



# BRAZIL



# TOP 100 LABELS

The death of Cole Porter came as quite a shock! The famous American composer, probably one of the most performed all over the world, was also one of the very favorites in Brazil! All the newspapers in the country dedicated long columns, praising his talents, mentioning his long career of unforgettable successes, mourning the loss; each radio station programmed special hours for the popular composer, once again all his all-around hits—from "Night And Day" to "I Love Paris"—were heard again in all their brilliancy, as interpreted by the greatest stars of the music world. As another coincidence, which somehow approaches the music of the two-friendly countries, that very same day, one of the most representative-composers of the popular Brazilian music was also gone—Antonio Maria! Some of the many numbers created by the poet-composer "Negro Maria" crossed the borders and became famous all over the world, like for instance, "Ninguém Me Ama," as sung by Nat "King" Cole in Portuguese, or "As Tuas Mãos" in the English version "Your Hands" by Roy Hamilton. And many, many others, among which we mention specially a song which became a classical in the pop field "O Amor E A Rosa". Two men are dead, but two names will remain forever in the hearts of millions of people, for whom they will be immortal.

Latest news from Companhia Brasileira De Discos (Philips), as given to us by Sue C. Clark on behalf of João Araujo, who is heading the promo of the company in Rio de Janeiro: new releases on the Philips label with a second album from **Jair Rodrigues**—from which his tremendous hit single "Deixa Isso Pr'a Lá" has been garnered; the third album by the vocal group called **Os Pequenos Cantores Da Guanabara**, entitled "Lotação Para A Lua"; "Hits Da Bossa Nova No. 4"—with favorites by **Jorge Ben**, **Os Cariocas**, **Rosana Toledo** and **Sérgio Mendes & Bossa Rio**.

Silvinho's many fans will be delighted with his latest effort, "Nos Degraus Da Fama," as will EDU's, with "Edú, Antem e Hoje." The first album by Tita is receiving quite a bit of airplay, as it contains many of the current Bossa Nova hits.

CBD's releases in the classical field include DGG release of **Wilhelm Kempff** playing Mozart: "Piano Sonatas"; and a Philips' release of Prokofieff: "Symphony No. 1"—and Shostakovitch: "Symphony No. 1", by the **Zagreb Symphony Orchestra**, **Milan Horvat** conducting.

Odeon is hitting the counters with **Trini Lopez'** famous LP "The Latin Album," preparing for a hit sale, with the presentation of the Puerto-Rican popular artist's personal appearance at the "Teatro Record"—although Trini will be in São Paulo just for one stand, the public will see enough of him through Channel 7 planned video-tape. Another album which deserves a praise is the excellent French "ensemble" **Les Double Six**, one of the most original and best cared for jazz vocalizations as of lately. In the national field, it is obvious that **Altemar Dutra** is having another hit, heading for the first spots on the charts: **Evaldo Gouveia** and **Jair Amorim's** "Somos Iguais."

From the CBS promo department we receive the following news: **Carlos Alberto** is preparing his new LP with a good selection to be released soon. A new waxing by **Carlos Ely** is ready to be launched, being the best band in which the artist has great hopes, "O Solitário." Still another chanter with well selected LP ready to hit the market is **Carlos José**, the romantic and popular songster from the company. The popular **Carrapeta** is scheduled for a northern tour, where he will show all his rhythm. The excellent LP "Pobre Menina Rica" by **Carlos Lyra** and **Vinicius De Moraes** is practically ready to be launched—**Dulce Nunes** is also included in the cast. A new contract with the chanter **Fernando Lona** and also the folk singer **Expedito Baracho**, who will sing numbers by the popular **Capiba**.

Discos RGE is having an obvious good season in what the latest LP releases is concerned. After "O Fino Da Bossa," which is presently on the first spot in the local charts, another album is heading for the best positions: **Zimbo Trio**. This excellent instrumental group, probably the best acquisition this year for modern Brazilian pop music, gives a show of good interpretation, as well as rhythmic variation and sound volume, through a rich variety of combinations. On the piano, the former concert artist in classic music, **Hamilton** (Teixeira de Godói), **Rubinho** (Rubens Alberto Basetti) plays the drums and **Luis Chaves** completes the trio with his excellent bass. All the bands are good, but we could mention specially the world famous "Garota de Ipanema" and an original and personal rendition of "Berimbau."

RCA Victor reports: after the great success with his first waxing for the company—"Separação"—**Claudio De Barros** is preparing a new hit—"A Voz Do Amor." For its new album "Rio de Janeiro 400," celebrating the 4th Centenary of the ex-capital of the country, RCA is preparing an extra-special wrapping. Recently released the famous LP by **Al Hirt**, which was on the first spots in the US charts, "Honey In The Horn," a sure success here as well. If we consider the success of the Italian music in this country at the moment, we can also count with a hit for "In Ginocchio Da Te" by **Gianni Morandi**, which sold near to one million units in Italy.

On the classical field RCA is well represented in the latest releases in this country: "Beethoven - Serenata Opus 8 (Trio em Ré), by **W. Primrose** (Viola), **Jascha Heifetz** (violin) and **G. Pitigorsky** (Cello); "O Som De Stokowsky e Wagner" with **Leopold Stokowsky** and Orchestra; "J. S. Bach," with the organist **Carl Weinrich**; "Tchaikowsky" by the **Boston Symphonic Orchestra** under the direction of **Charles Munch**; and the opera "La Bohème" of Puccini, with the **Rome Opera Orchestra** under **Erich Lensdorf**.

**Bruno Quaino**, who heads the new subsidiaries of RCA in the publisher's field—Edições Musicais RCA Ltda. and Edições Musicais Victor Ltda. announced the hit numbers represented by the companies in a short life time: "Serivi," recorded by **Rita Pavone** for RCA; "Escreve-me" (Port. version of "Serivi") cut by **Trio Esperança** for Odeon and **Cidinha Santos** (RCA); "Separação" by **Claudio De Barros** for RCA; "Juramento De Amor" by **Jose Lopes** for the Chantecler label; "La Bamba," a waxing by **Bolão E Seu Conjunto** for the RCA diskery; "My Bonnie" also for this label as sung by **Ronnie Cord**; "Angelita" for Chantecler, by **Paulo Queiroz**, and "Quando E Sera" ("Cai A Tarde") by **Pino Donaggio** (Odeon) and **Cidinha Santos** (RCA).

One of the highly interesting influences in popular modern Brazilian music is no doubt the "medieval touch." This leads to a search of new arrangements in which new-old instruments are being used. After the **Tamba Trio**, (Philips) through the hand of **Luiz Eça's** arrangements, turned official the use of the flute, many other experiences have been made, and it seems that the **Bossa Nova Nova** accepts all sorts of novelties in the instrumental field. But also in the vocalization is this new fad being felt: in a recently released and very successful LP, by **Audio Fidelity**, called "Afinal . . . Alaide Costa," this excellent BNN songster has several numbers in which the medieval touch is present; for instance, the successful number "Onde Está Voce," by **Oscar Castro Neves** and **Luvercy Fiorini**, which appears on the Discos RGE new LP "O Fino Da Bossa," Alaide's top hit, is sung with all the appeal of the music of middle ages. Recently we had the opportunity to attend a BNN

ABC-Paramount	27	Mercury	10, 56, 64, 85
Ara	97	MGM	17, 44, 50, 80, 91
Argo	76	Money	81
Ascot	5	Monument	2
Atlantic	55	Musicor	31, 34
Aura	94	Mutual	99
Autumn	86	Motown	4, 46
Back Beat	51	Okeh	93
Cameo	92	Parrot	20
Capitol	18, 26, 39, 57, 82	Philips	32, 79
Chess	49, 58, 98	Philles	61
Columbia	42, 63, 68, 74, 89, 100	RCA Victor	3, 15, 25, 28, 41, 90
Constellation	47	Red Bird	8, 29, 70
DCP	52, 95	Reprise	9, 19, 48
Decca	21	Rosemart	37
Diamond	53	Scepter	40
Dimension	78	Smash	11
Dolton	62	Stax	88
Duke	33	Swan	65
Epic	22, 30	Tamla	43, 73
Gordy	12	20th Fox	69
Hickory	35, 45	United Artists	7, 87
Imperial	54, 96	Veejay	13, 83
Interphon	6	V.I.P.	59
Josie	1	Volt	71
Kapp	36, 60	Warner Bros.	75
Kent	84	World Artist	16
Laurie	23	Wand	67, 72
Liberty	38, 66		
London	14, 24, 77		

In answer to numerous requests for such a service CASH BOX will run the Top 100 Labels feature on a weekly basis. It has been designed primarily as an aid to our international readers desiring a capsule summary of labels they carry and their representation on the CASH BOX Top 100. Feature can also be a handy order for distributors, racks, dealers and one-stops ordering disks by labels.

## Brazil's Best Sellers

This Week	Last Week	
1	1	*Deixa Isso Pr'a Lá (Todamérica) Jair Rodrigues/Philips
2	2	Cin-Cin (Embi) Richard Anthony/Odeon
3	8	My Boy Lollipop (Fermata) Millie Small/Philips
4	3	Serivi (Edições RCA) Rita Pavone/RCA Victor
5	5	Una Lacrima Sul Viso (Notas Mágicas) Bobby Solo/Chantecler
6	4	Datemi Un Martello (Fermata) Rita Pavone/RCA Victor
7	6	*Separação (Edições RCA) Cláudio de Barros/RCA Victor
8	7	Juramento De Amor (Ed. RCA) José Lopes/Chantecler
9	11	Viva Las Vegas (Fermata) Elvis Presley/RCA Victor
10	9	*Que Queres Tu De Mim (Mundo Musical) Altemar Dutra/Odeon
11	13	*Bicho Do Mato (Embi) Jorge Ben/Philips
12	12	*E Proibido Fumar (Mundo Musical) Roberto Carlos/CBS
13	—	*Deixe Pr'a Mim A Culpa (Vitale) Agnaldo Rayol/Copacabana
14	10	La Bamba (Embi) Trini Lopez/Odeon (Reprise)
15	14	O Mio Signore (Fermata) Edoardo Vianello/RCA Victor
16	—	Sul Cucuzollo (Fermata) Rita Pavone/RCA Victor
17	—	Obsessão ( ) Sérgio Odilon/CBS
18	—	La Raspa (Embi) Prini Lorez/RGE
19	—	*Somos Iguais (Mundo Musical) Altemar Dutra/Odeon
20	15	*O Calhambeque (Mundo Musical) Roberto Carlos/CBS

## Brazil's TOP SIX LP'S

This Week	Last Week	
1	2	O Fino Da Bossa—Several Brazilian Artists/RGE
2	1	Meus 18 Anos—Rita Pavone/RCA Victor
3	3	The Beatles Again—The Beatles/Odeon
4	4	'S Young—Ray Conniff/CBS
5	—	Zimbo Trio—Zimbo Trio/RGE
6	5	E Proibido Fumar—Roberto Carlos/CBS

This Week	Last Week	
1	1	O Calhambeque—Roberto Carlos/CBS
2	3	Twist And Shout—The Beatles/Odeon
3	2	Adorable—Rita Pavone/RCA Victor
4	5	'S Young—Ray Conniff/CBS
5	—	Anna Maria—Sérgio Endrigo/RCA Victor
6	—	Wonderful Land—The Jet Black's/Chantecler

BRAZIL (Continued) show at the "Colégio Rio Branco" as organized by the "jornalzinho" (newspaper) of that college, in which the musical director of the show, a student called **Benato Mendes**, presented his own orchestral arrangements of unedited as well as known numbers, in which he included, besides the traditional Brazilian "viola," drums and his own excellently played Hammond-organ . . . concert harp, violoncello and trumpet. The effect was impressive and should be considered an important trial for the elevation of the popular music to a higher level.

**Experienced Publishers**  
all over the world  
place their big hits with  
**GEHRMANS**  
Prominent Publishers of  
pop music in Scandinavia  
for more than 50 years!  
**CARL GEHRMANS MUSIKFORLAG**  
Vasagatan 46—P.O. 505,  
Stockholm 1,—Sweden

**ALL LATIN AMERICAN  
HITS COME FROM  
FERMATA**  
BRASIL—E. Lebediger  
Av. Ipiranga, 1123, Sao Paulo  
ARGENTINA—M. S. Brenner  
San Martin 640, Buenos Aires  
MEXICO—M. Freidberg  
Division Del Norte 31, Mexico City



# ARGENTINA

For the first time in many months, record companies in Argentina are looking optimistically at sales figures: September sales have shown a slight strengthening in the market and it seems that the rest of 1964 (with December's Christmas boom) will confirm this trend. Of course, volume of sales is very far off from 1960/61, but a recovery may be expected next year, returning the industry to a strong position.

These days, the main problem is the fact that, to send money to other countries, publishers and diskeries are required to ask the Central Bank's approval; this fact causes delay in all payments, and disturbs relations between the companies and the ones they represent, who don't receive royalty payments in time. An action from the Record Producers Chamber has been suggested, as a way to solve this difficulty as soon as possible.

One of the interesting points in the local record scene is the revival of melodic music—and mainly the boleros sung by **Tito Rodriguez**, whose "Inolvidable" is already several weeks in the best sellers lists. According to the surveys made by **Cash Box** and several recording companies, this type of music reaches a customer slightly older in average than the teen groups that have made **Palito Ortega**, **The Beatles** and other artists so popular. This age group seems to have been neglected during recent times, with some strange results, such as sales figures that don't reflect exactly the customer's response, as measured by other ways (radio & TV listeners, night-club goers, and so on). Very few serious studies have been made to know what is really what the customer wants, or would like to buy if he had the opportunity. Many observers consider that it would be of great benefit for the industry to start some marketing research and apply its results to its operation.

Speaking about "Inolvidable," **Ricardo Castelblanco** of Edami points that, during the past weeks, there has been big interest in bolero standards, and several well known artists, like **Chito Galindo**, **Fernando Torres**, **Leo Marini** and **Marfil**, have been asking for these tunes. According to him, this **Julio Gutierrez** tune and "Que Sabes Tu," penned by **Mirta Sylva**, have been the strongest items. **Maria del Carmen Hajdenwurcel** of Julio Korn Publishers mentions another two **Tito Rodriguez** hits, "Tu Cariño" and "Untate En Mi," also recorded by him for United Artists, as being published this month.

Also on top of the wave are **The Beatles**, after the successful running of their first film, "A Hard Day's Night." Odeon Pops, EMI's representative in Argentina, reports strong sales not only for "Twist And Shout," their long-time hit, but also "All My Loving," included in that film, "Can't Buy Me Love" and "Money." It may be considered that **Brian Epstein's** group has established itself as a very strong name in this country, and a recent showing of its **Ed Sullivan** appearance attracted many TV viewers. **Fermata Publishers**, on its side, is working hard on Spanish versions of their main hits, and putting special effort on the main theme from the film, which has already several local recordings, and may get soon into the lists.

Music Hall is preparing all its promotional forces to meet **Trini Lopez**, who's coming in a couple of weeks to this country. The label is promoting heavily **Trini's** latest album, "Latino," sung in Spanish, and his previous renderings. It is agreed that **Lopez's** visit will be a success; as we reported before, he'll appear on TV and dance parties, and probably perform also in the city of Mendoza, in the west part of Argentina. Other news from MH state that local artists **Los Santos**, currently in Venezuela, are taking part in **Renny Ottolina's** famed TV show in Caracas. Next stop in **Los Santos's** tour will be Puerto Rico, and afterwards they'll jet to New York.

