Kaye Co. begins each morning when the empty cabinets arrive from the company's woodworking facilities. Kaye cabinets are constructed of the popular hard woods and offer a formica exterior. Each features die-cast and chrome-plated marker buttons, four recessed score counters, aluminum trim with vinyl inserts, wide diameter caster levelers and triple plated corner sections (copper, nickle and chrome).

Step two involves assembly and fitting of the ball-drawer which contains the coin mechanism. This drawer, which dispenses the balls and collects the money, fits flush with the cabinet and is said by Kaye to be one of their many industry innovations. When the unit is completely assembled and fitted into the cabinet, it is carefully inspected—one of many inspection stations.

While this is going on, the slate



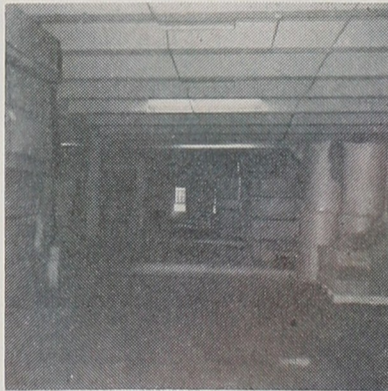
Cash Box
FACTORY
PROFILE

Where They Begin—The ideas which 'set the tone' for the pool table manufacturing industry are born on the drawing board at the Irving Kaye Co., Inc.—Chief engineer Jack Firestone (above, left) and president Irving Kaye.

team has been working. With cutting and polishing facilities, the factory services thousands of pounds of slate daily—weights range from a small 75 lb. section to a total of 850 lbs. in the non-coin 'Continental' profes-



Rows of tables move over the assembly line daily.



Up to 1,200 pieces of equipment have been stored as inventory.

sional model. After the tedious and rigidly exacting construction of the cushion rails, the table is completely assembled and must pass a final inspection before being shipped.

Kaye's chief engineer, Jack Firestone, with whom he has been associated for 20 years is a coin biz vet who can include among his many inventions the Mutoscope 'Drivemobile' and early Bally pingames. Together they designed the 'Eldorado' pool table series—the series which Irving Kaye believes did more to boost the



Style begins at the factory's front entrance.

standards of the pool table industry than any other factor.

Under the capable hand of the company's sales manager, Howard Kaye, the company will surely continue to enjoy the fruits of a solid business foundation. It should also continue to pioneer new ideas which will keep this particular phase of the coin machine industry as prosperous as it stands today.

Coin-operated pool table models which the Kaye Co. is currently offering operators through the company's authorized distributors include: five models of the 'Deluxe Eldorado' series—the Mark I, II, III, IV and V; the 'Deluxe Satellite' and two models of the 'Klub Pool'. Non-coin models include the four models of the 'Ambassador' series—the '70', '75', '80' and '90'; and the 'Deluxe Continental' professional table.



The slate team at work polishing and cutting. Hundred of pounds are processed each day.

LOOKING FOR
ACTION?

ROYAL FLASH

2 PLAYER
PIN GAME



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

**Chicago
Dynamic
Industries, Inc.**

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS



CALL (Area Code 516)
PY 8-2626
or LOCAL DISTRIBUTOR

PRO 1—	78 x 46
PRO 2—	88 x 51
PRO 3—	93 x 53
PRO 4—	101 x 58

U.S. BILLIARDS, Inc.
Amityville, New York

World Wide's Classes On Vending Draw Heavy Attendance

CHICAGO—Irv Ovitz, head of the vending machine division of World Wide Distributing Company, distributors in this area for the Seeburg Corporation, advised this past week that the firm enjoyed its largest attendance ever last Wednesday evening, September 23, during a service school class on Seeburg coin-operated vending machines. The class was held in World Wide's huge, new showroom on the ground floor level. Close to 100 operators and service men attended.

Ovitz stated that because of the heavy attendance, and in order to "touch all bases" the vending division will hold another such session on Wednesday, September 30.

Leonard Kennard, of the Seeburg field engineering staff, was the instructor during the entire session. Bob Breither, director of Seeburg's Vending Division; and Al Gitlitz, vice president and regional manager of vending sales for Seeburg, were also on hand representing the Seeburg Corp.

Hosting the class with Ovitz were Nate Feinstein, one of the co-heads, and general manager of World Wide; and sales representatives Frank Gumma, Howard Freer and David Gottlieb.

Cohn Names Katz

NEW YORK—Teddy Cohn, Conat Distributing Co., distributors in New York State for the DuKane 'Ski 'n Skore' amusement machine, has advised that Zachary Katz, former Continental Vending exec, has been named Sales Manager for the distributing firm. Cohn was scheduled to show the 'Ski 'n Skore' unit at the Nevele Hotel during the statewide operator convention in the Catskills this past weekend (Sept. 25-27).

SPECIALS

1—Southland Little Pro	\$425.00
1—Williams Big Daddy	250.00
4—Gott Slick Chick	275.00 each
1—Gott Giel	325.00 each
1—Williams Vagabond	275.00
1—Gott Universe	150.00
1—Gott Mademoiselle	145.00
1—Gott Lighting Ball	100.00
1—Gott Dancing Doll	125.00
1—Midway Carnival Target	295.00
1—Keeney Colorama	make offer
1—Williams Club House	95.00
1—Williams 10th Inning	375.00
1—Seeburg 222	495.00
1—Seeburg Q-160	625.00
2—Wurlitzer 2700-3	895.00 each
1—Wurlitzer 2710-3	845.00
1—Seeburg G	225.00
1—Flipper Clown	195.00
1—Bally Spinner	65.00
3—Foss Ball	100.00 each

We still have plenty of good used Bowlers with the new style hood.

Call to-day for early delivery. Royal Distributing has the reputation for the best shipped used equipment in the industry.

WATCH MOA

BOOTH 21!

Royal's

WATER POLO!

Sensational New Game.

ATTENTION DISTRIBUTORS!

Contact Clint Shockey at the
Carriage House Oct. 14-16!

ROYAL

DISTRIBUTING, INC.

CINCINNATI: 1210 Glendale-Milford Rd. 771-4250
COLUMBUS: 1112 North High Street



Eastern Flashes

Sam (Musical Moments) Morrison tells us that LBJ officially signed the order to continue minting '64 coins to halt the shortage (and take the luster off collector's items). Meanwhile, Sam's partner Steve Tarzana's leg is healing and the cast is due to come off in two weeks. . . Don Libertore, of Bernie Boorstein's record outlet in Freeport, Long Island, was married Sunday. The reception was held at the Chateau Pelham in the Bronx.

Irving Kempner is doing big things at the Runyon Sales Company's New York offices. While renovating the offices and showrooms to consolidate their many facilities, Kempner is also preparing for a new addition to the shop (machine wise), the details of which will be announced shortly. Kempner's son Bobby was operated on again last Wed. up in Boston's New England Baptist Hospital. This time, Kempner said, the doctors believe they have located the reason for the boy's ailment. While visiting his son, Kempner said he saw Joe Kennedy, the late president's father, who was up to see his own son, Senator Edward (Teddy) Kennedy who is still laid up since that airplane accident.

Two Bridgeport, Connecticut area operators stopped into Abe Lipsky's machine outlet on Tenth Ave. last week to look over his music and vending equipment. The two ops, Hank Gazer and Ed Hanko, are members of the Bridgeport Operators Assn., an organization of twelve ops in the Greater Bridgeport area which exists independently of the Conn. state association. They say however, that they very often work hand-in-hand with the larger group to help both organizations. Meeting twice each month, Gazer and Hanko say their organization usually draws over 75% of its membership, an excellent percentage for any association. Most of their members operate candy and cigarette vending equipment besides the standard music and amusement machines, they report.