**Mario Kaminsky** of Microfon very happy with the promotion received by new artists **Jose Antonio**, "Pucho" **Vilar** and **Emilio Comte**, and especially **Antonio's** first waxing, "Veneno" and "Seis Horas." With these names, **Kaminsky** hopes to get a part of the booming teen market and extend his company's range. Also inked to Microfon is **Sandy**, a singer with big teen appeal, who's also composer; his first waxing will be marketed very soon.

CBS is widening its modern jazz catalog by an interesting addition: "Miles & Monk At Newport," cut by **Thelonious Monk** and **Miles Davis**, and also featuring **John Coltrane** and **Cannonball Adderley**. On the classical music side, there are two albums presenting **Rossini's** Overture by the **Saint Cecily Academy Orchestra**, directed by **Fernando Previtali**, and an LP cut by the **Mormon Chorus** with **Eugene Ormandy's** Philadelphia Orchestra.

News from **Julio Korn**: Pop artist **El Indio Gasparino**, and other artists, are promoting strongly recently written "Indoamericano" rhythm tunes. Main title is "Nada Muere," and has been cut by **Los Indios** (Odeon Pops), **Siro San Roman** (Music Hall) and the same **Gasparino** (CBS). The pubbery expects big action from these titles. Also on desk is "Vestida De Novia," currently zooming up on the charts; there are already six recordings of this **Palito Ortega** hit.

Reports from Phonogram info about the new **Chico Novarro** single, "A noche Soñe" and "Madrecita Mia." Both tunes are set in the "Piropro" rhythm, developed by **Chico** and presented during his "Sabados Continuados" performances. Other interesting release is an album by **Astor Piazzolla**, on mono and stereo, featuring titles like "El Recodo," "Tango Ballet" and "Contemporaneo." On the classical side, it has released the well known "Goldberg Variations" written by **Johann S. Bach** and two albums with Renaissance Music written by **Gibbons**, **Campion**, **Dowland** and **Morley**.

We have just received a post card from RCA's A&R man, **Johnny Camacho**, currently in Europe, where he attended the Rome convention of Spanish Speaking RCA branches. In Buenos Aires, RCA is preparing a new album by **Palito Ortega**, which will be probably tagged "En La Juventud," with the label's teen songs. Other releases will be "Idolos De La Juventud," with the label's teen artists and their latest recordings, and the first singles by **Hector Eduardo**, expected to become a big star in short time: "De Rodillas Ante Ti" and "Contigo En La Playa."

Odeon is working on a new album designed for the teen market, which will include tunes from several recent singles. **Chicote Lopez** has just cut "La Calasita," which is expected to continue the success of "El Patito"; while **Nestor Fabian's** "Himno De Amor A La Madre" has been very well received. On the sales figures side, **Richard Anthony's** album has been doing extremely well; his latest recording, "Ce Monde," will probably appear very soon. In the folk field, the latest news is a waxing by **Tarrago Ros**, "La Chamarrita."

News from **Fermata**: **Juan Ramon** (Disc Jockey) has cut "Hay Que Saber" and "En Los Países Latinos," to be included in his next album. **Los Tammys**, a group of growing popularity, will record "A Hard Day's Night" and "She Loves You" for Philips.

**Rodriguez Luque** of Disc Joskey infos that "Una Lagrima Seca," by **Pepito Perez**, is selling very well in the provinces of Tucuman and Santiago del Estero, in the Northern part of the country. A new album by **Juan Ramon**, with deluxe cover is due soon; this artist's previous albums have shown very interesting sales figures, and the label expects very much from this one, too. The

## Argentina's Best Sellers

This Week	Last Week	Title	Label
1	11	*Vestida De Novia (Korn)	Palito Ortega (RCA)
2	3	*Esto (Melograf)	Leo Dan (CBS)
3	1	Las Cerezas (Smart)	Hermanos Carrion (CBS); (Music Hall); Rosamel Araya, Juan Ramon (Disc Jockey); Zaima Beleño, Los Cava Bengal (RCA); Tony Renis (Odeon Pops); Chicote (Philips); Cachita Galan (RM)
4	10	*Santander De Batunga (Melograf)	La Charanga del Caribe (CBS)
5	2	*Changuito Cañero (Korn)	Palito Ortega (RCA)
6	8	Inolvidable (Edami)	Tito Rodriguez (United Artists)
7	7	Por Favor	Frank Ifield (Ariel)
8	15	Adios Adios Carazon (Korn)	Cuarteto Imperial (CBS)
9	6	Twist Y Gritos (Fermata)	The Beatles, Los Jets (Odeon Pops); Mayte Gaos, Sylvie Vartan (RCA); Los Tammys, Andre (Philips); Jack Nitzsche (Reprise); Chubby Checker (Fermata)
10	4	*Santiago Querido (Melograf)	Leo Dan, Milo (CBS); Gasparino Los de Salta (Philips)
11	5	Cumbia Sobre El Mar (Melograf)	Cuarteto Imperial (CBS); Nico Estrada (Odeon Pops)
12	12	*Mi Tia (Korn)	Chico Novarro (Philips)
13	13	*Que Falta Que Me Haces (Edami)	Julio Sosa (CBS); Nestor Fabian, Lucho Gatica (Odeon); Enrique Dumas, Los Claudios, Andre (Philips); Alberto Podesta (Serenata); Rodolfo Lesica (Music Hall); Juan D'Arienzo (RCA)
14	16	Alegria De Vivir (Lagos)	Rodolfo Zapata (Music Hall)
15	18	Chin Chin (Edami)	Richard Anthony, Los Jets, Bick Ford, Franco (Odeon Pops); Violeta Rivas (RCA); Los Santos (Music Hall); Ricardo Rey (Disc Jockey); Sandro (CBS)
16	19	Colorado (Sprint)	Violeta Rivas (RCA); Elsa Quarta (Philips); Orlando (Music Hall)
17	15	Sometimes On Friday (Korn)	Claude Gordon (Warner Bros)
18	9	Pido Paz (Korn)	Rita Pavone (RCA); Grillo Mejia (RM)
19	14	*Sabras (Korn)	Johnny Tedesco (RCA)
20	20	*Ahor Si (Korn)	Beto Fernan (Music Hall)
20	20	My Boy Lollipop	Millie Small (Philips)

## Peru's Best Sellers

1	I Saw Her Standing There	The Beatles (Odeon); Jumping Jewels (Philips); Rolo Moreno (RM)
2	Santiago Querido	Rulli Rendo (Virrey); Leo Dan (CBS); Eulogio Molina (Odeon)
3	Sacate Los Ruleros	Nicky Jones (RCA); Danny Valdy (Sono Radio)
4	Como Se Siente	Palito Ortega (RCA); Pepito Perez (Disc Jockey); Jimmy Santy (Sono Radio)
5	Una Lagrima Seca	Pepito Perez (Disc Jockey)
6	Love Me Do	The Beatles (Odeon); Fernando de Soria (RM)
7	Que Suerte	Violeta Rivas (RCA); Patricia Dower (Odeon); Cachita Galan-Ga-lo Cardenas (RM)
8	Anamaria	Larry (CBS); Koko Montana (Sono Radio)
9	Chin Chin	Jimmy Santy (Sono Radio); Anita Martinez (RM)
10	Una Lagrima En Tu Rostro	Nadia Milton (Virrey); Nino Gerardi (London); Pepe Cipolla (Odeon); Gino Reni (RM)

### ARGENTINA (Continued)

artist will fly soon to Spain and Italy on a three week tour.

**Surco** is working hard on the new recordings made by tropical music group **Los Pelicanos**, who have cut an album a few weeks ago. There are also several singles culled from this album, and all these recordings seem to be running well. On the international side, **Surco** expects renewed action for its **Tito Rodriguez** repertoire, since the artist is due here soon. On the classical music side, there is a new album by **Renata Tebaldi**, with excerpts from operas by **Puccini**, **Verdi** and others, under the **Vox** label.

**Famous** is preparing three new albums to be released under the **Impulse!** banner: "Coltrane-Duke Ellington," "Sonny Stitt" and "Paul Gonsalves." The modern jazz albums are a very interesting item on these days in Argentina, and these new releases are expected to sell well. Besides, there will be a new album by **Ray Charles**, "Have A Smile With Me," released on mono and stereo at the same time.

### PERU

**Fabricantes Tecnicos Asociados**, RCA representative in this country, offered a party to the press and deejays to present the new album by **Rita Pavone**, "No Es Facil Tener 18 Años." The deck contains several potential hits, like "Cuore" and "Que Me Importa Del Mundo."

**The Beatles** are a world hit, and Peru isn't an exception: the recordings by **Brian Epstein's** boys, both in the single and LP field, are selling very well, and there are several local versions of their tunes, too. Their "I Saw Her Standing There" took the number one slot on the lists.

**Discos Virrey** has released a new single by teen chanter **Paco Daglio**. Titles are "Sansón" and "Te Espero Aqui." **Daglio** is a strong name among youngsters and TV viewers. Other **Virrey** releases are "Una Lagrima En Tu Rostro" by **Nadia Milton**, and "Santiago Querido" by **Rulli Rendo**, covering **Leo Dan's** Argentine hit.

Songstress **Edith Barr** will probably visit Argentina soon. She has received several proposals for performances on TV in Buenos Aires, and will also probably appear on some shows, staying in that country for about four weeks.

**Louis Calvo** of **Sicamericana** (Music Hall) gave **Cash Box** the first details about the new releases to be sold at 145 pesos (\$1) at record stores and newsdealers under the **Ritmo** banner. Outings are EP's (regular price, \$2) featuring **Agustin Magaldi**, **Carlos Di Sarli**, **Lawrence Welk**, **Billy Vaughn** and local pianist **Penny Mendo**, all well known already through their LP's and singles. The low price and new merchandising system mean the possibility of huge sales, according to **Calvo**.

CBS reports the inking of **Miguelito Miguel**, 18 year old singer and composer who, the label believes will become a star in short time. His first single will be "Jugando Y Cantando," coupled with "Devuelveme Mi Corazon." Teen artist **Sandro** has cut "A Hard Day's Night," coupled with "Can't Buy Me Love," while **The Cuarteto Imperial** has been inked by TV Channel 11 for personal appearances in several programs. The label reportedly expects very much from this group during the coming summer. Another call from its press dept. states that "Anamaria," penned by **Larry**, has been recorded in France with French lyrics.



# SCANDINAVIA



# JAPAN

## DENMARK

Morks Musikforlag, handling Pye here, has started the promotion campaign for **The Kinks**, a British group doing very well with "You Really Got Me" at the moment. **The Danish Sharks**, a local group recording for Triola, also get plenty of publicity for their latest record, "Hully Gully, Let's Go," a Danish copyright, b/w "Cin Cin." Italian singer **Robertino**, under exclusive Triola contract, has a new EP as well as a new single, the latter including "Aurora"/"A Mezza Strada."

**Preben Uglebjerg**, Philips recording artist, has got a lot of praise from the critics for the way he handles the leading role in the Copenhagen version of "How To Succeed In Business Without Really Trying."

## NORWAY

Latest releases from A/S Nera include, among others, a new single with **Ann-Kristin Molvig** singing "Hello Dolly!" and "Jeg Må Dra Avsted" (Gotta Travel On), three Swedish, two Italian and two German-language singles (the latter with **Paul Anka** and **Sylvie Vartan**), all on RCA Victor. American releases on the same label include "Do The Blue Beat"/"Joanie" with **Ray Rivera**, "Madi Madi Song"/"Leave Me Alone" with **Peggy March**, "Water Skiing" with **Duane Eddy**, "Nothing To Gain" with **John D. Loudermilk** and "You Never Want To Love Me" with **Hank Locklin**. Nine LP's with classical and four with pop music on RCA Victor, four LP's on RCA Camden, and several new Swedish releases on Cupol.

Latest releases from Manu includes a local single with **Anne-Karine** singing the two local copyrights "Man Kan, Hvis Man Vil" (You Can If You Want) b/w "Du Tok Med Deg Mitt Hjerte" (You Took My Heart).

**Ray Adams** has made a new record for Fontana, one of the labels from NPA (Norsk Phonogram A/S). The titles are "I Like Your Kind Of Love" b/w "One More Time." Same company has a new **Louis Armstrong** single, "So Long Dearie," on Mercury.

New on the charts here are "Oh Pretty Woman" with **Roy Orbison** on London and "Not Until The Next Time" with **Jim Reeves** on RCA Victor.

## SWEDEN

Two local LP albums in jazz field deserve special attention. EMI has done a 12" LP with **Lars Gullin** titled "Portraits Of Lars Gullin," released on Columbia, and **Staffan Abeleen Quintet** has done "Persepolis" on Philips, also a 12" LP. Both records are excellent representatives for the Swedish jazz of today, and both have been enthusiastically received by the critics here.

New on the charts here this week are **The Beatles** with "I Should Have Known Better" on Odeon.

**Jeffrey Kruger** of Ember Records, Great Britain, to Stockholm after quick visits in Copenhagen and Oslo. Among others, he wanted to promote the 12" LP, "Why I Am Ready To Die" by **Nelson Mandela**, narrated by **Peter Finch**, a protest against the South African Apartheid politics. Kruger told Cash Box that this record should be sold throughout the world the same way as the UNO "All Star Festival" a couple of years ago, on a non-profitable basis with the money going to South Africa's colored population. From Stockholm, Kruger left for a short visit in Helsinki before returning to London.

New records from Karusell include "A Mountain Of Silver"/"Skinny Minny" with **The Shamrocks** and a new single with **Lill-Babs**, both on Karusell label. The latest SweDisc releases include "Adios Amigos" with **Bertil Englund**, "World Of Loneliness"/"The Only Memory Of You" with **The Highlighters** and a new single with local copyrights with **Little Gerhard**.

Recent releases from Cupol includes a new EP with **Mona Grain**, and "Out Of This World"/"I Love You," etc. on a Nashville EP with **Terry Wayne**.

**Knäppupp** has released "Little Miss Lonely" with **Johnny Cymbal** on Kapp and new Danish-made EP with **Robertino** on Triola.

Metronome has two new local EPs, one with **Anna-Lena** singing Swedish versions of "Go, Tell It On The Mountain" among others, and one with troubadour **Tony Granqvist** singing Swedish versions of "You're Next," "Rainbow's End," "Where Were You When I Needed You" and "Take Good Care Of Her."

Capitol recording artists **The Beach Boys** will be including Denmark and Sweden in their European promotional tour during November.

## Denmark's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Artist
1	8	2	I Should Have Known Better	(The Beatles/Odeon) Multitone A/S
2	2	13	A Hard Day's Night	(The Beatles/Parlophone) Multitone A/S
3	1	12	On The Beach	(Cliff Richard/Columbia) Dacapo Musikforlag
4	4	8	Such A Night	(Elvis Presley/RCA Victor) Morks Musikforlag
5	6	4	Shakin' All Over	(The Swinging Blue Jeans/HMV) Sweden Music/Stig Anderson
6	10	2	Have I The Right	(The Honeycombs/Pye) Wilhelm Hansen, Musikforlag
7	5	11	Hello Dolly	(Louis Armstrong/Kapp) Imudico A/S
8	3	8	It's All Over Now	(The Rolling Stones/Decca) Morks Musikforlag
9	9	14	Ain't She Sweet	(The Beatles/Polydor) Bens Music/Stig Anderson
10	7	5	Do Wah Diddy Diddy	(Manfred Mann/HMV) Belinda (Scandinavia) AB

## Sweden's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Artist
1	2	3	Oh, Pretty Woman	(Roy Orbison/London) Reuter & Reuter AB
2	—	1	I Should Have Known Better	(The Beatles/Odeon) Sonora Musikforlags AB
3	1	5	Have I The Right	(The Honeycombs/Pye) Ehrling & Löfvenholm
4	4	18	I Love You Because	(Jim Reeves/RCA Victor) Reuter & Reuter AB
5	3	12	A Hard Day's Night	(The Beatles/Parlophone) Sonora Musikforlags AB
6	7	2	In My Imagination	(Paul Anka/RCA Victor) Bens Music/Stig Anderson
7	9	2	Memphis	(Johnny Rivers/Liberty) No publisher
8	8	14	Jag Måste Ge Mej Av	(Gotta Travel On) (Towa Carson/RCA Victor) Reuter & Reuter AB
9	6	4	Rag Doll	(The Four Seasons/Philips) Edition Odeon
10	—	3	Around And Around	(The Rolling Stones/Decca)

All the interest of the public now was completely caught by the Olympic games which started Oct. 10 and ended Oct. 24. Record dealers in Tokyo were hit by poor sales, except for some steady purchasers, like the classic buyers which usually increase their catalogs in autumn. The shops were decorated with Olympic flag and international flags. Many of the foreign visitors just dropped into the shops for fun, and a few bought records.

Nippon Columbia is releasing an LP cut by **Hisaya Morishige**, the consistent hit maker comedian from the movie field titled "Ora ga Uta sa (My Songs), including material written and composed by this talented star.

Also, Nippon Columbia announced its presenting, the first LP's of the long awaited promising young singstar **Akira Adachi** and songstress **Sachiko Kobayashi**.

Nippon King Records released the collection of the songs of the popular program "NHK, Merry-Go-Round of Songs," including 14 songs played by the **Tokyo Myster Singers**, **Takeru Shiraishi** and his **Gay Stars**, and **NHK's Tokyo Broadcasting Children's Chorus Group**.

**Kambara Music Office** announced the visit **Tony Dallara** in March. He's been enjoying popularity here through the hits "La Novia," "Coma Prima" and other canzones, for a three week tour in main cities here, and King is planning to release LP's "All About Tony Dallara" and "Charming Tony Dallara," to celebrate the visit.

Nippon Victor is releasing an **Arthur Malando Orch.** date on Nov. 5, in honor of its visit, including "Bolero," "Peanut Vender," and others.

Nippon Victor is releasing "With The Wien Chorus Boys," in set of a couple disks on Philips on 12 inch LP's. Also, the label is presenting The Big Collection of Modern Jazz on 12 inch stereo LP, 3 to an album, including **Cannon Ball Adderley's** "Work Song," **Sonny Rellins** and **Max Roach's** "Valse Hot," **Miles Davis**, "Round Midnight" and other big hits.

**Henry Lebendiger** of **Fermata Brazil**, the big publishing company, paid a visit to the Olympic Games.

## Japan's Best Sellers

This Week	Last Week	Title	Artist
1	1	A Hard Days Night	—Beatles (Odeon) Sub-Publisher/Toshiba
2	2	Non Ho L'eta	—Giliola Cinquetti (Seven Seas); Michiyo Azusa (King) Sub-Publisher/Suiseisha
3	3	Kissin' Cousin	—Elvis Presley (RCA) Sub-Publisher/Aberbach Tokyo
4	4	The Big Build Up	—Bert Kaempfert (Polydor); Izumi Yukimura (Victor); Cool Cats (Columbia); Chiyoshi Tomimatsu (Toshiba) Sub-Publisher/Shinko
5	5	Una Lacrima Sul Viso	—Bobby Solo (Seven Seas)
6	9	I Should Have Known Better	—Beatles (Odeon) Sub-Publisher/Toshiba
7	10	I'll Touch A Star	—Terry Stafford (Seven Seas); Masayuki Hori (King)
8	6	Futarino Hoshio Sagasoyo	—Paul And Paula (Philips); Yasuo Tanabe (Victor) Sub-Publisher/Aberbach Tokyo
9	7	My Boy Lollipop	—Millie Small (Smash); Mie Nakao (Victor) Sub-Publisher/Victor
10	—	La Ragazza Di Bube	—Sound Track (Fontana) Sub-Publisher/Victor

This Week	Last Week	Title	Artist
1	1	Tokyo Olympic Ondo	—Haruo Minami (Teichiku)
2	4	Ozashiki Kouta	—Mahina Stars & Kazuko Matsuo (Victor)
3	2	Shiwasenara Teo Tatako	—Kyu Sakamoto (Toshiba)
4	3	Koio Surunara	—Yukio Hashi (Victor)
5	5	Aito Shio Mitsumete	—Kazuko Aoyama (Columbia)
6	6	Orewa Omaeni Yowainda	—Yujiro Ishihara (Teichiku)
7	8	Futarino Hoshio Sagasoyo	—Yasuo Tanabe (Victor)
8	7	Tokyo Blues	—Sachiko Nishida (Teichiku)
9	—	Osaka Gurashi	—Frank Nagai (Victor)
10	—	Sayonara Tokyo	—Kyu Sakamoto (Toshiba)

This Week	Last Week	Title	Artist
1	1	The Beatles	—The Beatles (Odeon)
2	2	Belafonte At Greek Theater Concert No. 2	— Harry Belafonte (RCA)
3	3	Kissin' Cousin	—Elvis Presley (RCA)
4	4	The Beatles No. 2	—The Beatles (Odeon)
5	5	My Fair Lady	—Broadway Soundtrack (Columbia)

## Norway's Best Sellers

This Week	Last Week	Weeks On Chart	Title	Artist
1	1	5	I Should Have Know Better	(The Beatles/Odeon) Edition Lyche
2	—	1	Oh Pretty Woman	(Roy Orbison/London) Reuter & Reuter AB
3	2	15	I Won't Forget You	(Jim Reeves/RCA Victor) Palace Music/Stig Anderson
4	6	3	I Guess I'm Crazy	(Jim Reeves/RCA Victor) No publisher
5	3	6	*Pappa'n Til Tove-Mette	(Rolf Just Nilsen-Birgit Ström/Nor-Disc)
6	7	2	I'm Into Something Good	(The Herman's Hermits/Columbia) Screen Gems/Stig Anderson
7	4	13	A Hard Day's Night	(The Beatles/Parlophone) Edition Lyche
8	5	8	Such A Night	(Elvis Presley/RCA Victor) Reuter & Reuter AB
9	9	8	Trettiofyran	(This Ol' House) (Per Myrberg/Metronome) Norsk Musikforlag A/S
10	—	1	Not Until The Next Time	(Jim Reeves/RCA Victor) No publisher

"The Best in Scandinavia . . . Bens"



The View From This Side:

## THE 15% BRITISH TARIFF

At first glance, any increase in price, whether it be in the actual cost of equipment or the resultant increase brought about by additional tariff, which is the case in Great Britain this week, is looked upon with alarm. After talking with several of the export people in this country, who are affected since the price hike must be borne by their buyers in the British market, there apparently is little ground for expectation of a slowdown in volume.

At the moment, equipment landing in Britain is taxed via a 20% duty, a 2½% "uplift" rate, and a 25% purchase tax. The announcement from the newly elected British government has advised that an additional 15% tariff will now be placed upon imports from all countries and the tax applies to just about every product, including coin-operated machines.

With the 15% tariff immediately following the 20% duty, thereby increasing the amount taxed by the 2½% uplift, and then the addition of the 25% purchase tax, the difference in the final price of a machine against what it cost last week to the buyer in Britain is closer to 23% rather than 15%.

In spite of this, it is the considered opinion of many exporters here that Britain will buy as much equipment as it has in the past and that the wholesaler especially, will either take a cut in his wide margin of profit or increase his price to the operator accordingly. While the operator will pay a higher price in most instances, the increase is not expected to slow his volume of purchasing. This thinking is based on the informed opinion of those doing business direct with wholesalers in Britain, on the attitude of the buyers over there, and also in looking at the effects of previous tariff and price increases. As far as the export market is concerned, there is little evidence that increased price has ever been detrimental to continued sales volume.

The US factories here are of course, concerned. Again, a price increase, especially when it comes in the form of increased duty and cannot be controlled, should not be taken lightly. We do believe, however, that coin machine and vending equipment sales to Great Britain will not be adversely affected.

As for the ultimate consumer, the operator, we feel that he will buy the equipment he needs, as always. A report on the operator's attitude will appear in a future issue. The immediate reaction of several American exporting firms appears along with the story on the tariff itself, in this issue.

# New British Government Sets Additional 15% Tariff On Imports

## ■ \$4 Million U.S. Coin Machine Shipments Effected

NEW YORK—On October 26 the new British Labor Government announced a 15% surcharge on imports of products from countries around the world as part of a broad program to strengthen the British economy and protect the pound. The measure affects coin-operated equipment and is in addition to the current 20% duty, a 2½% uplift (a British innovation for increasing the amount of purchase tax), and a 25% purchase tax. The 15% additional tariff works out to an approximate 23% hike in the cost of the machines at price value. The British Government this year faces its largest balance-of-payments deficit in history (between \$1.96 billion and \$2.24 billion). The value of Britain's gold and convertible currency reserves is pegged at \$2.52 billion. Last month's trade gap, for instance, was the widest this year.

### Devaluation Of Pound A Possibility

Officials were concerned that continuation of the widening of this trade gap would eventually lead to a devaluation of the pound. The fact of the matter is that Britain does not manufacture enough of its own product to offset imports. In the words of a European economist: "They don't even make a simple electric typewriter."

In the United States, government officials said that while the move was understandable, and expected, once the Labor Party was in office, it would lead to a dip in US sales.

Coin machine execs here, concerned with the \$647,651 phonograph volume, the \$3,247,872 games exports, and the \$383,361 vending business with Britain (1963 volume), were hesitant to voice a pessimistic response. Several leading exporters of machines confidently predicted that while a price increase never helps sales, the volume of coin-operated equipment into Britain would remain constant, based on the vital need for equipment at the location level and the present wide margin of profit that is enjoyed by wholesalers of

equipment in England who provide most of the machines to operators. The operator who buys direct is in the minority and the operator who buys from the wholesaler is expected to pass on the increase to the location in the form of more equitable commission agreements.

### A Temporary Tax

England is an operating country similar to the US where most of the equipment is leased to the location. Outside of Britain, in some nations and especially in Belgium, the equipment is sold to the location. A price hike here would not be as serious since resale prices are higher.

Prime Minister Harold Wilson termed the tariff increase a "temporary measure" but business people see "temporary" taxes in the same light as "permanent" taxes, especially in the case of Britain. Along the lines of strengthening the econo-

my, the Prime Minister was quoted as saying "We've got to think more about what we can get into the economy and less about what we can take from it." He added that perhaps some thought about earning money "instead of making it" would help.

The additional surcharge went into effect at midnight, October 26.

Some coin machine exporters called the shot early and shipped equipment in under the deadline to awaiting wholesalers. In some instances a 48-hour waterway delivery was used from warehouses in Antwerp.

Generally, the hardest hit nations are France, Italy, West Germany, Belgium and the Netherlands. Many of these countries also manufacture US equipment and ship into England. A total of 57% of the exports of the Common Market bloc, of which the UK is not a member, is affected.

The US ships a total of \$21 billion in products to Britain. Britain is this

nation's second largest overseas buyer. The games business in Britain from the US amounts to approximately 20% of the total volume shipped. Slot machines, bingos, pin-ball amusement machines and novelty equipment is used to a great extent in Europe.

### France

As much as two-thirds of France's exports will be affected by the 15% tariff. France ships about 5% of its overall export volume to Britain. Coin machine wholesalers, and manufacturers, ship coin-operated equipment to wholesalers and franchised distributors in London.

### West Germany

West Germany is hard hit in view of the European distributors located there for American factory equipment and the large amount of used equipment which finds its way into England. German-made machines, of course, will also be affected by the tariff. Four percent of total West German exports go to Britain.

### Sweden

Sweden's total exports to Britain amount to \$500,000,000 annually. Sweden's commerce commissioner said the tariff would affect the trade "seriously." "We deplore the English measure," said Gunnar Lange, "and we hope it does not include the raw material wood, iron ore and pulp now being shipped."

Most European Ministers believed the 15% move was illegal, or at least against the rules of the European Free Trade Association treaty. In effect, it is, but Britain's leaders claim the tariff increase was "vitally necessary" at this time.

Patrick Gordon Walker, Britain's Foreign Secretary, said that "Britain has no plans for increasing its bank rate" in lieu of the increased tariff.

As for the coin machine industry, the 15% increase was looked upon in some circles as just another price increase equal to or close with previous equipment cost hikes and various tax measures which have preceded it.

## The 15% Tariff and What It Means In Dollars

(Example cited below is based on a theoretical \$100.00 machine sale upon arrival in Great Britain)

BEFORE THE 15%		AFTER THE 15%	
Cost of machine: .....	\$100.00	Cost of machine .....	\$100.00
20% Duty .....	20.00	20% Duty .....	20.00
	\$120.00		\$120.00
2½% Uplift .....	3.00	Additional 15% Tariff .....	18.00
	\$123.00		\$138.00
25% Purchase Tax .....	30.75	2½% Uplift .....	3.45
	\$153.75		\$141.45
Less Uplift (above) .....	3.00	25% Purchase Tax .....	35.36
			\$176.81
Cost to Buyer		Less Uplift (above) .....	3.45
In Great Britain .....	\$150.75		\$173.36

Difference in cost to British buyer, after October 26, on a \$100 purchase—\$22.61, or a 22.6% increase brought about by a 15% added tariff.

## What The U.S. Exporter Has To Say About The Tariff Increase:

NEW YORK—Cash Box reporters called on several leading factory and export executives last week for opinions on the increased British tariff, and the remarks were recorded as follows:

**Mondial International Inc.:** (Aspet Varten) At the present time, it will affect imports and continue to affect sales until such time as the British buyer is completely informed of the final outcome. The tariff was called a temporary one by British Government officials.

**R. H. Belam Company:** (Vic Haim, Pres.) I don't see where the sales volume will in any way be affected. The British market needs equipment, and continued to buy it in the face of previous increases in cost. I doubt that our business in Britain will suffer in any way.

**D. Gottlieb & Co.** (Judd Weinberg, Export Manager) While it is a temporary situation, it will most likely affect most exporters. We anticipated the move and as for the moment, we can only await the developments of the increase.

**Williams Electronic Mfg. Corp.** (Sam Stern, Pres.) It is a very pressing matter at the moment. I have been led to believe that the British Govern-

ment will review this temporary situation in several months and we look for changes as a result of the impact it will have on overall exports.

**United Manufacturing Co.** (Bill Deselm, Sales Mgr.) It will of course affect us but we will have to wait and see just what it means to the buyer and judge our future actions by these developments.

**Empire Coin Machine Exchange, Inc.** (Gil Kitt, Pres.) Of course it (the 15% increased tariff) will affect our export situation in Great Britain, however, it is far too early to know to what extent. We'll have to wait and see.

**Atlas Music Co.** (Sam Kolber, Sales) Atlas Music's heaviest foreign shipping is to other European markets. We envision no particular problems as a result of the 15% tariff. When it is reviewed by the new Labor Government and all ramifications are taken into consideration, there is a possibility they may realize the effects it has had on the countries of the world.