Down at Mike Munves Distributors, Joe Munves continues to run the store while Mike vacations in Hot Springs, Ark. Joe says he will probably attend both the MOA and the NAMA Chi conventions later this month and is as interested in seeing the new equipment as is the rest of the trade. Last week, two foreign operators—one from the Philippines and one from Australia—dropped into the showroom to look over the equipment, Joe said, and were amazed at many of the amusement machines they saw, for example, the 'Gypsy Fortune Teller'. Joe said that the ops saw many games and devices which have never been operated in their areas.

Larry Feigenbaum and Harry Koepple over at Albert Simon Distributors are taking care of customers' machine and parts needs daily and say the ChiCoin 'DeVille' puck bowler and Midway's 'Champion Rifle' are both scoring good on locations in the metro New York area. . . . Morris Rood, sales exec out at the Runyon Sales Springfield, N.J. office, said a conflict with another convention would prevent him from attending the Nevele outing, but that since the other affair was being held in nearby Fallsburg, N.Y., he would try to drop over. The other meeting is for a leukemia memorial foundation of which Morris is a trustee. Meanwhile, another member of the Runyon sales force, Louie Wolberg in the new York office, wasn't planning on attending either due to a recurring asthma condition.

Art Daddis, US Billiards rep-on-the-scene at the West Virginia Music & Vending Convention last week, exhibited the firm's pool table line and reports that it was very well received. Daddis advised that Al Simon and the Amityville, L.I. plant crew are busy setting plans for the MOA Convention, the next big show U.S. Billiards will attend. . . . Mort Heilig's 'Sensorama' film machine is doing an excellent job attracting customers at the Broadway Arcade.

Talk about flamboyance! You should see Irving Kaye's desk out at his Brooklyn factory office. The desk is basically one of his most elegant pool tables, flush across the playfield, and completely geared for phones, drawers etc. The office is also fitted out with a Kaye cue-stick rack, a new model of a Kaye table with a circular playfield and a Scopitone film machine, of which Kaye is an interested partner.

East Coast Distributors flipped when they got a preview peek at Rock-Ola's new phonograph at the Summit Hotel unveiling here in New York last week. Among those distributors who were in town were Albert Simon and Al D'Amico, from New York; Joe Ash, Philadelphia; Al Levine, Boston; Dave Stern, N.J.; Irv Blumenfeld, Baltimore; and John Wallace, West Va.—all with their sales reps. The meeting was expected to draw many more Southern distributors than usual. Those Rock-Ola factory reps who were present to host the affair included: Ed Dorris, exec VP, Jack Barabash, chief engineer; Les Rieck, sales rep; George Hinker, advertising and promotion manager; and other factory execs who were flying in at press time. Next stop for the Rock-Ola reps and their new phono will be New Orleans, then San Francisco and back to Chicago before the operator showings begin.

Murray Kaye, Atlantic's sales head, delighted over vending equipment sales and the response to the LP Console sales deal, but down in the dumps over one week's experience with his new car: three knocks in the door and fender and an outright robbery of his golf clubs, cart and spare tire. Wait'll you hear his golf score now! . . . Last Friday, after week's of preparation and mountains of paperwork, MONY's Sophie Selinger and Ben Chicofsky were finally to see the results of their labors over the weekend at the Nevele outing. We know these two were sure to have a good time.

A. D. and Estelle Palmer, Wurlitzer's advertising and promotion chief, celebrating their 30th Wedding Anniversary. At press time, the couple was departing for an anniversary weekend with the coin machine trade celebrating their own anniversary—at the Nevele, natch! . . . Iz Edelman, very much on the coin machine scene, now going into production on conversion units which will enable operators to convert juke boxes into audio-visual machines. Edelman's using television tape and expects to produce 100 tapes for operator consumption. Fifty of the tapes are ready now, according to the coinvent.

Smokeshop's Art Brier expected to meet Johnny Bilotta in NYC and then leave for the Nevele together last week. . . . It was the hope of everyone that many of the upstate coinmen would be relieved of current medical problems at home, in order to get away for a rest after going through a most unfortunate season of illness. . . . The MOA exhibitor list is the longest in years. Look like a sensation before it begins. . . . Fred Pollak, Jim Newlander, and the Royal AC bunch, off to Chicago for the 9/28 opening of the Concessions show. . . . Vendo's John Brookes explained for the Chi show to show the Continental APCO line before theater operators, an important market to the vending industry.

Chicago Chatter



Rock-Ola Mfg. Corp's sales execs headed by Edward G. Doris set out last Wednesday, Sept. 23, on a series of regional showings which will carry them to New York (the eastern region), New Orleans (the deep south), San Francisco (southwest and west coast), Chicago (midwestern distribs), and finally to Toronto, Ontario, Canada (to cover the Canadian distributors). With Doris are George Hincker, Dave Howle, Les Rieck, and Hugh Gorman. Jack Barabash will handle the servicing pitch. While out at the Rock-Ola plant last week we lunched and chatted with Prexy David C. Rockola, Doris, and Art Ehlert.

The National Association of Concessionaires (NAC) opens its annual convention in Windy City this week (Sept. 28-Oct. 2), expecting an attendance of approximately 1,500 members and suppliers. Site of the big show is the Conrad Hilton Hotel, where NAMA will be headquartered for that annual convention and trade show, Oct. 17-20. As reported by Lawrence Stein, director of publicity for NAC, officers are: Edward S. Redstone, president; Augie J. Schmitt, board chairman; and James O. Hoover, general chairman. The exhibits chairman is Spiro Papas.

Exhibitors are still signing on the dotted line for the upcoming MOA Convention at the Sherman House. Just the other day Fred Granger advised that Bud Lurie okayed the exhibit for United Mfg. Co. Other new exhibitors are Urban Industries of Louisville, Ky.; and Vee-Jay Records of Hollywood, California.

There's activity galore at the Seeburg factory these days. One of the busiest bees is Bob Breither. Mark LeFebvre, vice prexy of Field Operations, took off on a national trek calling on Seeburg distribs. Dan Collins is out on the road this week singing the praises of the new Seeburg organ . . . Mort Secore of Chicago Dynamic Industries was out all last week when his brother-in-law, Ed Fox, died, so he's working like blazes this week trying to catch up on sales work, according to Ralph Wyckoff.

Harold Schwartz, head of World Wide's music division, tells us many music operators in this area are garnering numerous benefits working with the Seeburg mobile unit (van) . . . The new Bally 4-player "Big Day" is already strong sales-wise in this country, according to Herb Jones. He also advised that operators from Helsinki, Finland to Sydney, Australia are utilizing a wide variety of Bally pingames, from "Mad World" and "2 in 1", both two-players; to "Grand Tours" a single player, and its add-a-ball counterpart, "Happy Tours".

Walter Reed, director of publicity for the National Automatic Merchandising Assn. (NAMA), informed that Phil Ford and Mimi Hines will be the stellar attraction at the gala banquet, which will wind up the convention on Tuesday, October 20 . . . Paul Huebsch, of Rowe AC Mfg., and Joe Kline, of Atlas Music Co., hit the road early Wednesday, Sept. 23, to call on the trade around the DeKalb area. Also representing Atlas Music on the road are Bill Phillips, who covers Illinois; and Chuck Harper, in Iowa.

While at Williams Electronic last week we were advised by Sam Stern and Jack Mittel that "Riverboat" is proving to be a big hit among operators everywhere. Also, the new "Mini-Golf" two-player is starting to catch on . . . Commenting on the upcoming MOA clambake (Oct. 14-16), and taking into consideration the sellout in exhibit space and the prospective heavy attendance, Joe Robbins, of Empire Coin, quipped last week: "It'll actually seem strange seeing so many people (operators) in one room at the same time. (Quite an improvement over previous conventions!)"

The announcement from Hirsch de LaViez that Tony Bennett will be a headliner during the floor show portion of the MOA banquet was welcome news in Windy City's coinrow. The whole thing started when vet musician Erwin Barg contacted us here at Cash Box advising that Tony would be happy to perform for his friends in MOA. We relayed the info on to Fred Granger, who in turn contacted Hirsch.

During Alvin Gottlieb's absence from his office Judd Weinberg info'd that construction on the upper floor addition at Gottlieb Memorial Hospital is progressing well. Alvin is still spending most of his time overseeing the project.

Bud Lurie is now well settled in his office at United Mfg. Co. Bud, Herb Oettinger, and Bill DeSelm are swinging hefty sales on United's "Orbit" puck huffle alley and "Polaris" big ball bowler . . . We received another reminder from Howard Ellis, in Omaha, that the meeting during the MOA Convention for Coin Operated Industries of Nebraska (COIN) has been set for October 4 . . . We also received a note from Les Montooth advising that the Illinois Coin Machine Operators' Assn. (ICMOA) also meets on that date. Room numbers for all regional association meetings will be posted on the bulletin board in the lobby of the Sherman House.

NAMA's Sid Schapiro is definitely a very busy guy these hectic days butting up the exhibit plans for the NAMA Convention at McCormick Place . . . Todd A. Ebberts, vice president of Automatic Canteen Company of America, asks us to "come on up" for Canteen's convention at McCormick Place on October 15, just prior to the NAMA Conclave.

The gang at Wico Corp. invite all their friends in the coin machine and vending industries to come on out to the plant Saturday morning, October 17, for a koffee klatch (complete with lox & bagels), and take a tour through the new addition and showrooms. Hosts will be Max Wiczer, Ed Ruber, Milt and Torrie Wiczer and Denis Parsons . . . Hank Ross, of Midway Mfg. Co., informs that he has many terrific plans on the drawing boards for the fall and winter seasons. He has high hopes for 1965.

DAVIS Guaranteed Phonographs

Look and Operate Like New

1. Seeburg DS 160 \$1,075.00
2. Seeburg AY 160 875.00
3. Seeburg AQ 160 695.00
4. Wurlitzer 2800 WRITE

DAVIS Reconditioned Wallboxes

With New Selection Buttons

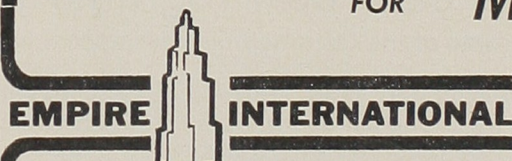
1. Seeburg 3W100 \$25.00
2. Seeburg 3WA (160-200 SEL.) 39.00

WRITE OR PHONE FOR SPECIAL VOLUME PRICES

World Export Corp.
 Western Export Distributing
 Exclusive Seeburg Distributors
 738 ERIE BOULEVARD EAST
 SYRACUSE, NEW YORK 13210
 PHONE GRanite 5-1631
 Area Code 315

WE ARE EXCLUSIVE
 DISTRIBUTORS IN
 NORTHERN ILLINOIS
 MICHIGAN
 WISCONSIN
 AND EASTERN IOWA
 FOR

**ROCK-OLA
 UNITED
 WILLIAMS
 MIDWAY**



CABLE: EMCOMACH

Division of EMPIRE COIN MACHINE EXCHANGE, INC.
 CHICAGO: 1012 N. Milwaukee • EV 4-2600
 DETROIT: 7743 Puritan • DI 1-5800

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



PHILADELPHIA, PA.
 1641 N. BROAD ST.

PITTSBURGH, PA.
 1508 FIFTH AVE.

EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR

CABINET RESTYLING KITS OR
 CUSTOM CABINET RESTYLING
 FOR MODEL 100B-C-W&G-R-J
 and V & VL200

WRITE

SUN REFINISHING CO.

201 E. DAGGETT
 FT. WORTH, TEXAS ED 2-4935

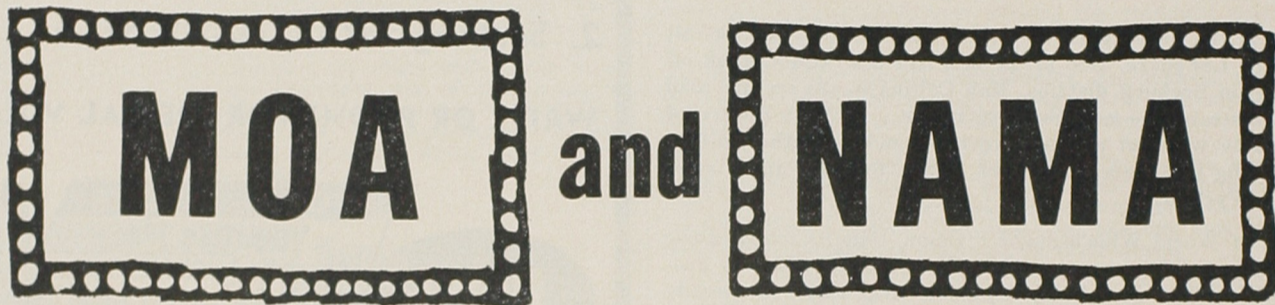
**WURLITZER
 2800**

Makes the Swing to
 Higher Earnings

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!

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!



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

CHICAGO
29 East Madison St.
Financial 6-7272

LOS ANGELES
HOLLYWOOD 5-2129
6290 Sunset Blvd.

Ballyhoo Bumper Beach Club Big Time Broadway Bounty Bongo

Bally
4 PLAYER
 FLIPPER FESTIVAL

"B" games have always been
 lucky games for operators, and
 BIG DAY is the luckiest
 flipper game ever built.