**World Wide** (Irv Ovitz, Sales) Much of the coin machine business to Great Britain will be affected by the 15% duty. We look forward to the Government reviewing its decision.

### The Brewery Owns The Pub

## Machine Placement In England's Pubs Requires Agreement With Brewery Owners

NEW YORK—The placement of coin-operated equipment in many of England's markets is quite different than methods used in the US. For instance, the many pubs throughout England, are for the most part, owned, not by the apparent manager or proprietor, but by the brewery who may have ownership of ten, fifty or perhaps hundreds of pubs throughout the

British Isles. Each pub manager is placed on a percentage arrangement and works as though it was his own business, although in most cases there is little evidence that any sizable number of pubs are owned "privately." Since the brewery owner, or representative, is the man in charge of buying or dealing for the pubs in his chain, this is the man to whom the coin machine salesman approaches.

Many deals are set for multiple locations on the strength of the merits of one salesman or one machine. A purchase might involve one hundred phonographs, one for each of the locations in a brewery's chain. The model may be the same for each. The commission arrangement is generally a flat one—with the operator paying the same price for a good location as for a bad one—working on an average. The recent 15% tariff will no doubt increase the cost of the machine, but the seller is again dealing with one firm in order to obtain quantities of locations. The margin is usually broad enough to absorb an increased commission or in this case, an increased cost which has come about from tariff hikes. Hence, the feeling in some areas of England that the 15% additional tariff will not adversely affect the import volume from the US and elsewhere.

### It's Official, But Is It Cricket?

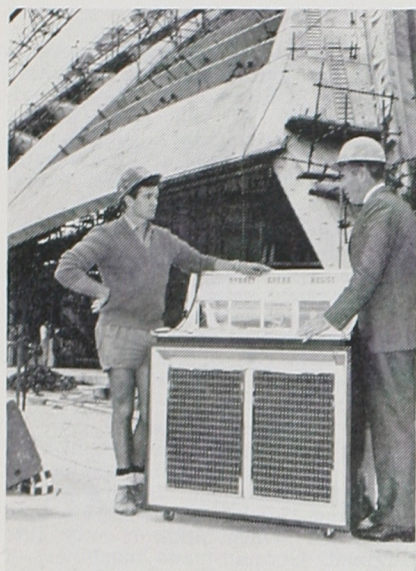
NEW YORK—Questions of the legality of the new British surcharge of 15% remained unanswered last week as Commerce Ministers and economists around the world quoted from the General Agreement on Tariffs and Trade to which 60 countries, including the US, subscribe. The agreement is an instrument whereby members mutually have reduced tariffs and import quotas. It also outlines the rules whereby these steps can be accomplished without creating ruffled feathers among the nations of the world. In the words of Britain's leaders "we plead guilty" (to having violated the GATT treaty). It was added that "urgent action" was imperative. The new 15% tax is applicable to all imports excepting food and certain raw materials.

## U.S. EXPORTS TO GREAT BRITAIN—1963 VOLUME

PHONOGRAPHS .....	\$647,651—1277 machines
AMUSEMENTS .....	\$3,247,872—9148 machines
VENDING .....	\$383,361—1954 machines

# AUSTRALIA

## A Problem Market For Determined Coinmen



**SYDNEY OPERA HOUSE** 26-story dome-shaped building looms in background, as Seeburg distrib Jim McKeon helps deliver LP-480. He got approval to use phonograph to test concert hall's acoustics.

**SYDNEY, AUSTRALIA** — Australia may be a large body of land but that land is almost barren of locations for coin-operated music and games as compared with population. Where there is a spot for a juke box, chances are there is also live entertainment, and that comes first in the land down under.

The restrictions on games, the almost complete prohibition of alcohol, and the early 10 PM closing hour takes the gleam out of the coin machine salesman's eye after landing here and studying the problems of the coin machine industry.

Jim McKeon, President of Automatic Products Pty., Ltd., franchised distributor here for Seeburg, offers first hand knowledge of the country and problems inherent in this land of countless contrasting customs. These customs (and governmental

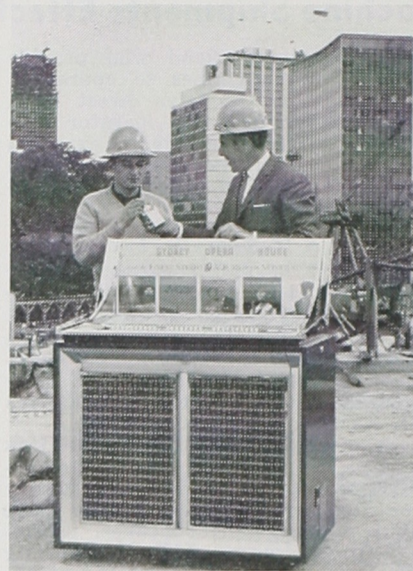
rulings) sometimes present insurmountable barriers to the coin machine and vending industry. McKeon and others have managed to make headway in spite of it, but the task is for the patient man.

The image of the coin machine here is what it once was in countries around the globe. The coin machine industry is continually linked with nefarious agents who must be from the underworld, or so they still believe. Vending, on the other hand, appears to have a greater potential, although here too, the industry is linked with imaginary underworld elements. The beer is a 6 point beer and while the world has succumbed to the desires of the intelligent man and woman with a thirst, Australia feels a prohibition on alcoholic beverages is still required. Early closing hours do lead to copious quantities of the 6-point malt being consumed between quitting hour at the plant and closing time at the pub, but it does not weaken the stand by the authorities.

There are six night clubs in Sydney, a metropolitan city with more than two million population. The clubs in hotels, which do sell alcoholic beverages, can sell no more than a proportionate amount based on the number of guests who may stay at the hotel. The smaller the hotel, the smaller the cocktail lounge, and so it goes.

McKeon is Vice-President of the Australian Catering Association and his task at the moment is to help the growth of the smaller cocktail bars in order to literally make available locations for his juke boxes. Many Europeans travel to Australia for vacation and on business. In McKeon's opinion, their tastes for adult music has been acquired and developed in Europe and America. "We can give them the music they want with the Seeburg equipment," stated McKeon during a visit to the US, where he will stay for another two weeks, on a Convention-nationwide business trip.

McKeon has never ceased in his determination, to attain for the coin-operated phonograph, a high level image. At the moment, his latest success has been with the Sydney Opera House (photos) where the Seeburg LP-480 Console will be used "for acoustical purposes" to test the musical sounds before the concert hall is set. (Little LP's by Kost-



**AUSTRALIA'S NEW UNILEVER BLDG.** in foreground is ample proof of Sydney's cosmopolitan views. But restrictions on social life refute this.

lanetz, Madame Butterfly, Nelson Eddy). The Opera House is a \$39 million venture and is ample proof that Australia is indeed cosmopolitan in its views. The Opera House, incidentally, is being built with funds from a national lottery, financed weekly by bettors. The construction will be completed in 1967.

One more obstacle in the path of enterprising coinmen here. Men do not drink with women, nor do they associate very much with them, and certainly not in the pubs. "They prefer to drink with their mates," is the way McKeon puts it and therein lies another tale of woe of the men who would very much like to program music for couples out on the town. The juke box does not hold much of an attraction for the men who have their eye on the 10 o'clock witching hour. But with men like Jim McKeon, perhaps Australia will loosen its belt and live a little. And preferably with the sounds of a juke box coming from every tavern in town.

## Cold Canned Drinks Succeed At NAMA



**CHICAGO**—Another Rock-Ola success, in addition to the firm's current 'Grand Prix' phonograph line, the recently introduced 'Princess Royal' compact phonograph, and the Single-Drink Fresh Brew Coffee Vendor, as cited in Cash Box NAMA coverage last week (CB Oct. 31 page 58), is the company's Model 3301 Can Cold Drink Vendor shown above with Exec

## All-Tech Signs Shaffer Music Co.

**HIALEAH, FLORIDA** — Lewis E. Cohn, Vice President, and Justin J. Goldsmith, President, All-Tech Industries, Inc., amusement machine manufacturers here, announced last week that as a result of the MOA Convention and previous sales work with Seeburg distributors across the country, the firm's network of distributors has been "appreciably strengthened" and will continue to grow based on acceptance of its Gold Crest pool table line.

First major distributor signed last week was Shaffer Music Company, of Columbus, Cleveland and Cincinnati. Shaffer is headed by Ed Shaffer, veteran coin machine distrib and franchised Seeburg music and vending distributor in the Ohio territory. Shaffer will handle the All-Tech line for the entire State of Ohio, according to Cohn.

VP Ed Doris (left) and President David Rockola during the NAMA Convention.

The firm recorded excellent sales as Vending Sales Chief Frank Doyle took sizeable orders on the 288-capacity machine that offers four selections. Vendor pre-cools 30 cans and offers an illuminated front piece which is optional.

The firm's Gold Crest "7" (52" x 92") and Gold Crest "8" (57" x 101") is said to have fibreglass side panels with formica covering. Cohn claims that All-Tech is the only pool table manufacturer to spend 4½ hours labor on each slate bed, honing, grinding and polishing the playfield in order to speed up play and eliminate possibility of pimple imperfections.

## Hit At Ski Show



Conat Distributing, factory reps for DuKane Games Div., wrote orders on the 'Ski n Skore' machine (shown above at Intl. Ski Fair, NYC) as distrib Ted Cohn continued to pioneer

## 'Water Polo' Gains Greater Distribution

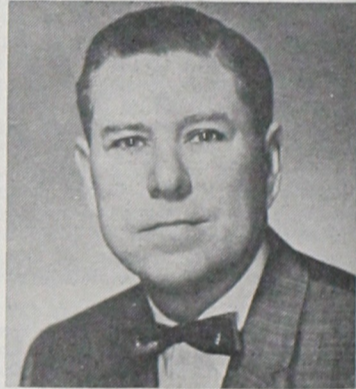
### ■ Succeeds At MOA

**CINCINNATI**—Clint Shockey, Royal Distributing Company Inc., manufacturers of 'Water Polo', a radically new amusement machine premiered at the MOA Convention, announced last week that a series of distributors were appointed at the Convention. He also said that orders ran higher than expected, that actual sales for immediate delivery have already been shipped and that production schedules on the game were increased following the reception received at the show.

Shockey told Cash Box that the distributor reaction (ten were signed before showtime) enabled him to get almost blanket distributor coverage across the country with several foreign distributors also signing to take the line.

Distributors appointed last week, following the MOA Convention are, as follows: For the State of Pennsylvania: LiSandairi Distributing Co. 501 North Main St., Rimersburg, Penn., Mr. Lou Regis (area code 814 473-3493); Automatic Music Co. 703 Main St. Rear, Bridgeport, Ohio, Mr. Chas. Maroon, (area code 614 635-1443); Lieberman Music Co., 257 Plymouth Ave. No., Minneapolis, Minn., Harold Lieberman (612-Federal 9-0031); Phonograph Equipment Co., Ladbroke Grove, London W10, England, Cyril Shack; Martin & Snyder Co., 13200 West Warren, Dearborn, Mich., Frank Martin, (area code 313-LUzon 2-2300); Musical Sales Co., 2920 Locust St., St. Louis, Mo. Joseph McCormick, area code 314-JE 5-4310; other distributors will be announced at a later date, according to Shockey.

## MOA Chairman



**Lou Casola**, past-president of the Music Operators of America, succeeded by Clint Pierce, has assumed the post of Chairman of the MOA Board, having been elected to the office by members two weeks ago. He succeeds past-Chairman J. Harry Snodgrass.

## The Dean's Club



**CHICAGO**—Bob Slifer, manager of NCMMA, didn't rest for a moment during MOA signing up new members of the Dean's Club. Requirements? At least ten years in business. After three days of accepting applications Slifer told Cash Box he had "between 250 and 300 names." A list will appear in a future issue.

the novel amusement game which grows in acceptance by the trade each week. Cohn's wife Myrna, is pictured with machine in exhibit booth (See CB Oct. 31).

## Operators Get Into Swim With New Compact

# H.Z. Vending Bows 'Princess Royal' At Gala Affair

MAHA—The festive occasion pictured here was Hymie and Eddie Zorinsky's, of H. Z. Vending & Sales Company, gala showing of the new Rock-Ola model 424, 100 selections, "Princess Royal" coin-operated phonograph, and "Phonette" wallbox (model 01, 100 selections, and 500, 160 selections, 33 $\frac{1}{3}$  and 45 rpm speeds in-mixed).

The soiree and swimming party was held in the Corral Room and indoor heated swimming pool in the Diplomat Hotel in downtown Omaha, Nebraska, Sunday evening, October 1.



Eddie Zorinsky demonstrating the selector in the Rock-Ola "Princess Royal" phono.



A pan shot of the dining room.



Mr. & Mrs. Bill Seacrest with Hymie Zorinsky.



Left to right—Don Ries, Delores Ries, Hymie Zorinsky, and Marion and Ken Ries, of Ries Music Co. in Iowa.



Left to right, flanking a trio of Rock-Ola phonos; Mr. & Mrs. Hymie Zorinsky, Mr. & Mrs. Eddie Zorinsky, and Les Rieck, phonograph sales manager for Rock-Ola Manufacturing Corp.

## BOWLERS!

1 United 16' Frolics	\$495.00
1 United 16' Fury	750.00
1 United 16' Sabre	775.00
3 United 16' Falcon	295.00
1 United 13' Five Star	275.00
5 United 16' Duplex	225.00
1 United 16' Dixie	250.00
2 United 16' Teammate	265.00
1 ChiCoin Twin Bowler	175.00
1 United 16' Tip Top	295.00
1 Strike Bowler	85.00
1 Bally Tournament	60.00
1 Southland Little Pro	325.00
1 ChiCoin Royal Crown	650.00
1 ChiCoin Player's Choice	135.00
2 United 16' Handicap	275.00
2 United 16' League	235.00
1 United 16' Classic	350.00
1 Bally Deluxe Bowler	495.00

WE HAVE THE MOST COMPLETE STOCK OF USED BOWLERS 13 AND 16 FOOT LENGTHS, IN THE U.S.A. CALL TODAY! TRY TO GIVE US 10 DAYS TO SHOP! WHEN YOU SEE OUR BOWLERS, YOU WILL BE GLAD YOU DEALT WITH ROYAL!

Call (513) 771-4250  
Ask for Clint or Harold!

**ROYAL**  
DISTRIBUTING, INC.  
CINCINNATI: 1210 Glendale-Milford Rd. 771-4250  
COLUMBUS: 1112 North High Street

## 300% Sales Increase Noted In Utah Location With Seeburg LPC-480



OGDEN, UTAH—Earl A. Barlow, President of Weber Music Co., Inc., Ogden, Utah, (left) and Mr. Liu Fong, Proprietor of the China Temple Cafe, one of Ogden, Utah's leading restaurants, are pictured with the installation of Seeburg's new LPC-480 which features the "Spotlight Album Award" and 24 Consolettes. The new installation has shown over a 300% increase in income over the previous equipment, according to Barlow.

Fong is in the process of completely remodeling the China Temple Cafe and wanted a music system designed to bring adult music into his cafe. He achieved this through the album programming featured on the Seeburg LPC-480. The Consolettes are very much accepted by the playing patron

which brings individual music into each booth and they have access to their own volume controls, explained Barlow. All overhead speakers were removed which had been used with the previous phonograph equipment.