Big Day

Dynamic Balance of off-center playfield

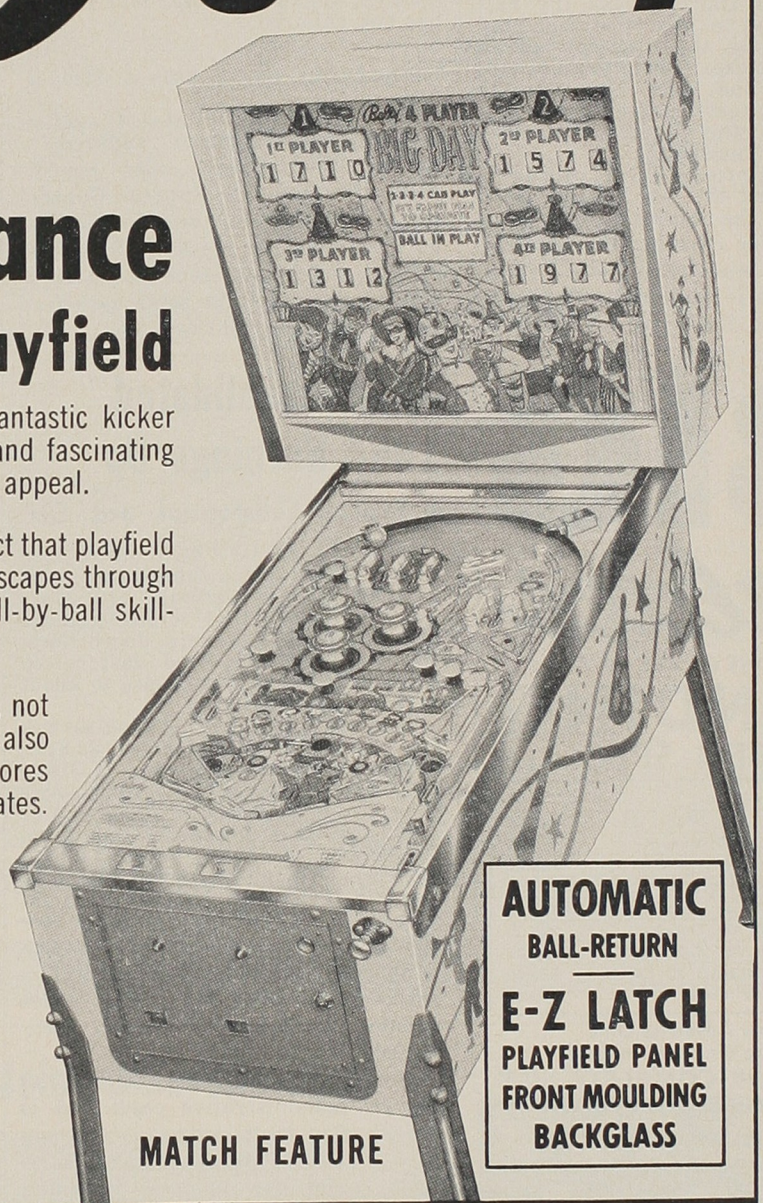
insures plenty of surprise action, fantastic kicker drives to tantalizing score targets and fascinating "came-close-try-again" repeat-play appeal.

ONE-BALL PLAY-APPEAL insured by fact that playfield resets to first-coin condition as each ball escapes through Free-Ball Gate or out-hole, demanding ball-by-ball skill-shooting and maximum flipper-strategy.

DOUBLE FREE-BALL GATES insure, not only the thrill of getting extra balls, but also chance to score Specials and Bonus-Scores by shooting balls through Free-Ball Gates.

LAST-INCH AND LAST-BALL suspense insured by fact that out-hole can suddenly score Special, 100 Bonus, or Bonus plus Special. 25 different score-building targets insure slam-bang scoring action that invites competitive repeat-play.

*For a big profit year,
 get BIG DAY today.*



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



UPPER MID-WEST MUSINGS

Huey and Esther May, Eau Claire, in town for the day picking up parts and records. . . Jack and Bill Godfrey, Chaska, in the cities for the day making the rounds. . . Charley Weiss, Bemidji, driving into town and spending the night with relatives before returning the next day. . . Greg Wagner, running or county commissioner from his district didn't make it. His first try and hopes for better results the next time. . . Tommy Mathews in town for the day picking up records, parts and premiums. . . Mavis Rivers at the White House. . . Golden Strings at the Radisson Hotel. . . Jim Stansfield, La Crosse, in town for the day making the rounds. . . Gene Clennon, making a quick trip to the cities and returning the same day. . . Bud Knudson, Moorehead, Minn., in town for the day picking up parts and records. . . Joe and Dennis Weber, Blue Earth, in town visiting a few distributors. . . The Sandler Distributing Co. will have a two day Wurlitzer school, Wednesday and Thursday Sept. 23-24. C. B. Ross Wurlitzer service chief and Bob Crosby, of the Sandler Dist. Co. will conduct the service school. . . Lloyd Williamson, Winona, in town for the day picking up parts and records.

SALESMAN WANTED

Experienced selling Bowlers, Shuffle Alleys, 5-Ball Games and Pool Tables, to operators in Illinois, N. Indiana and part of Iowa. Man selected will have good future with the fastest growing distributor in the Mid-West, handling the leading lines of games. Give full resume and salary requirements in first letter.

WORLD WIDE DISTRIBUTORS

2730 W. Fullerton, Chicago, Ill. 60647
 Phone: EVerglade 4-2300



Presents
YOUR GREATEST PROFIT OPPORTUNITY for 1964
 —DELUXE 6-POCKET and BUMPER POOL®
 —The Dependable Tables!

See Your Distributor or Write.
 Complete Selection Parts and Accessories.

VALLEY SALES CO.
 333 Morton St. Bay City, Michigan

Cash Box

VENDING NEWS

The Vending Machine Industry's Only Newsweekly

Wholesale Tobacco Prices Raised By Canadian Mfr's.

MONTREAL—Several Canadian cigarette manufacturers raised their wholesale prices last week 42 Canadian cents per thousand, causing a subsequent rise in the price of cigarettes per pack on the retail level of approximately one cent. This is the first price increase noted on the Canadian tobacco market since 1959.

Canada's largest producer of tobacco products, the Imperial Tobacco Company of Canada, was the first manufacturer to announce that they would increase the wholesale prices on their products. Among those brands effected by the price hike are the country's largest selling cigarette, 'Players' and the largest selling filter brand, 'Du Maurier'.

The rising price of labor, packaging materials and the leaf tobacco itself were among the reasons cited by those companies for effecting the increase. Those companies which joined Imperial Tobacco in authorizing the price hike included Rothmans of Pall Mall

Fedur Inc. Appoints Former Apco Exec

NEW YORK—Ed Kresky, has been appointed to an executive position with Fedur Enterprises, Inc. of 304 Long Beach Road, Island Park, L.I., New York, according to an announcement by Fred Durr, President.

Kresky, who had been in a similar position for Continental-Apco, Inc. for eight years, brings his experience to the Fedur Company, which specializes in the reconditioning and selling of used vending equipment.

Kresky lives at 24 Roberta Lane, Syosset, L.I., New York, married, he has two children.

Canada, Ltd. and Benson & Hedges, Ltd.

As in the United States, Canadian tobacco manufacturers suffered a drastic drop in retail sales immediately after the U.S. Surgeon General issued his 'Smoking and Health' report last January. However, as in this country, sales have since picked up to a point relatively the same as before the report was published.

NATIONAL ASSOCIATION OF CONCESSIONAIRES 1964 CONVENTION PROGRAM

SUNDAY SEPTEMBER 27 - FRIDAY OCTOBER 2
Conrad Hilton Hotel Chicago, Illinois

- SUNDAY, SEPTEMBER 27**
12:00 NOON-6:00 P.M. REGISTRATION—Foyer, International Ballroom—Second Floor
- MONDAY, SEPTEMBER 28**
9:00 A.M.-6:00 P.M. REGISTRATION—Foyer, International Ballroom—Second Floor
9:00 A.M. NAC BOARD OF DIRECTORS MEETING
Private Dining Room #2 (Third Floor)
3:00 P.M. GRAND OPENING OF TRADE SHOW
Ribbon Cutting Ceremonies, West Hall—Lower Level
Edward S. Redstone, NAC President; James O. Hoover, NAC General Convention Chairman; John H. Rowley, TOA President; David B. Wallerstein, TOA Convention Chairman; Spiro J. Papas, NAC Exhibit Chairman; Robert W. Selig, Oscar Brotman, TOA Convention Co-Chairmen.
6:30 P.M. NAC-TOA COCKTAIL RECEPTION
West Hall (Lower Level)
- TUESDAY, SEPTEMBER 29**
9:00 A.M.-6:00 P.M. REGISTRATION—Foyer, International Ballroom—Second Floor
POPCORN INDUSTRY SESSION
Waldorf Room—Third Floor
Chairman: Floyd Bennett, Bennett Sales Co., Tarkio, Mo.
Moderator: H. B. Fulford, Princeton Farms, Princeton, Indiana
10:00 A.M. SHARP OFFICIAL OPENING
Edward S. Redstone, NAC President
NEW WAYS TO PROMOTE AND MERCHANDISE POPCORN
Phyllis Haeger, The Popcorn Institute, Chicago
LUNCHEON—Host: National Screen Service
International Ballroom—Second Floor
TRADE SHOW REGISTRATION
Lobby of West Hall
2:00-6:00 P.M. VISIT THE TRADE SHOW
7:45 P.M. PARAMOUNT CARNIVAL OF HITS
International Amphitheatre
- WEDNESDAY, SEPTEMBER 30**
9:00 A.M.-6:00 P.M. REGISTRATION—Foyer, International Ballroom—Second Floor
9:30 A.M. CONCESSIONS '64 IN SOUND AND COLOR
A VISUAL PRESENTATION
Philip L. Lowe, Lowe Merchandising Service, Newton Centre, Mass.
Films and slides of the latest in Food Handling, Automation, Merchandising, Equipment, Indoor and Outdoor Stand Construction, Vending and Manual Selling
12:30 P.M. NAC ANNUAL MEMBERSHIP LUNCHEON AND BUSINESS MEETING—Elections Beverly Room—Third Floor
- 1:30-6:00 P.M. TRADE SHOW REGISTRATION
Lobby of West Hall
2:00-6:00 P.M. VISIT THE TRADE SHOW
7:00 P.M. PEPSI HAWAIIAN NIGHT
Host: The Pepsi-Cola Company
Guild Hall, Ambassador West Hotel
- THURSDAY, OCTOBER 1**
9:00 A.M.-5:00 P.M. REGISTRATION—Foyer, International Ballroom—Second Floor
9:00 A.M. "WHAT'S NEW IN THE MARKET PLACE"
Trade Show Exhibitors will describe new equipment, products and services.
Waldorf Room—Third Floor
Moderator: Van Myers, Wometco Enterprises, Miami, Florida
Among the speakers will be:
John Bonner, The Pillsbury Company, Minneapolis, Minnesota
Benj. Banowitz, Popcorn Products Div., TV Time Foods, Chicago
Al Boudouris, Eprad, Inc., Toledo, Ohio
Richard L. Cole, Ditchburn Vending Machines, Chicago, Ill.
J. B. Cooper, Royal Crown Cola, Columbus, Georgia
J. C. Evans, Gold Medal Products, Cincinnati, Ohio
Edward Finneran, The Pepsi Cola Co., New York City
O. (Flip) Fallon, Selmix-Amcoinc, Long Island City, N. Y.
J. Thomas Hartung, Jet Spray Corp., Waltham, Mass.
Jerry Kaufher, Newsreel Digest, New York City
Irv Davis, K-Way Dispensing Equipment Co., Cleveland, Ohio
George Levenbeck, Jas. M. Linsey Corp., Lynn, Mass.
L. S. Long, Lobe Corp., Houston, Texas
E. A. Mitchell, Hesmex Foods, Inc., Evansville, Indiana
William H. Seldy, Lily-Tulip Cup Corp., New York City
Harvey Westfall, The Coca Cola Co., Atlanta, Georgia
- 12:30 P.M.-3:00 P.M. TRADE SHOW REGISTRATION
Lobby of West Hall
1:00 P.M. LUNCHEON—Host: Motion Picture Alexander Company
International Ballroom—Second Floor
1:00 P.M.-4:00 P.M. VISIT THE TRADE SHOW
Final closing 4:00 P.M.
EVENING OPEN—"On the Town"
- FRIDAY, OCTOBER 2**
9:00 A.M.-5:00 P.M. REGISTRATION—Foyer, International Ballroom
8:15 A.M. SHARP JOINT NAC-TOA CONTINENTAL BREAKFAST AND MEETING
CONTINENTAL BREAKFAST
Hosts: NAC-TOA
International Ballroom—Second Floor
9:00 A.M. NAC VICE PRESIDENTS REGIONAL CONCESSIONS PANEL
Presenting: AN IDEA A MINUTE
Malcolm Green, President, Theatre Owners of New England
Bert Nathan, Bert Nathan Enterprises, Oceanside, N. Y.
Hear "What's New in your own region and HEAR WHAT'S New all over the U. S. and Canada
Members of Panel will present speakers who will report on merchandising ideas, foods, and concession equipment being successfully in hard top and drive-in theatres in their areas
QUESTIONS FROM THE FLOOR
1:00 P.M. LUNCHEON—Host: American International Pictures
International Ballroom—Second Floor
1:30 P.M. NAC BOARD OF DIRECTORS MEETING
Beverly Room—Third Floor
6:30 P.M. RECEPTION
Host: Union Carbide Corp., Carbon Products Division
International Ballroom—Second Floor
8:00 P.M. PRESIDENT'S BANQUET—Host: The Coca Cola Company
International Ballroom—Second Floor

ABC Consolidated 1964 Earnings Up

Expect Substantial 3rd Qtr.

NEW YORK — ABC Consolidated Corporation expects substantial gains in third quarter earnings and looks for 1964 profit that might well go to a record \$1.40 a share, Jacob Beresin, president, reported last week. Sales in the year should rise to about \$116 million, he said.

Last year, the national food service and vending company earned \$2,819,971 or \$1.03 a share on sales of \$102,637,909. Beresin said the company's revenue for July ran 14.9% ahead of July last year to \$12,048,000 from \$10,487,000, and that this 14-15% monthly revenue rise will continue through the end of the year. Net income in the 30 weeks to July 26 rose 45.4% to a record \$1,892,000 or \$.68 a share from \$1,301,000 or \$.47 a share in the like 1963 period. Sales climbed to \$65,505,000 from \$57,201,000.

Better utilization of overhead has reduced administrative costs and is contributing to the company's strong profit picture. Higher gross sales from recent new business including the Stein and RKO theatre chains, and from the company's network of toll road food service operations and industrial plant feeding, have also been contributing factors, the official said.

BIG Values

TAKE ONE OR ALL OF THESE VENDING TOP TEN SPECIALS

7 STONER 11 Col.	\$ 75.00
15 ROWE 11 Col. Model 520	75.00
4 ROWE 20/700 Manual	95.00
8 CORSAIR "30" 30 Col.	125.00
13 DU GRENIER 14 Col.	125.00
21 ROWE 14 Col. Ambassador	175.00
7 ROWE 20/700 Electric	225.00
7 ROWE RV 750 Coffee	245.00
12 EASTERN Electric 22 Col.	250.00
18 ROWE AK7 Coffee	745.00

We Advertise Only What We Have In Stock
SEND FOR COMPLETE LIST

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

DAVID ROSEN, INC.

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

ABC Consolidated Corporation & Subsidiaries CONSOLIDATED COMPARATIVE STATEMENT OF INCOME— UNAUDITED

	30 Weeks Ended July 26, 1964	30 Weeks Ended July 28, 1963
*Earned Per Common Share	\$.68	\$.47
Sales and Other Income	\$65,504,777	\$57,201,087
Net Income Before Taxes	3,573,922	2,518,284
Provision for Estimated Taxes on Income	1,682,000	1,217,000
Net Income After Taxes	\$ 1,891,922	\$ 1,301,284

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

1964	1963
2,765,175 shares	2,754,381 shares

ABC Consolidated Corporation divisions are: Automatic Drink Division, Long Island City, N. Y.; Berlo Vending Division, Philadelphia, Pa., and Miami, Fla.; Ballantyne Division, Omaha, Neb.; Confection Cabinet Division, Chicago, Ill.; Detroit, Mich., St. Louis, Mo., and Newark, N. J.; Gladioux Division, Toledo, Ohio; Greenfield-Mills Restaurant Division, Detroit, Mich., Cincinnati,

Cleveland, and Columbus, Ohio; Metropolitan Division, Long Island City, N. Y.; New England Division, Cambridge, Mass., New Haven, Conn.; Ohio Turnpike Division, Toledo Ohio; Pacific Coast and Stadium Divisions, Los Angeles, Calif.; Peoples News Service Division, Philadelphia, Pa.; Schenectady Division, Schenectady, N. Y.; and Tri-State Division, Buffalo, N. Y.