According to P. D. Struve, Seeburg distributor in this area, "we'll provide oriental music if need be. We're in the music business and treat each operator's location as an individual case." The story resembled another one, out of Chicago, where a Seeburg operator programs 'Madame Butterfly' via the RCA Victor little lp. Music ops are finding that specialized treatment of locations results in greater collections. The little lp, now available through most one-stops, is helping pave the way for this type programming.

## Wurlitzer Holds Dallas Service Seminar



Among the students completing the course at the Dallas Wurlitzer Training Seminar was Mrs. Harold Thames (left photo), an operator from Natchitoches, Louisiana, who finished with high honors. The photo at the right gives a good idea of the good attendance at the Wurlitzer banquet held at the Baker Hotel in Dallas.



DALLAS—A class of forty operators and servicemen attended a five-day Wurlitzer Service Seminar at the Baker Hotel in Dallas, Texas September 28th through October 2nd.

Under the direction of C. B. Ross, Wurlitzer Service Manager, the group was separated into four sections and additional classes were instructed by Harry Gregg, Don Smith and Karel Johnson, all Field Service Engineers.

Ralph Cragan, Wurlitzer District Sales Manager in the Southwest, spoke at the closing banquet and made appropriate remarks during the distribution of the diplomas.

Attendance at the Wurlitzer sessions included the following operators:

**COMMERCIAL MUSIC—DALLAS**  
R. A. Grisham, Central Music Co.; Jerry Grones, Standard Music; J. W. Hoover, Dreyer Music Co.; Ben Cunningham, Standard Cigarette; Bill Baucum, Standard Cigarette Service; Temple Alford, Beam Novelty Co.; Royce Elkins, Central Music Co.; Earl Hoover, Dreyer Music Co.; J. C. Heath, Central Music Co.; Charles Rinehart, Austin Phonograph Co.; Andrew Grant, B & B Vending; Mrs.

Harold Thames, Sabine Novelty Co.; Edward J. Schlager, Fort Worth Vending Co.; Joe B. Yates, Lester Mikeel, Fort Worth Vending Co.; Dick McKeon, Fort Worth Vending Co.; James Nicklas, B & B Vending Co.; Thomas Cundieff, B & B Vending Co.; Clyde Stovall, B & B Vending Co.

**CULP DISTRIBUTING—OKLAHOMA CITY**

Henry Elledge, Elledge Music; J. B. Haddock, B & M Music; Robert Kelly, Culp Distributing Co.; John Miles, Culp Distributing Co.; Carl Dewberry, R & M Music; Jimmy Langley, Anderson Music Co.; Gene Carden, Southern Vending Co.; Eddie Smith, Southern Vending Co.; Dale Hallmark, W-D Music; James Morris, M & M Music; Cletys Melrose, Lawton Novelty Co.

**ARKANSAS DISTRIBUTING—HOPE, ARK.**

Robert E. Porter, Arkansas Distributing Co.; Thayron Tyler, B & L Amusement Co.; Don R. Lacotts, Toland Music.

**CONSOLIDATED MUSIC—LAS CRUCES**

Gordon Freeman, Consolidated Music Co.; Jack Isham, Arts Amusement Co.; Johnny Oakley, Navajo Amusement; Gerald Clancy, Arts Amusement Co.; Jack Porter, Music Service Co.; Ernest Keck, Western Music Co.

**GULF COAST—HOUSTON**  
Dave Pennington, Consolidated City Music.

## N.Y.S. Ops To Meet

BEACON, N.Y.—The next meeting and dinner of the New York State Operators Guild will be held at the Hotel Newburgh, Newburgh, N.Y. on November 18, 1964, at 7:30 P.M., guild president Mike Mulqueen announced last week.

# WE STILL NEED SPACE! HERE ARE MORE BARGAINS!!!!

We're taking a long term lease on a second-floor in our warehouse—doubling present quarters—IT STILL ISN'T ENOUGH SPACE! Buy these super-specials NOW!

CHICOIN RAY GUN	\$225.00
8-1963 Very Clean Slightly Used Philadelphia Toboggan Skee Balls	LOWEST BID!
5 Wurlitzer 2710 1963 Models Like New	PHONE NOW!
GENCO 2P BASKETBALL	\$95.00
Seeburg 1964 Like New Model SC-1 Console Wallbox	PHONE

### SPECIALS

Bally Spinners	\$ 35.00
Southland Mr. Quick Draw, Like New	100.00
ChiCoin Champion Guns Like New	345.00

### PINS

CC Bronco 2p FP or AAB	\$350.00
CC Sun Valley 2p FP or AAB	295.00
Bally Mad World 2p FP	350.00
Bally Star Jet 2p	335.00
Bally Sky Diver 1p	295.00
Bally Moon Shot 1p	185.00
Gottlieb Shipmates 4p	495.00
Gottlieb Gaucho 4p	350.00
Gottlieb Flying Circus 2p	225.00
Gottlieb Sweet Sioux 4p	125.00
Williams Soccer 1p	295.00
Williams Tom Tom 2p	260.00
Williams Music Man 4p	165.00
Williams Friendship 7 AAB	165.00
Williams Caravelle 4p	125.00

### BASEBALL

1963 ChiCoin All-Star	195.00
Bally Heavy Hitter	50.00
Bally Big Inning	50.00
Bally Target	50.00

### BIG BALL BOWLERS

Bally Pan American	100.00
Bally Trophy	25.00
United Falcon 16	245.00
ChiCoin Sparelite	595.00

### VENDING

Bally 661R	650.00
Bally 662	550.00
Bally 597	25.00
Universal Candimat	100.00

### SHUFFLE ALLEYS

ChiCoin Strike Ball	495.00
ChiCoin Starlite	395.00
ChiCoin Red Dot	275.00
ChiCoin Pro	195.00
ChiCoin Aristocrat	195.00
Bally Official Jumbo	50.00
Bally Monarch	50.00

### KIDDIE RIDES

Bally Champion Horse	250.00
Lee Horse	95.00
Bally Bucky Horse New	395.00

### WANTED

Will Accept Trades Or Will Pay Cash \$18, 20', 22' SHUFFLEBOARDS With Scoring Units

ALL MACHINES GUARANTEED CLEAN PICK 'EM UP OR ADD \$15.00 FOR CRATING OR \$20.00 FOR RECONDITIONING PLUS \$15.00 FOR CRATING.

## REDD DIST. CO.

80 Coolidge Hill Road  
Watertown, Mass.  
(Area Code 617) 926-2250

# OUR PLATFORM

Some Favor LBJ—Some Favor Barry  
All Operators Favor Us

## SEND FOR NEW MACHINE LIST

We ★ ARCADE  
Advertise ★ GAMES  
Only What ★ VENDING  
We Have ★ MUSIC  
In Stock ★ RIDES

WORLD'S LARGEST INVENTORY

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

## Bally Releases 'Harvest' And 'Hay-Ride'



Bally HARVEST

CHICAGO—"Harvest" standard model and "Hay-Ride" add-a-ball model are the new fall offerings of Bally Manufacturing Company, in the single player flipper pinball class.

Discussing the new games, Bill O'Donnell, Bally president, said, "We got the idea for the theme and names from the energetic 'barn dance' ball action our engineers have designed into 'Harvest' and 'Hay-Ride.' The

slam-bang action is accomplished partly by the use of four sling-kickers, instead of the usual two, grouped close to the flippers, and partly by the action-accenting layout of the entire playfield.

"Another new layout feature that has won tremendous favor with players on test locations is the fact that the free-ball gate, which is at the bottom right corner of the field, can be opened by crossing one of the rollovers. Therefore, when a player opens the gate by crossing a top rollover, he has the entire expanse of the playfield, from top to bottom, in which to flipper-finagle and juggle the ball toward and through the gate, which remains open until a ball is finally lost through the out-hole.

"The free-ball gate can also be opened by hitting mushroom bumper A-L-L, which brings me to the fascinating B-A-L-L-Y feature. Hitting Mushroom Bumpers B-A-L-L-A-L-L-Y, not only open the gate, but also lights the star-bumper which the key to the 1 to 10 holdover feature, scoring up to 3 specials. Hitting B-A-L-L-Y opens the gate, lights the star and lights special on the low left rollover.

"Needless to say, the exclusive Bally Automatic Ball-Return 'E-Z' Latch Front Moulding, Playfield Panel and Backglass are all standard in both 'Harvest' and 'Hay-Ride.' The big news is the tremendous reaction the games have received in the big types of locations and in all areas. One add-a-ball operator said—checking one day's collections from 'Harvest' and 'Hay-Ride'—'That ain't hay, that's a horse in a vest,'" concluded O'Donnell.

was very costly for the company as well as the strikers, sales and earnings for the year ending March 31, 1965 should be satisfactory," Wurlitzer president concluded.

## Seeburg Releases Second Martin Album On Little LP

CHICAGO—"Dream With Dean," the follow-up release to 'Everybody Loves Somebody,' by Dean Martin on the Reprise label, has been issued as 'Pop Vocal' little LP material by the Seeburg Corporation, among their releases for the week of October 26. Two little LP's under the 'Pop Instrumental' heading are also available in this assortment. They are: 'Sunsetters,' performed by the group of the same name, on the Dearborn label; and 'Night Blaze' by the Werner Baumgart Intercontinental Orchestra on Amphora.

'International-Italian' material being offered is the RCA Italiana release by Gianni Meccia of 'Le Canoni d'Amore di Gianni Meccia'.

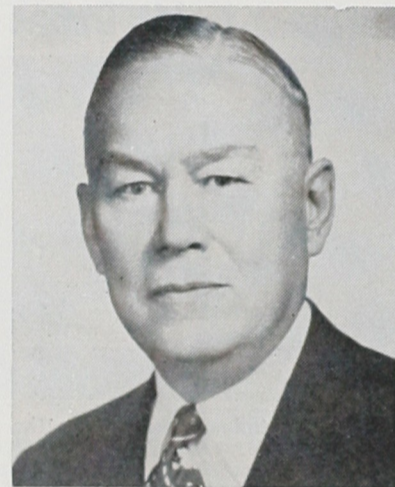
## Montooth Feted By His Employees

CHICAGO—The employees of Montooth Phonograph Company, in Peoria, Illinois, recently held a surprise party for their "boss," Le Montooth on the occasion of the 25th anniversary of his entry into the coin machine business. And, in the form of his operating company.

Montooth was presented with an appropriate plaque during the soiree. Also feted was Walter Anderson, who has been with Montooth during the entire 25 year period.

Until recently Montooth was president of the Illinois Coin Machine Operators' Association (ICMOA). Bruce Poss, of Valley Sales in Aurora, is the president for the new term. Montooth was the coinman who spearheaded the drive for formation of the Illinois regional organization year.

## Wurlitzer Announces 2nd Qtr. Figures



R. C. ROLING

CHICAGO—R. C. Roling, president of the Wurlitzer Company here, advised last week that sales for the second quarter (July, August and September) were \$9,215,626, down 8.1% from the same period last year. Net earnings for the second quarter were \$195,954, equal to 22¢ per share on 903,681 shares of common stock, compared with net earnings of \$352,541 (restated) or 39¢ per share on

897,186 shares for the same period a year ago, he reported.

During the first six months of the current fiscal year (April to September inclusive) Roling reported that sales were \$16,391,652, down from \$17,036,763 (restated) for the same period last year. Net earnings for the first half of the present fiscal year were \$163,236, equal to 18¢ per share on 903,681 shares of common stock, compared with net earnings of \$388,006 (restated) or 43¢ per share for the same period a year ago, he further advised.

Wurlitzer's DeKalb, Illinois, Division, where all their pianos are manufactured, was struck on August 25, and production was not resumed until September 22. "This unnecessary strike affected second quarter sales and earnings adversely," Roling stated, adding, "Had there been no strike, consolidated sales and earnings for the first six months might have exceeded last year."

"The backlog of orders for conventional pianos, electronic pianos, electronic organs, and Side Men as of this date is the largest we have ever had," he said. "More conventional pianos and electronic organs will be shipped in October than any month in the entire history of the Company," he advised.

"Despite the long strike, which

### From Near And Far—

## 300 Coinmen Attend Wico Koffee Klatch

CHICAGO—Ed Ruber, of Wico Corp., in this city, advised this past week that more than 300 coin machine operators and distributors attended the recent "Koffee Klatch" held in the new Wico display showroom and plant, October 17. Among the guests who made the "brunch tour" of the factory were coinmen from such European countries as Germany, Switzerland, the Scandinavian Countries, and also from the Dominion of Canada.

Ruber listed the winners of Wico's special prize drawing at the recent MOA Convention. The grand prize winner was C. S. (Joe) Silla, of Silla Music Co., in Oakland, California. His prize was a 40-piece luggage type tool kit valued at \$100.

Other winners were: George Zollos,

Prospect Phonograph Co., Cleveland, Ohio; Jack Porter, Music Service Co., Albuquerque, N.M.; Bill Anderson, Broom & Anderson, Logan, W. Virginia; Mrs. W. F. Foster, Foster Music Co., Pine Bluff, Ark.; Johnny Trucano, Black Hills Novelty Co., Deadwood, S. Dakota; H. Biederman, Biederman Amusements, Washington, D. C.; Lewis Shanks, Shanks Bros. Music Co., Kalamazoo, Michigan; Al Calderon, Calderon Dist. Co., Indianapolis, Indiana; John Knight, Skyline Music Co., Denver, Colorado; Fred Kennedy, Sparks Specialty Co., Atlanta, Georgia; Gene Glennon, Star Music & Vending Co., Austin, Minnesota; Julius Nelson, Vemco Music Co., Fayetteville, North Carolina; B. Murello, Overland Music Co., Oakland, California; and Ed Gilbert, Gilbert Music Co., Bloomington, Illinois.

## Urban To Market Film-Sound Unit

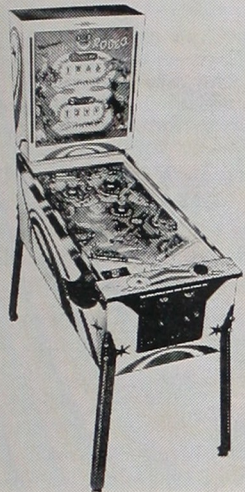
LOUISVILLE—Beginning March 1, 1965, Urban Industries Inc. will be marketing a coin operated full vision and sound unit with a screen measuring 20" x 14", able to hold twenty 8mm color film programs, and for a list price of \$2,500.00, according to Urban's executive vice president Nat Bailen.

Bailen also advised that film production has been arranged in Florida in order that a variety of indoor and outdoor scenes be constantly available to provide background material for the various artists.



## Midway Ships 'Rodeo'

Offers "Center Shooter"



MIDWAY RODEO

CHICAGO—Marcine Wolverton, president of Midway Manufacturing Company, located in suburban Franklin Park, Illinois, advised this past week that Midway's new "Rodeo" two-layer pinball amusement game is now being shipped to the firm's distributors in quantities. And, that immediate acceptance indicates it will be a big winner in all markets.

This beautifully cabinetted coin-operated machine was initially unveiled to the nation's (and foreign) coin machine operators at the recent MOA Convention in the Sherman House Hotel, and was roundly lauded by all who viewed it and demonstrated it, according to Wolverton, and his partner at Midway Mfg. Co., Hank Ross. Ross spelled out the interesting fact that "Rodeo" has a novel, new ball shooting principle at the center of the playfield (a "Center Shooter"). "This new (center) shooting feature, in which we introduced a rotating shooter, gives the players the opportunity of shooting to every part of the playfield with ease, Ross explained.