Edelman To Make Audio-Visual Conversion

NEW YORK — Iz Edelman, President of Cine-Sonic Sound Inc., background music manufacturing firm, announced last week that the firm will go into the production of units which will enable juke box operators to convert present models to audio-visual machines via a television tape unit fitted out with tapes available from the firm's present inventory of fifty selections. Edelman said that 100 tapes would be available by the end of the year.

The unit, which is to be a low-cost machine, will fit atop a juke box and will activate a tv tape— $\frac{1}{4}$ -inch in size—thereby projecting the picture on a screen, similar to taped television techniques used today by tv stations.

If successful, the unit could stimulate interest and sale in the audio-visual concept which is presently being marketed by Cinevision Corp. of America (Scopitone), and Scopitone-USA (Scopitone), two firms which import the units from Europe for sale to operators here.

Edelman will not have the unit at the MOA Convention in October but expects to release the conversion by the end of the year.

Push-Button Sermons



WORLD'S FAIR, N. Y. — 'Push Button' film sermons are now one of the features of the Churches of Christ exhibit in the Protestant and Orthodox Center at the World's Fair. The sermons are being seen and heard on the Cinebox audio-visual machine.

After selecting one of 40 titles offered, the user turns the selector wheel until the film number appears, and then presses a button to begin projection of the full color film. According to Cinevision Corp., this is the first time the Cinebox has been used for educational purposes.

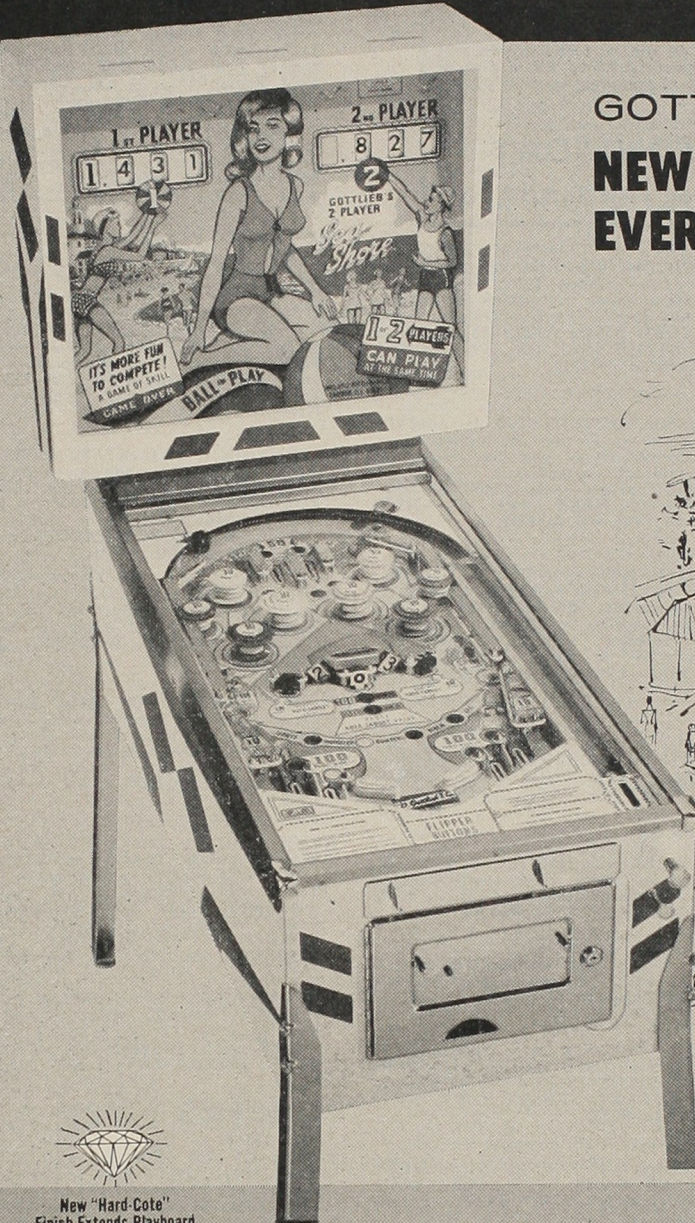
Seeburg Little LP Puts Mario Lanza Back On Phonos

CHICAGO—Included among the Seeburg Corporation's little LP releases for the week of September 28, is an album almost sure to be a smash hit on locations which offer adult programming—the RCA Victor recording 'The Best Of Mario Lanza'. On this little LP, the great Italian tenor sings such songs he made famous as 'Be My Love' and 'Because You're Mine' and other favorites like 'The Loveliest Night Of The Year' and 'Santa Lucia'.

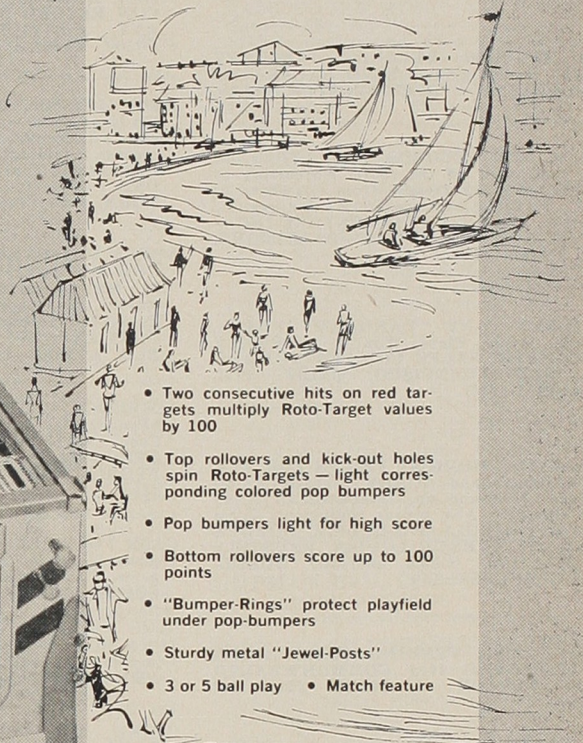
In their 'Pop Instrumental' class, Seeburg is offering operators the Monument Records album 'Hip Boots!' by Boots Randolph. Under the 'Country & Western' banner, the operator can now program the Jim Reeves recording of 'Moonlight And Roses', on the RCA Victor. Finally, in the 'International' slot, Seeburg has released the Johnny Dorelli album titled 'I Successi Di Johnny Dorelli' on the CGD label.

Cash Box—October 3, 1964

Sea-Shore



GOTTLIEB'S
NEW 2-PLAYER WITH EVERYTHING IT TAKES!
SUN! Fun! PROFIT!



- Two consecutive hits on red targets multiply Roto-Target values by 100
- 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!