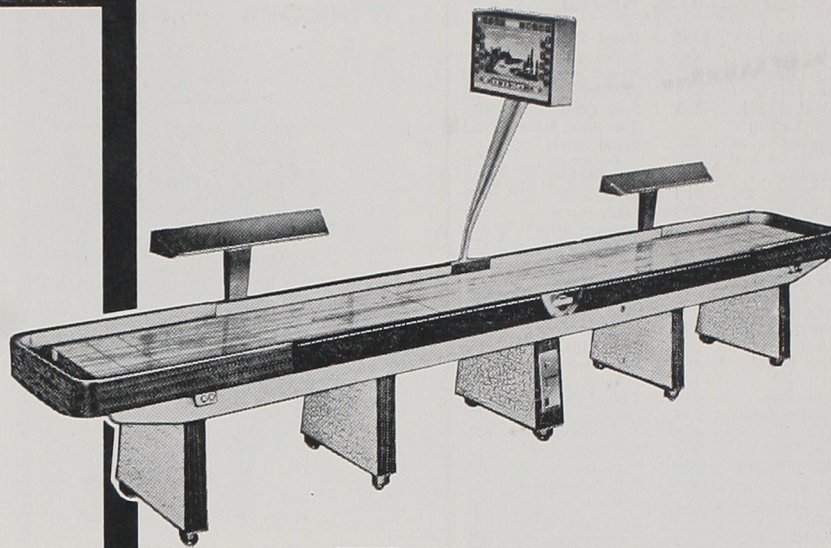
"In this way, we were able to utilize much more area on the action-packed playfield for targets, etc. Also, this new shooting principle assures players of considerably more exciting action throughout the game. "Needless to say it," Ross added, "the operator and location owner benefit by enjoying larger collection re-

## American's "IMPERIAL" Pays . . .

The exciting IMPERIAL attracts more players and more coins because it is designed to work for you, the operator.

Handsome and sturdily constructed, its many new features include Horse-Collar Play Control, Pin Gate Control (even when electricity is off), beautiful, cantilevered scoreboard, brilliant lighting.

For a game that will consistently earn high profits for you, year after year, you owe it to yourself to see the IMPERIAL at your distributor's or write for free color brochure.



**American**  
SHUFFLEBOARD CO.  
210 Paterson Plank Road  
Union City, N.J. • 201 UN 5-6633

ceipts and, therefore, greater profits."

"Rodeo," a two-player, which is adjustable for three or five ball play, has four action bumpers, four kickers, and two flippers on the playfield. There is also an exciting Midway "Match Feature", which indicates to the players on the lightbox.

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

**BANNER SPECIALTY COMPANY**

PHILADELPHIA, PA.  
1641 N. BROAD ST.

PITTSBURGH, PA.  
1508 FIFTH AVE.

EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR

## Australian Brings Kiddie Ride Line To U.S.

NEW YORK—D. R. Webber, managing director of Hall & Webber Distributing Co. Ltd., St. Peters, Southern Australia, is currently engaged upon a sales and promotional tour to introduce his company's line of kiddie rides to the coin markets of the world. Webber advised that operators in the metro New York area will now be able to see the company's popular kangaroo ride, "Joey the 'Roo," at the Mike Munves Distributors showroom.

Other kiddie rides which Hall & Webber manufactures include "Rudolph" and "The Outlaw," Webber advised. The Australian firm also operates 2,500 of their own rides in the southern territories of their country—600 of which are the "Joey the 'Roo" ride.

Webber, whose world-wide sales swing has already taken him through Africa and Europe, said, "Joey" has already evoked most favorable operator interest everywhere, especially in Great Britain, and in the African countries of Kenya, Tanganyika and Southern Rhodesia."

The Australian coinman also revealed that another of his firms, Swanwebb Machines Ltd., will shortly begin distributing to other Australian operators, now that a five-year agreement to cease distributing, entered



JOEY THE 'ROO

into voluntarily as a condition for a major company sales transaction, has expired.

Included among those other coin markets Webber will visit after leaving New York are: Montreal, Vancouver, Chicago, Los Angeles, Japan, Singapore and finally home. Besides the two previously named companies, Webber is also managing director of the American Music Co. in Australia.

ACTIVE'S

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.**  
666 No. Broad Street, Phila. 30, Pa. P0plar 9-4495  
1101 Pittston Ave., Scranton 5, Penna.



BUY  
**Bally**  
FOR  
**TOP EARNINGS**  
IN  
**EVERY TYPE OF LOCATION**  
EVERYWHERE

## St. Joseph Valley Music Ops To Meet

CHICAGO — Al Evans, of Evans Sales Company, in South Bend, Indiana, secretary-treasurer of the Music Operators' Society of St. Joseph Valley (Indiana and Michigan), announced this past week that the association's Annual Meeting (banquet) and pre-Christmas Party will be held at Irvin's Supper Club, South Bend, on Wednesday evening (commencing at 5 p.m.), November 18.

He urges all operators from throughout the area to attend. All distributors in this region are also invited to the soiree.

Frank Fabiano, a vice president of MOA, and longtime coin machine operator in Michigan, is president of the organization. Joe McQuivey is vice president. McQuivey and Vern Daily lead up the entertainment committee.

Bud Moore, of Valli Records, and Paul Hertel will again supply much of the talent for the floor show this year, which follows the banquet.

## Bush International Continues Service School Campaign

### Savannah Class Draws 75% Of Local Ops



The photo on the left shows a portion of the many servicemen from the Savannah, Ga. area who attended Bush International's Oct. 19th "Tropicana" service class. In the photo on the right, John Hickman, Rowe AMI regional field engineer, is shown conducting a class which detailed the mechanics of the Rowe "Tropicana" phonograph for local servicemen.

### KIDDIE RIDES

Auto Test	\$425	Model T. Ford	\$375
Bally Bucky	495	Indian Scout	495
Bally Little Champ	425	Midget Racer	375
Bally Fire Chief	395	Old Smokey	275
Bally Hot Rod	395	Pony Express	175
Bally Western Express	395	Red Nose Reindeer	225
Bally Speed Boat	395	Round World Trainer	395
Boat Ride	275	Sattelite	495
Big Bronco, Ex.	295	Space Ship	275
Chuck Wagon	395	Sandy Horse	325
Cow Pony	395	Sitdown Drive Yourself	375
Champion Horse	395	Scientific Boat	295
Donald Duck	250	See-Saw Clown	225
Elsie the Cow	225	Stone Age, new	550
Fire Engine (All Tech)	395	Twin Merry Go Round	295
Highway Patrol	525	Toonerville Trolley	395
Helicopter	495	Twin Horse Stage Coach	395
Indian Scout	495	Turn Pike Auto Test	525
Junior Jet	175	Tusko Elephant	475
Kamel Ride	475	Bert Lane Fire Engine	350
Lightning Horse	295	Bert Lane Lancer Horse	295
King's Choo Choo	250	Bert Lane Whirlybird	495
Moon Rocket	495		
Meteor Hot Rod	250		
Motorcycle	325		
Miss America Boat	295		
Musical Ferris Wheel	425		

## CLEVELAND COIN INTERNATIONAL

2029 Prospect Cable-CLECOIN, Cleveland, O.  
Phone: TOWER 1-6715

## GUNS

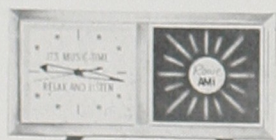
MID. TROPHY GUN	\$445.00
C.C. CHAMPION RIFLE RANGE	395.00
C.C. RIOT GUN	445.00
WMS. SPACE GLIDER	225.00
WMS. TITAN	195.00
WMS. CRUSADER	175.00
WMS. HERCULES	175.00
WMS. VANGUARD	125.00
MID. DE SHOOTING GALLERY	175.00
BALLY SHARPSHOOTER	175.00
UN. PIRATE GUN	175.00
GE. GUN CLUB	195.00
GE. WILD WEST	145.00
GE. BIG TOP	145.00
GE. RIFLE RANGE	95.00
EX. POP GUN	195.00
EX. SHOOTING GALLERY	95.00
EX. TREASURE COVE	95.00

## MONROE

coin machine exchange inc.

2423 Payne Ave. • Cleveland 14, O. • Superlor 1-4600

Snack time?



time for  
**ROWE AMI**  
music

### PRO SERIES



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—	103 x 58

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

## Williams Bows 'Whoopee' 4-Plyr.



Williams WHOOPEE

CHICAGO—The Williams Electronic Manufacturing Corporation, in this city, is now in full production on the new "Whoopee" four-player (replay) flipper amusement game (which features two-lane "Center Trap" pinball action on the playfield), according to Sam Stern, head of Williams-United Company.

"Whoopee," which is adjustable for three or five ball play, was first introduced to the coin machine trade on the exhibition floor of the Sherman House Hotel during the recent MOA Convention. Stern stated that shipments are being made daily to the firm's vast network of distributors in this country and in a multitude of foreign markets.

There are four scoring drums in the backbox for each player. Listed in the exciting scoring action are such features as: Two rapid-action shooters at the bottom of the playfield which 'shoot' the balls back into play for extra play and scoring.

Also, Target values increase 100 to 500 points when the balls go from one lane to the other. The players score 'specials' when all five "trapped" balls move into the lighted lane.

Among the other features in "Whoopee" are: The Williams "Number Match," stainless steel trim throughout, the Williams exclusive "Plastikote" finish on the playfield, slug rejectors, and twin coin chutes.

### OPERATORS

IF YOU ARE HANDLING COIN WE CAN SAVE YOU MONEY.

Coin Assorting,  
Coin Counting,  
Coin Wrapping Machines,  
Change Makers,  
Complete stock of Supplies.  
Sales • Service • Rentals

### Coin Counters Inc.

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

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



## Eastern Flashes

Harry Koepfel at Albert Simon Distributors says the company is doing a land office business moving Rock-Ola's new 'Princess Royal' 100-selection phonograph. Harry says many local coinmen who operate music in small locations like midtown Manhattan snack bars and luncheonettes, are particularly pleased with the new phono's compact size. Simon service ace Larry Feigenbaum, while loading a 3 x 6 'Pro One' U.S. Billiards table into an operator's station wagon, remarked that the company's new split-ball return feature on their bumper pool model is proving to be an excellent sales feature. The table separates the red balls from the white by means of separate runways. Larry also advises that his wife and daughter Paula will be off to Britain in three weeks for a tour of the English antique centers.

Abe Lipsky of Lipsky Distributors reports that two of his good friends, Louie Prima and his wife Gia Mione have released two records on their own label, named 'Prima', naturally enough. The release by Gia is titled 'I've Got A Crush On You' B/W 'Find Yourself Another Girl', and according to Abe, sounds like a smash. Louie's disk, 'Stay Awake', the reverse lullaby from the motion picture 'Mary Poppins', is so deeply entrenched in the Primastyle, that Abe says nobody could sleep when Prima sings it. Abe further advised that Gia Maione's father, may soon be joining coin machine veteran Tony Palermo down in Florida in the manufacturing of kiddie rides. Besides making kiddie rides, Tony Palermo is also the owner and operator of Funtown USA, an amusement center in Seaside Park, N.J.

Joe Flynn, head man at J & J Distributing in Indianapolis, reports that he's feeling fine now that he's back on the job after a week's stay in the hospital for an operation. Joe states that his company is doing a fine job distributing Seeburg's 'Pick-A-Pack' general merchandise vendor. He says that besides hotels and motels, his operators are placing and successfully operating these vendors in many industrial locations where they are vending pastry, candy, potato chips and many other dry food items. The J & J exec says the 'Pick-A-Pack' is ideal for this purpose and the good sales receipts are proof.

Harry Berger, the man in charge at West Side Coin Machine Corp says the U.S. Billiards pool table company sold practically every piece of equipment which they displayed on the exhibition floor at the recent MOA trade show, and also took a numerous amount of table orders. . . . Bill Wiener advises that he and brother Murray at the Wiener Sales Co. are preping for the imminent arrival of those new Westinghouse vending machines and also for Automatic Products' new 'Candyshop' candy vendor. . . . D. J. Barton, general manager of Bush International, Rowe AC distributes down in Jacksonville, Florida and surrounding territories, said last week that a service class which his company conducted with the help of Rowe's regional service rep John Hickman on the 'Tropicana' phone in Savannah, Ga., was attended by at least 75 per cent of the local servicemen. That's certainly as fine a representation as could be found at any service session.

That Tenth Ave. sales and service wizard Louie Druckman revealed last week that boss Irving Holzman was going to give him a modest promotion, said Lou—"My boss told me the other day he was gonna give me the business."!! Elsie Woebis, from Holzman's Great Neck, Long Island branch, has been spending many of her working hours at the Tenth Ave. showroom with Miss Weinstein. . . . Harry Green, star metro New York coin machine solicitor, and a veteran of the trade for over 25 years, stated last week he has been placing a fair number of cigarette, soda and candy machines on local locations for operators. . . . Harold Kaufman had his hands full as a crowd of operators looking over the Wurlitzer 2800 and other Musical Distributors equipment made the showroom look busy as a supermarket on paynight.

Nate Sugerman of Runyon Sales reports that he plans to move his staff into the larger, newly renovated quarters facing on Tenth Ave. The company's general sales manager Irv Kempner and sales ace Louie Wolber who are even busier than before now that the distrib is the official New York outlet for Rowe AC's full line of vending equipment, report that renovation are almost complete on the showrooms and offices. . . . Eric Bernay, head of A-1 Record Sales, while reporting on those records currently hot with his ops, made special mention of Lorne Green's 'Ringo' on RCA Victor 'Let It Be Me' by Everett & Butler on Vee Jay, 'I'm On The Outside Looking In' by Little Anthony, Robert Goulet's Columbia release of 'My Love Forgive Me' and a brand new Roulette release which Eric "dug the first time I heard it," titled 'Shame and Scandal In the Family'.

Joe Munves, executive sales rep for the Mike Munves Corp., reports that he made quite a number of sales and future contacts for the company's vast supply of arcade equipment, out at the MOA trade show. Meanwhile brother Mike had two Australian visitors in to see him early last week. D. R. Webber, managing director of Hall & Webber Dist. Co. Ltd., and 'Jo the Roo', a kangaroo kiddie ride which the company manufactures in Southern Australia, and which he is currently introducing throughout the world on whirlwind sales tour through the coin machine markets in Africa, Europe, North America and Asia. Local operators will be able to see 'Joey the Roo' at the Munves showroom. Webber advised that his firm is also operating kiddie rides in Australia, 600 of which are 'Joey's'. They operate 2,500 rides in :

R. H. Belam's Morris Nahum expected back this week from a successful trip thru Europe. Good sales in Greece and progress in at least three countries where markets are expected to break. Vic Haim goes off to Japan Okinawa, and points east as soon as he completes talks with Nahum. Mondie Suren Fesjian scheduled to return from a month-long European business trip after conferring with Mondial's official distributors over there. . . . Seeburg's make the Income Totalizer System available on new machines only, at outlet, then market the device separately for installation on machines in location.



# Chicago Chatter

The question among the Windy City's coinmen is just how far the new British Labor Government will go with added tariff assessments. Just this past week there was an announcement that an additional 15% duty assessment was added to all export shipments into Great Britain. We surveyed the field and came up with a general feeling of "let's wait and see what happens."

Edward G. Doris, exec vice prexy of Rock-Ola Mfg. Corp., and a group of sales executives at Rock-Ola hosted a swingin' romantic week long holiday in Hawaii, which includes most of the firm's distributors, who did such a fine job of selling Rock-Ola's "Grand Prix" phonos. Ed's lovely wife, Loretta, accompanied him on the vacation this year.

Gil Kitt, owner of Empire Coin Machine Exchange, holding down the fort while his right hand man, Joe Robbins, with his lovely spouse, Marian, are among the happy holiday group on Rock-Ola's Hawaiian trip. Jack Burns and Bill Milner are minding the store along with Gil Kitt.

Milt Wiczer, of Wico Corp., info's that the entire gang at Wico was absolutely amazed at the fine attendance at the recent "Koffee Klatsch" celebrating the grand opening of the display showroom in the new plant adjacent to main headquarters. The affair, an all day bash, was sandwiched between the MOA and NAMA Conventions.

There hasn't been enough said about Rowe AC's terrific Nautical Party during the NAMA Conclave. Mr. and Mrs. Pat O'Malley, Mr. & Mrs. Jack Harper, and Mr. & Mrs. Fred Pollak (and little Freddie, Jr.) were very fine hosts and hostesses. We particularly got a big kick out of chatting about the Chicago Bears (ugh!) Football Team with Sid Luckman, the great all-pro quarterback of years ago, and presently the quarterback coach on George Halas' team.

Two new amusement games were released to the coin machine trade last week: Bally Mfg's. "Harvest" single player flipper amusement game, and the "Hay-Ride" add-a-ball model, among the new fall offerings from Bally. It has a barn dance theme. Bill O'Donnell, Bally's president, took to the road on business last week. Herb Jones and his lovely wife took that much needed vacation after all this past week. . . . More new equipment last week came from Midway Mfg. Co. The new amusement game is called, "Rodeo," and is a two-player with a novel, new "Center Shooter," which Iggy Wolverton says offers the player a much larger and exciting playfield area.

Just a reminder: Don't forget to jot the dates on your calendar to attend the International Assn. of Amusement Parks Trade Show, in the Sherman House Hotel, commencing November 29 (thru December 2).

When we chatted with Judd Weinberg, of D. Gottlieb & Co., t'other day he urged us to await further developments on the 15% duty assessment by the British Labor Government. He did say this action will, in his opinion, affect the coin machine export business. Meanwhile, D. Gottlieb & Co. is enjoying a field day, saleswise with the "North Star" single player.

Bud Lurie, Herb Oettinger and Bill DeSelm are basking in the luxury of new offices at United Mfg. in the upstairs section of the plant. Bill invited us to come on out and see the splendrous quarters. Sam Stern's Williams' game "Whoopee," a new pin, is another new game to add to your route. . . . Over at Atlas Music Co. Sam Kolber, an expert in the export business in coinbiz offered some sage advice when he urged coinmen not to panic; but, rather to await further action by the British Labor Government on the 15% duty increase on exports.

Production is still speeding along at Marvel Mfg. Co. on the ever popular electrical scoreboards for shuffleboard games, according to Prexy Ted Rubey and Estelle Bye. . . . Ed Ruber, of Wico Corp., headed to the eastern seaboard to pow-pow with his sales reps. From there he jets to Canada and a visit to Wico of Canada and Roger Laniel.

Irv Ovitz spelled it out t'other a.m. when he informed that there's never a dull moment at World Wide Distribs, with all the heavy action on Seeburg music and vending equipment and ChiCoin amusement games. . . . Speaking of ChiCoin: "Mustang" flipper amusement game is a winner, according to Sam Wolberg. Mort Secore advised that both "Majestic" big ball bowler and "DeVille" shuffle alley bowling game are terrific companion pieces for locations along with "Mustang."

We dropped out to chat with Ross Scheer, prexy of Western Trails Amusement Co. last week. Ross hints of exciting plans which will break to the trade shortly. Meanwhile, he was heading up to the Springfield, Mass. headquarters to visit with Bill Racoosin. Incidentally, the Springfield office is just a 'stone's throw' from the fine hunting grounds up in Maine, where Ross hopes to bag a bear (be my guest!).

When South Bend music operator Al Evans phoned to advise us of the upcoming banquet and pre-Christmas party of the Music Operators' Society of St. Joseph Valley (Indiana) we also learned that Al was in a recent motor boat accident and suffered several fractured ribs as a result. An engine fell on his chest.



# MAJESTIC

## 6 PLAYER AUTOMATIC BOWLING LANE

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

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

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

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



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

# ATLAS Special Purchase!

## 5,000 BRAND NEW UNITED BACK GLASSES



For United Games made from 1954 thru 1964:  
MERCURY — MARS — COMET — CLIPPER  
SHUFFLE TARGET — LIGHTNING, ETC., ETC.

NOW — MAKE OLD EQUIPMENT LOOK GOOD AS NEW! WHILE STOCKS LAST, SO HURRY!

Write for complete 1965 Catalog of Phonographs, Vending and Games.



Established 1934



Cable: ATMUSIC—Chicago  
**ATLAS MUSIC COMPANY**  
2122 N. WESTERN AVE., CHICAGO 47, ILL. ARmitage 6-5005

# Rosen Testimonial Slated For Nov. 15



DAVID ROSEN

PHILADELPHIA — David Rosen, president of David Rosen, Inc., music, amusement and vending machine distributor in this area, will be honored at a State of Israel Tribute Dinner to be staged by the Automatic Vending Machines Association in cooperation with the Philadelphia Committee of State of Israel Bonds.

Rosen will be honored at an all-city, all-industry dinner in his honor on Sunday evening, November 15th, at the Bellevue-Stratford Hotel. In view of the big turnout anticipated from both the industry and from the various community organizations for which he has provided leadership, the dinner will be held in the Grand Ballroom of the hotel. Joseph Silverman, executive director of the Automatic Vending Machines Association, is serving as general chairman for the dinner.

The State of Israel Tribute will be presented to Rosen in recognition of his activities and contributions in the task of upbuilding the State of Israel for many years. Rosen is a member of the Board of Governors of the Philadelphia Committee, State of Israel Bonds and has served with great distinction as chairman of the Vending and Amusement Machines Divi-

sion for Bonds for Israel.

Samuel H. Daroff, an officer of Botony Industries who is honorary chairman of the Philadelphia Committee, Bonds for Israel, said "It is for his devoted efforts and leadership in many causes, for his friendship and support of the Jewish community and its institutions, and for outstanding service to Israel's economic development that David Rosen is being honored, as well as for his outstanding contributions in the business community of which he is a part."

There will also be an outstanding program of entertainment at the dinner, headed by "Prof." Corwin, popular television and night club comedian. The show, which will include many recording stars and a number of local artists whose careers were started and fostered by Mr. Rosen, will be staged by Larry Brown, Station WPEN personality.

Communal, civic and business leaders, as well as those in the industry, are serving as Associate Chairmen for the David Rosen Tribute Dinner to help make it an outstanding event. Named as Associate Chairmen are Jack Beresin, president of ABC Consolidated Corp., Sylvan M. Cohen, prominent attorney and communal leader who is a past Chief Barker of the Philadelphia Variety Club; Raymond J. Erfle, executive vice-president of the new Lincoln National Bank; Roland Kushmore, vice-president of the Broad Street Trust Company; Benjamin B. Levin, noted attorney and civic leader; Maurie H. Orodener, a past president of the 32 Carat Club; Ralph W. Pries, vice-president of Berlo Vending Corporation and presently First Assistant International Chief Barker of Variety Clubs International; and Samuel Stern, president of the Automatic Vending Machines Association; and other coin machine industry leaders including Joseph Ash, Albert M. Rodstein, Marvin Stein and Abe Witsen. Many coin machine leaders from New York and Chicago will be heading for Philadelphia on Nov. 15th.



# California Clippings

Sales of vending machines and phonographs both up this week continuing the trend of increased business evidenced in the past several weeks. . . . At Paul A. Laymon, Inc., Mr. and Mrs. Paul Laymon enjoying a weekend of sunshine in Palm Springs. Jim Wilkens and family spending a few days vacationing in San Clemente, where Jim has purchased a triplex rental unit. Charlie Daniels reporting business good at Laymons in sales of both phonographs and games. Everyone at Laymons looking forward to receiving the first shipment of samples on Bally's new 'Harvest' pin ball game. . . . Operator Bill Yedlin returned from a 'very chilly' hunting trip in Montana. . . . Ed Wilkes reports he is enjoying his new position with Coin Counters, Inc. The new model of the Universal automatic coin counter and wrapper on display in the showroom. Salesman, Troy Wood on the road last week in the Visalia and Fresno areas. . . . Jerry Wallace stopping in at California Music Co. this week telling Buddy Robinson about his new Mercury recording. Warren Lanier in checking with Gabe Orland on sales of the new Ike and Tina Turner album on Kent Records. . . . At Badger Sales and Vending Co., Bill Happel looking forward to receiving the first shipment of 'Elliptipool' pool tables from Great Lakes Game Corp. The first shipment of the new Arrowhead 2-player pin ball from J. H. Keeney arrived and was met with a very enthusiastic reception from the operators. Marshall Ames spending the week calling on the operators in the Bakersfield area. . . . At Advance Automatic Sales Co., Sonny Lomborg returned from a successful sales trip to San Diego and through Arizona which kept him on the road for a month. The shop being kept busy reconditioning used equipment. Bob Portale reporting the operators really excited about Williams' new 4-player replay game, 'Whoopee'. . . . Leo Simone at the Seeburg Distributing Corp. happy to announce that the service schools in Los Angeles October 27 and in Long Beach on October 29 were well attended by the operators and service men, and were so successful that they will be continued on a sixty day basis in the future. The schools, which were concerned with the console phonographs were conducted by Britt Britain, Seeburg field service engineer. Al Ferber and Leo Simone will be exhibiting the new Seeburg innovations introduced at the recent Chicago conventions—at the National Automatic Merchandising Association Western Conference and Exhibit to be held at the Ambassador Hotel, November 20 through 22. . . . The Solle Sisters at Leuenhagen's Record Bar off for a weekend in Palm Springs as the guests of Mrs. John Shanahan. Bookkeeper Erma Herman spending her vacation in Burlingame, Calif. visiting relatives. . . . Bart Bartholomew of the Wurlitzer Factory Branch covering the San Diego territory this week. . . . R. F. Jones Co. boast two new employees this week. Mrs. Martha Alarcon joins the Vending Service Department, replacing Mrs. Elsie Nakasone, leaving soon on maternity leave. Miss Mary Louise Binder is the new secretary to John Malone in the Background Music Department. Eric Axall of the parts department vacationing in Alaska. Salesman Sig Miller purchased a new Cadillac while in Chicago and drove it back to Los Angeles from the convention. . . . Visiting operators this week included: Bill Bradley, Covina; Ken Young, Tarzana, Tom Henderson, Arcadia; Oscar Taylor, Newbury Park; and Jerry Druker of Upland.



# UPPER MID-WEST MUSINGS

Bud Knudsen, Moorhead, stopped by town for a day recently to pick up parts and records. . . . Mr. and Mrs. Jack Backus, Jamestown, spent the weekend in the cities. . . . Clayton Norberg, Mankato, and Hank Krueger, Fairfax, had a very successful hunting trip in Canada. Both bagged their limit of ducks and geese, bringing back ten ducks and ten geese apiece. . . . Congratulations to Mr. and Mrs. Bun Mraz, Brainerd—their daughter recently gave birth to a baby girl. . . . Glad to hear that Clem Pinewski is getting along okay. Clem lost control of his car while out on a drive last week, rolled off the shoulder and into a ditch, demolishing the car. Clem will have to remain in the hospital for a few weeks. . . . Stan Woznak and Leo Re will spend the weekend pheasant hunting. Pheasant season opens in Minnesota this weekend. . . . Mrs. Nels Nelson, Alexandria, and Mrs. Greg Wagn attended the M.E.A. convention in Minneapolis last week. . . . Mr. and Mrs. Noel Hefte, Grand Forks, visited their daughter in Minneapolis over the weekend. . . . Sorry to hear that Bun Couch is back in the hospital. . . . T. Woytosseks bought a very lovely cabin on Battle Lake near Fergus Falls. They intend to make good use of it in the summers to come. . . . Entertainment in town—Dorothy Donegan at Big Al's; Peggy Lord at the Downtowne Beverly Aadland at the White House; Henry Youngman at White Pine Inn Bayport; and the Kingston Trio at the Minneapolis Auditorium, Fri., Nov. 6.

# Happy Birthday This Week To:

Fletcher A. Blalock, N.O. La. . . . Mauel Ehrenfeld, Passaic, N.J. . . . Milton Green, Blkyn., N.Y. . . . Ralph S. Pelletter, Silver Creek, N.Y. . . . L. M. Flow, De Funiak Spgs., Fla. . . . Herbert J. Perkins, Chgo., Ill. . . . Stacy L. Lewis, Cambridge, Md. . . . Jess N. Langston, Chattanooga, Tenn. . . . Geo. Eckhardt, Alma, Nebr. . . . Wm. J. Embar, Lebanon, Pa. . . . Al Silverman, Plainview, L.I., N.Y. . . . Abraham Dolins, Hyannis, Mass. . . . Robt. M. Bender, Charleston, W. Va. . . . Herbert F. Wagner, So. Milwaukee, Wis. . . . Glenn J. Crowl, Ft. Wayne, Ind. . . . Joseph Vinski, Turtle Creek, Pa. . . . Arthur L. Pineau, Baltimore, Md. . . . Ralph Harvey, Mitchell, S.D. . . . Roy Foster, Sioux Falls, S.D. . . . Herman Koepfel, N.Y. . . . LaMar Himes, Cleveland, O. . . . Forrest N. Dahl, Fergus Falls, Minn. . . . T. Trucano, Deadwood, S.D.

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

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!

# VENDING NEWS

The Vending Machine Industry's Only Newsweekly

## 1963 Factory Shipments Of Vending Equipment Off 6% From 1962 Value

CHICAGO—A statistical study, prepared annually by the U.S. Bureau of the Census at the request of the NAMA, shows that the value of manufacturer shipments of vending machines during 1963 came to \$163 million as compared with \$172 million during 1962. This comparison represents a decrease from 1962 to 1963 of 6%.

Although shipments of some individual types of vending machines gained in value in 1963, the report states, the figures for every major category show a decline. For example, the over-all value of beverage machine shipments amounted to \$105.3 million in 1963, down 5 per cent from the \$110.3 million shipped in 1962.

A growth of 6% was noted in the value of machines for single-cup, fresh-brew coffee to \$16.9 million from \$15.9 million in 1962. Shipments of canned soft drink venders in 1963 advanced 100 per cent to \$2 million, from \$1 million in 1962. The value of vending machines for confections and foods amounted to \$29.7 million in 1963, down 8 per cent from \$32.2 million in 1962. In this category, the value of "multi-purpose" (refrigerated and non-refrigerated) venders rose to \$6.7 million, from \$6.4 million in 1962.

Shipments of "all other" vending machines totaled \$27.9 million and 1962 \$29.8 million during 1963 and 1962 respectively. In this group, postage stamp machines showed an advance to \$706,000 in 1963, from \$456,000 in 1962.

The Bureau of the Census report represents both domestic and export shipments of news vending machines, including those shipped on consignment. No data are included for rebuilt or repaired machines.