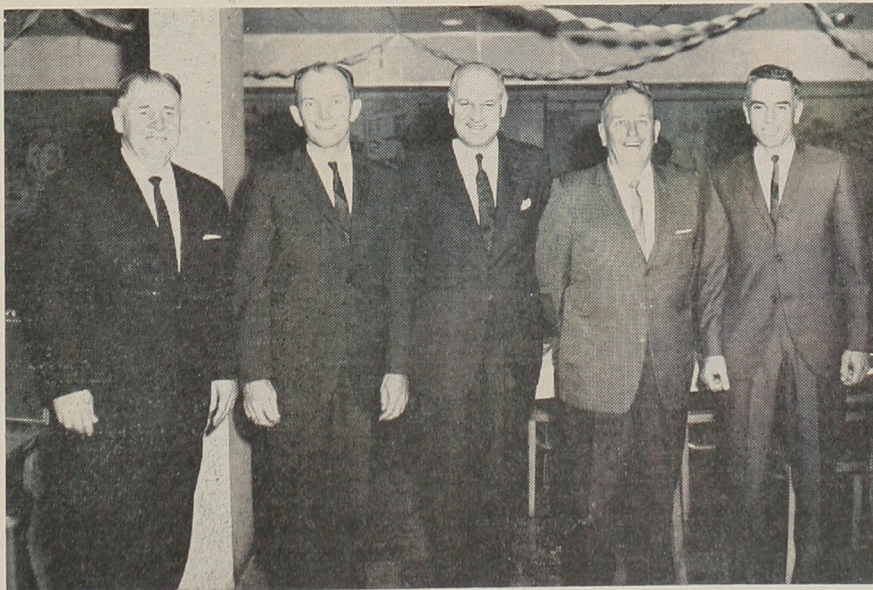


D. Gottlieb & Co.

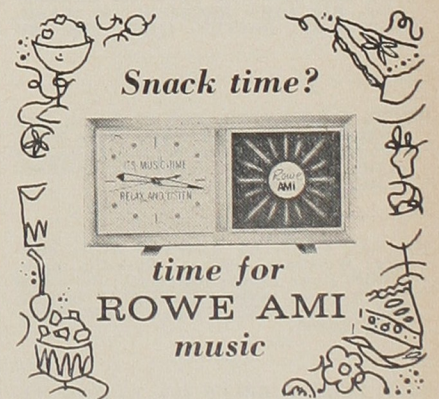
1140-50 N. Kostner Avenue • Chicago, Illinois 60651

That Extra Touch of Quality

Granger Addresses Joint Ohio Ops Meet



Left to right, Wallace Patterson, President of the Toledo Association; Maynard Hopkins, President of the NWOMO; Fred Granger, Managing Director of MOA; William Hullinger, Secy-Treas. of NWOMOA; and George Tanbar, Secy-Treas. of the Toledo Association.



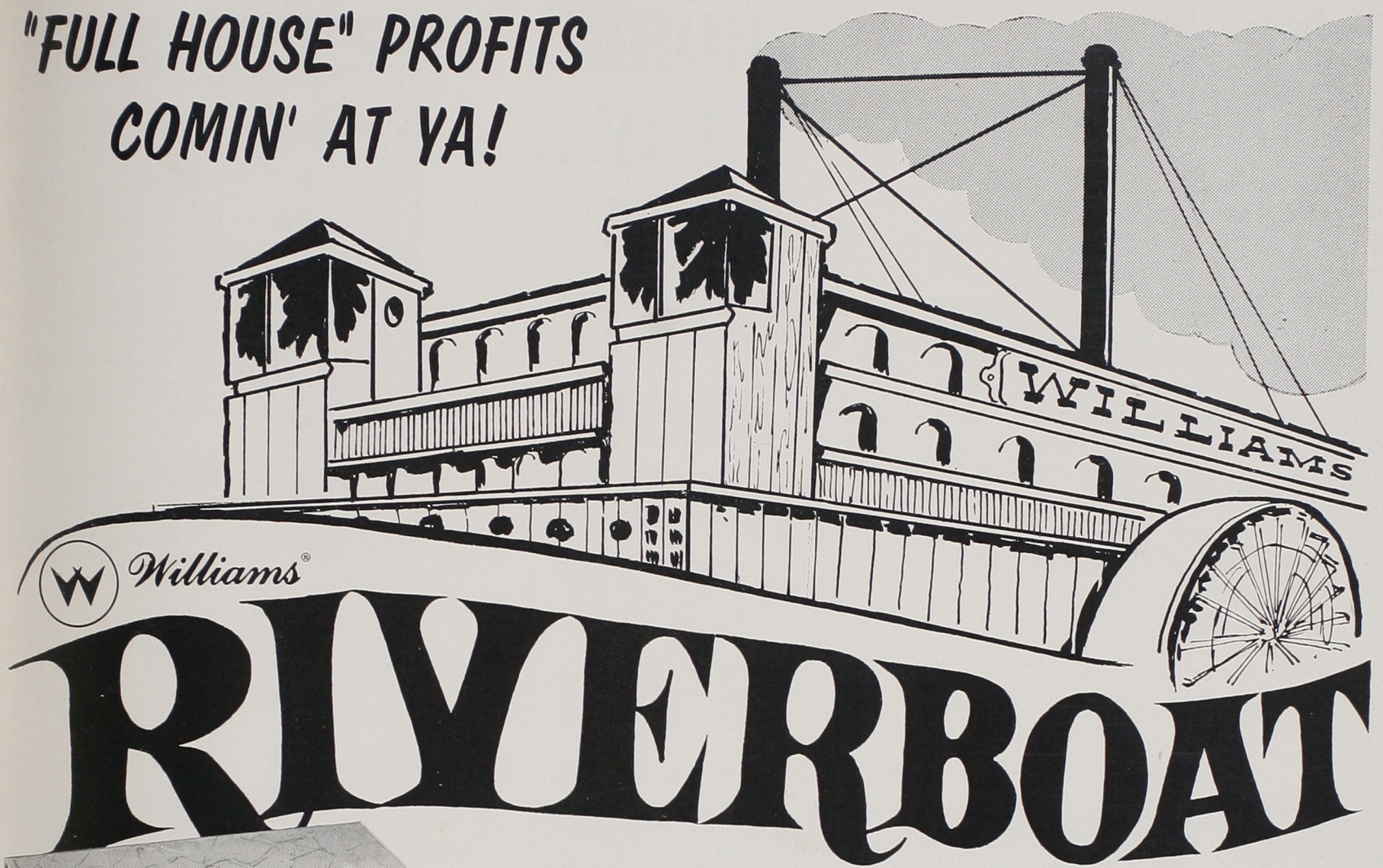
TOLEDO—At a recent joint meeting of the Northwest Ohio Music Operators Association and the Toledo Trade Area Music Operators Association, MOA managing director Fred Granger made a plea for closer cooperation between regional associations and MOA. Granger and association executives are shown, at the left, at meeting's end.

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	MUSIC MACHINES	MUSIC MACHINES	MUSIC MACHINES	MUSIC MACHINES	MUSIC MACHINES
AMI D-40, '51, 40 Sel. D-80, '51, 80 Sel. E-40, '53, 40 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. H-200, '57, 200 Sel. I-100M, '58, 100 Sel. I-200M, '58, 200 Sel. I-200E, '58, 200 Sel. J-200K, '59, 200 Sel. J-200M, '59, 200 Sel. J-120, '59, 120 Sel. K-200, '60, 200 Sel. K-120, '60, 120 Sel. Continental '60, 200 Sel. Lyric, '60, 100 Sel. Continental 2, '61, 200 Sel. Continental 2, '61, 100 Sel.	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) Lido (2/62) 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) Moonshot (3/63) Night Club (4/56) Parade (6/56) Queens (Beh., Is.) (3/60) Roller 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)	World Champ 1P (8/57) 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) Heat Wave 1P (7/64) Jig Saw 1P (12/57) Jumpin' Jacks 2P (4/63) Jungle 1P (9/60) Kingpin (9/62) 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 (3/60) Oh, Boy 2P (2/64) Palooka 1P (5/64) Reno 1P (10/59) Rocket 1P (11/59) San Francisco 2P (5/64) Satellite 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) Swing Time 1P (5/53) 10 Strike 2P (1/58) 3-D 1P (11/58) Tic Tac-Toe 1P (1/59) Tom-Tom 2P (1/63) Top Hat (10/58) Trade Winds (6/62) Turf Champ (8/58) Twenty-One 1P (2/60) Valiant 2P (8/62) Vagabond (10/62) Viking 2P (10/61)	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 (9/59) Duke Bowler (8/60) Duchess Bowler (8/60) 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) 5th 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) Niagara (11/58) Dual (1/59) Zenith (6/59) Flash (6/59) 3-Way (9/59) 4-Way (12/59) Big Bonus (2/60) Sunny (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) 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) Skippy (11/63) Jill-Jill (11/63) Bank Pool (11/63) Topper (2/64) Tempest (2/64) Pacer (4/64) Tiger (7/64) Ball 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) Teammate (12/59) Falcon (4/60) Savoy (5/60) Bowl-A-Rama (9/60) Tip Top (10/60) Dixie (1/61) Cameo 5-Star Bowling (5/61) Classic (6/61) Alamo (4/62) Sahara (7/62) Tropic Bowler (9/62) Lucky (11/62) Cypress (12/62) Sabre (2/63) Regal (4/63) Fury (8/63) Futura (12/63) Tornado (3/64) Thunder (6/64) WILLIAMS Ball Bowlers Roll-A-Ball 6P (12/56) 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) Aquat 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 Skee Shot (1/57) GA Super Hunter (6/57) GA Double Shot (4/58) GA Wild Cat (12/58) GA Spr. Wild Cat GA Twin Wild Cat (7/59) GA Super Wild Cat Trail Blazer (12/60)	Twin Trail Blazer (2/61) K Big Tent K Spr. Big Tent (6/57) K Shawnee (1/59) K Big Roundup (3/59) K Little Buckaroo (4/59) K Del. Big Tent (5/59) K Big 3 (5/59) K Touchdown (9/59) K Big Dipper (10/59) K Twin Big Tent Criss Cross Diamond (1/60) 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) 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 Score (6/60) 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 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 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) Ex Gun Patrol Ex Jet Gun Ex Space Gun Ex Pony Express Ex Six Shooter Ex Shooting Gal. (6/54) Ex Star Sgt. Gal. (9/54) Ex Sportland Shooting Gallery (11/54) Ex "500" Shooting Gallery (3/55) Ex Treasure Cove Shooting Gal. (6/55) Ex Jungle Hunt (3/57) Ex Ringer Ball (11/56) Ex Pop Gun (9/57) Ge Lucky Seven Ge Sky Gunner Ge Night Fighter Ge 2-Player Basketball Ge Rifle Gal. (6/54) Ge Big Top Rifle Gallery (6/54) Super model (12/55) Ge Gun Club Ge Wild West Gun (2/55) Ge Sky Rocket Rifle Gallery (5/55) Ge Championship Baseball (9/55) Ge Quarterback (10/55) Ge Hi Fly Baseball (5/56) Ge State Fair Rifle Gal. (6/56) Ge Davy Crockett (10/56) Ge Circus Rifle (3/57) Ge Motorama (10/57) Ge Gypsy 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)	Grand Slam Baseball (2/64) 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 Gallery (2/60) Mid. Del. Baseball (5/62) Mid. Target Gallery (7/62) Mid. Carn. Tgt. Gtry. (2/63) 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. Sate. Trkr. (5/59) Mu Atomic Bomber Mu Ace Bomber Mu Dr. Molecule Mu Fly Saucers Muto Lord's Prayer Mu Photo (Pre-War) Mu Photo (DeLuxe) 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 Coon Hunt Set Shot Basketball Southland's Speedway (6/63) Southland Fast Draw '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 Spr. Slugger (4/56) Un Pirate Gun (10/56) Un Yankee BB (3/59) Un Sky Raider (10/58) Wm. Del. BB (4/53) Wm. Major Leaguer Wm. Big Lg. BB (2/54) Wm. Jet Fighter (10/54) Wm. Safari (2/54) Wm. Polar Hunt (3/55) Wm. Sidewalk Eng (4/55) Wm. King of Swat (5/55) Wm. 4-Bagger (4/56) Wm. Crane (10/56) Wm. Penny Clown (12/56) Wm. 1957 Baseball Wm. 10-Strike (12/57) Wm. Ten Pins (12/57) Wm. Shortstop (4/58) Wm. Pinchhitter (4/59) Wm. Vanguard (10/58) Wm. Hercules (2/59) Wm. Crusader (6/59) Wm. Titan (8/59) Wm. Del. Bat. Champ (5/61) Wm. Extra Inning (5/62) Wm. World Series (5/62) Wm. Road Racer (5/62) Bally Champion Horse Bally Moon Ride Wm. Official Baseball (4/60) Wm. Major League (3/63) Wm. Voice-O-Graph 1962

**"FULL HOUSE" PROFITS
COMIN' AT YA!**



NEW 1 PLAYER REPLAY • ADJUSTABLE 3-or-5 BALL PLAY

**EVERY BALL GIVES PLAYER
CHANCE TO SCORE SPECIALS!**

- Lighting 3 jokers with any 1 ball lights swinging target and the top center roll-over to score SPECIALS.
- Completing "straight" lights bottom roll-over for SPECIALS.
 - Number match
 - Plastikote Finished Playfield
- Stainless Steel Trim
- Slug Rejector
- Twin Chutes (opt.)

**PLUS MANY
EXCLUSIVE WILLIAMS FEATURES**



Williams[®]

ELECTRONIC MANUFACTURING CORP.

4242 W. Fillmore St. Chicago, Illinois 60624

Cable Address: WILCOIN, CHICAGO . . . NEVADA 2-4900

BUY THE BEST — BUY WILLIAMS

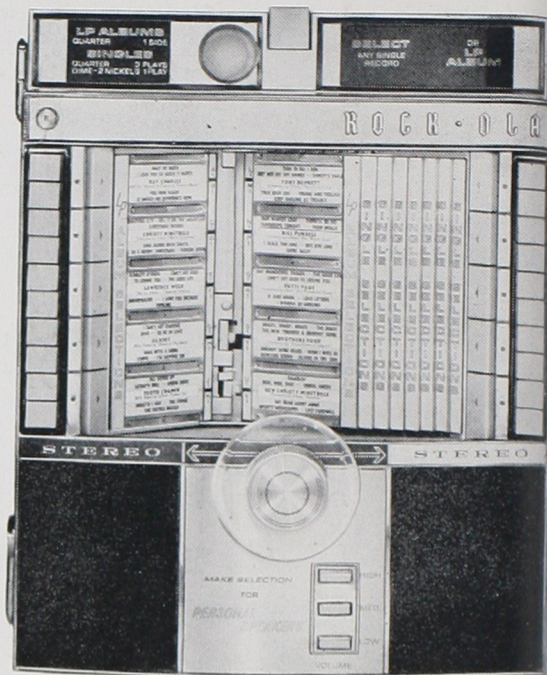
A ROCK-OLA FOR EVERY LOCATION AND PHONETTE SUITS 'EM ALL . . . AT THE RIGHT PRICE!

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

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

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

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



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

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

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

REMOTE SPEAKER WALLBOX