## Star Billing At Western Banquet

CHICAGO — Star comedian Corbet Monica of the Joey Bishop Show and singing star Jennie Smith of the Steve Allen Show will team with Freddy Martin and his orchestra at the gala NAMA Western Conference Banquet in the Coconut Grove of the Ambassador Hotel, Sunday night, November 22, beginning at 8 p.m. A cocktail party hosted by the exhibitors will precede the banquet. Banquet tickets, at \$12.50 per person, may be ordered in advance from Sidney S. Kallick, NAMA Western Office, 10889 Wilshire Boulevard, Los Angeles (GRanite 7-5547), or in the registration area at the Convention. Checks must accompany advance orders, Chairman Jack Nutter said.

## Amer. Tob. Sales Up

NEW YORK—Dollar sales and earnings of the American Tobacco Company and its presently consolidated subsidiaries were higher for the third quarter and the first nine months of 1964 than for the comparable 1963 periods, Robert B. Walker, President, announced last week.

Dollar sales for the three months ended September 30 were \$319,647,000 an increase of \$3,085,000 over the \$316,562,000 for the 1963 third quarter. Walker noted that the introduction of the Company's new Half and Half Filter Cigarettes contributed significantly to the favorable sales figures. Earlier this month, Walker announced that Tareyton unit sales are running more than 30% ahead of last year's level. He also noted that unit sales of Pall Mall Cigarettes are currently running ahead of last year's rate. Cigar and smoking tobacco sales for the nine months are also ahead of last year, he said.

## NAMA Western Show To Be Held In L.A. November 20-22

CHICAGO—Officials of the NAMA Western Conference and Exhibit Show, scheduled to be held Nov. 20-22 at the Ambassador Hotel in Los Angeles, expect a record attendance of vending manufacturers, distributors and operators. With trade show space already sold out to 66 exhibitors, the NAMA officials say this year's show is certain to be a smash success because they will also be presenting the best program items from the national convention, which ended last week.

Emphasis at the Western convention will be on "Western Operators' Merchandising and Customer Relations Practices," according to Jack Nutter, chairman of the program committee. Several of the most popular sessions of the national NAMA Show will be tailored to the needs of Western operators, Nutter said. He further advised that the show will be open to all vending operators free of charge.

An evening program on the "School Vending Market in the West" on Friday, November 20 will hold special interest since many of the new developments in high school vending originated in California. Vending operators, school officials, a government representative and a machine manufacturer are slated to lead the panel discussion.

Other topics set for discussion on Saturday, November 21, are a repeat presentation of the "Five Best Merchandising Ideas" based on the national NAMA contest for member operators and a both-sides-of-the-coin discussion on customer relations, featuring a leading operator and an industrial vending location representative.

NAMA President Carl Millman will keynote the Saturday program with an address on "Creating a Better Business Climate for Vending." Other Saturday program items will be reports on the Western legislative outlook and on activities of the California and Northwest State Councils of NAMA.

## 9,853 Shatter Attendance Record At NAMA Chi Show

CHICAGO — A new record of 9,853 participants was set by the 18th Convention-Exhibit of Automatic Merchandising when it closed its four-day run at Chicago's McCormick Place and the Conrad Hilton Hotel on October 21, according to Carl Millman, president of the NAMA, which sponsors the annual industry trade show. Exceeding the 1963 record attendance of 9,208 by 7 per cent, the show also set a new mark with 160 exhibitors, up from 155 in 1963.

Open only to the vending industry, the annual Convention continued to attract increasing numbers of invited "guests" from customer circles of the industry, such as bankers, architects, financial analysts, market research personnel, and administrators of hospitals, colleges, military installations, and other potential users of services offered by vending operators. The number of such guests rose to 1,862 from 1,683 in the previous year.

The 1965 national NAMA Show will be held at the Miami Beach, Fla., Convention Hall, October 16 through 19, Millman announced.

## Experts Speak On The School Vending Program



CHICAGO—"Do not compete with school cafeterias serving Type 'A' lunches . . . but supplement this service," vending operators were entreated during a discussion forum held here during the recent NAMA trade show and convention.

"Supplement this manual service—the serving of Type 'A' lunches, patterned after the U.S. federal government's table of Recommended Daily Dietary Allowances—or replace it by offering to lease milk, cold food and hot food vendors so that a school system depending on government subsidies may continue to obtain it," said Henry F. Dylla, director of operations services for the ARA Slater School and College Services.

Dylla was one of a panel of four persons, involved in some aspect of either the vending industry or in feeding students in the nation's three levels of schools, who spoke on "Selling To The School Market." The others were: Harold Throop, Jr., administrative analyst, Fullerton Union High School District, Fullerton, Calif.; Forrest M. Townsend, director of school services, the Vendo Company; and George Loeb, a partner in the Orange County Vending Company, Anaheim, Calif.

Throop said the job of the vending operator interested in the school market was principally one of public re-

lations. As he outlined it, the three-faceted image of vending which many school personnel hold and which the operator must combat, is: "1. the vending machine complex is typified by the machine located at the corner gas station; 2. the vending operator is a smooth, high-pressure individual who is, perhaps, being investigated by a congressional committee; 3. a loss of local identity would result if vending machines and vending contractors played a major role in the school food service program." Helpful hints for the operator which Throop outlined were: "1. Use common sense in making your sales approach and bid. 2. Do not make statements that cannot be substantiated or that you are not willing to defend. 3. Make commissions realistic so that you can maintain standards of quality of food and operations. 4. Use aggressiveness in moderation. 5. Develop a program that will be mutually advantageous to you and to the school district."

Forrest Townsend revealed some of the problems which high schools are facing today, and advised operators interested in this market to capitalize on them in selling their proposals to school administrators. These problems included: mounting enrollments, rising labor costs, the problem of losses on so-called "subsidy" lunch programs, lack of student participation in subsidy lunch programs (snack eating is indicated here), the headaches for administrators in running cafeterias plus snack bars, restricted space, soaring construction costs and slow cafeteria service.

George Loeb detailed further problems which directly affect operators in this market. He advised that, "each school must and should have a resident employee during peak hours for several reasons: 1. the making of change; 2. to facilitate when machinery malfunction occurs, and 3. to keep students from abusing the machines. The resident employee also keeps machines restocked during peak hours, and in between keeps the machines clean and sanitary looking," he further advised. "Each school will have its own problems and the operator-serviceman must be fluid enough to meet individual needs," Loeb concluded.

## Risman Honored By Association



CHICAGO—October 27—Louis J. Risman (left), president of Mystic Automatic Sales Company, Medford, Mass., was presented a special Distinguished Service Award by the National Automatic Merchandising Association at a banquet closing its annual Convention here last month. Carl Millman, association president, cited Risman's volunteer activities for the automatic vending industry for nearly 20 years, including the presidency of the association last year, as Mrs. Risman looks on. The Medford civic leader was the first recipient ever so honored by the association.

## Eight Vending Executives Receive 'Minute Men' Awards

CHICAGO—Eight vending company executives today won "Minute Man" Awards of the National Automatic Merchandising Association at a special Legislative Leader Luncheon during the annual Convention-Exhibit of Automatic Merchandising at McCormick Place in Chicago. The award is given for special achievement in bettering industry-government relations, usually at the local or state level.

The following were honored, according to Carl Millman, NAMA president: Cecil Pribyl, Edwards Cigarette Service, Kansas City, Kan.; John T. Lumpp, Automatic Retailers of America, Inc., Los Angeles, Calif.; Dwight C. Dickinson, Bay Cities Macke Co., Division of Servomation Corporation, San Francisco, Calif.; William W. Dennin, Pacific Nik-O-Lok Co., Inc., Los Angeles, Calif.; Richard Estey, Automatic Cigarette Service, Portland, Ore.; Donald Jungen, Automatic Canteen Company of America, Tucson, Ariz.; Pete Rojewicz, Action Vending Co., Inc., Anchorage, Alas., and Roy George, Roy George Vending Corp., Painesville, O.



## New ICMOA Prexy



Bill Poss, of Valley Music, Aurora, was elected president of the Illinois Coin Machine Operators Assn. at an association meeting held during the recent MOA convention. Poss succeeds Les Montooth. (CB Oct. 31).

## Split-Ball Return A Hit On U.S. Billiards Bumper

AMITYVILLE, N.Y.—U.S. Billiards enjoyed unusually good response to a bumper pool feature, introduced as an exclusive innovation at the recent MOA Convention. The "split-ball return" idea, separates red and white balls and delivers them to their respective ball return drawers upon insertion of a coin, according to Sales Manager Art Daddis. The red balls go to the player playing the red balls while the white balls go to the side of the white ball player, thereby eliminating the need for players to separate balls before playing a game.

The unique feature came about when US Billiards engineers constructed separate ball return runways, one each beneath the red hole and the white hole, thus necessitating the separation after the balls are dropped.

"The feature speeds up the game for one thing," stated Daddis during a conversation last week from the US Billiards plant here, "and actually saves wear and tear on the game itself." The new Bumper Model is available in two sizes: 56" x 40" and 75" x 43".

Daddis spent much time at the Chicago show explaining the construction of the table tops, demonstrating that the Bumper Model, although smaller than the five 6-pocket US Billiards models, is actually as sturdy as the larger tables. He said the legs and the casters are as durable as can be made, to withstand 'roughousing' on location.

As for the bumper model market today, Daddis contends that the bumper pool market is a constant one with about the same number of tables sold each year. "With the changeover of players on location, and the newcomers to locations coming of age, bumper pool holds the same attraction for them as it did for their predecessors who 'discovered' the game about seven years ago when bumper pool was the hottest game in the country.

"I've told many operators that they go into a location on a '6-pocket mission,' and with blinders on, so to speak," continued Daddis who added that creative selling in this area has led to trailerload shipments for US Billiards on the Bumper Model. "There's nothing so radically new in this world of ours, after all, and a good thing like bumper pool can go a long way providing we don't forget that history does indeed repeat itself," exclaimed Daddis. "We've concentrated on bumper pool just as we have on our 6-pocket games, with an eye to making a better game. We've got an 'exclusive' on the split-ball return and we're making the most of it. The operators agree that the feature is unique and our sales confirm it," concluded the sales exec.

# NORTH



## GOTTLIEB'S

# STAR

### Lights the Way to More Play! More Profit!

- ☆ Hitting all the same color rollovers lights red button for special
- ★ Making yellow and green rollovers lights kick-out holes for special
- ☆ Making all rollovers allows player to score specials
- ★ Top rollovers light red pop-bumpers for high score
- ☆ Bumper Rings protect playfield under pop-bumpers
- ★ Sturdy metal "Jewel-Posts"
- ☆ Stainless cabinet trim
- ★ 3 or 5 ball play    ★ Match feature



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

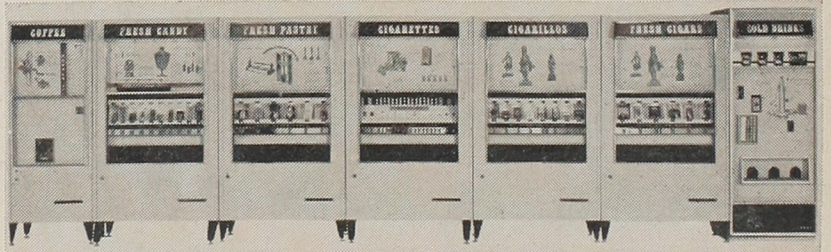
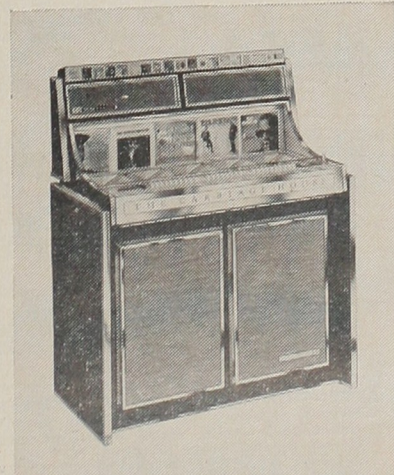


1140-50 N. Kostner Avenue • Chicago, Illinois 60651

Ask your distributor for a feature demonstration!

That Extra Touch of Quality


## from SEEBURG




The Williamsburg Vender Line . . . and the LP-480 CONSOLE Both On Display—Come In Today!

A combined Convention attendance of 11,400 industry representatives agreed . . . SEEBURG is the leader!

Ask Us About Our New I.T.S.!!!



WORLD EXPORT  
CORP.  
DISTRIBUTING



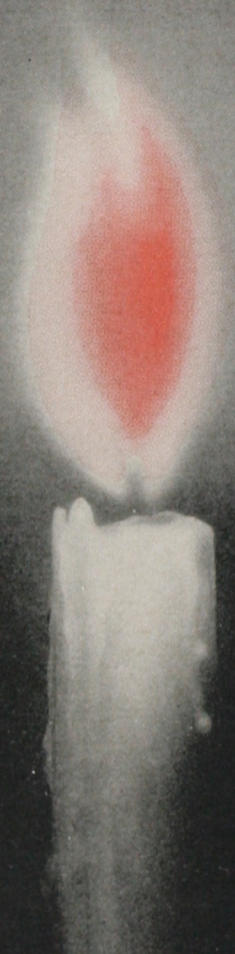
Exclusive Seeburg Distributors  
738 ERIE BOULEVARD EAST  
SYRACUSE, NEW YORK 13210  
PHONE Granite 5-1631  
Area Code 315







No other phonograph feature can hold a candle to it



# TEN TOP TUNES

## At the Press of a Golden Bar

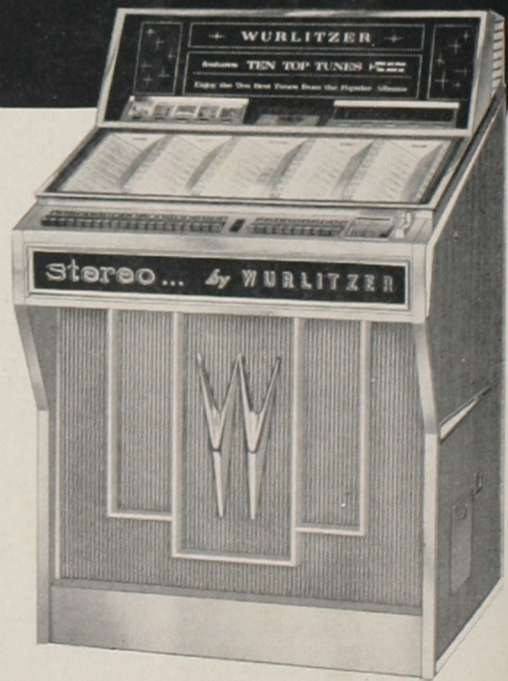
For the third year, the big money-making feature in the phonograph business has continued to be 10 top tunes for 50c — a WURLITZER exclusive.

No other feature can compare with this musical bargain for attracting extra play. In

most Wurlitzer coin boxes today over half the coins are half-dollars.

See the exciting new Wurlitzer 2800 at your Wurlitzer Distributor today. Among its many features is this biggest feature of all — Ten Top Tunes.

## WURLITZER 2800 New Higher Earning Power



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



*Williams® and United*  
*offer*

**NEW 4-PLAYER REPLAY**

**WHOOPEE**

**TWO LANE "CENTER TRAP" BALL ACTION**

- Target Values Increase 100 to 500 Points When Balls Go From Lane to Lane
- Score Specials When all 5 "Trapped Balls" Move to "Lit" Lane
- Two Shooters At Bottom of Playfield Shoot Balls Back Onto Playfield For Extra Play and Scores

**4 SCORING DRUMS FOR EACH PLAYER  
3-or-5 BALL ADJUSTABLE**

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



*united's new*

**Orbit and POLARIS**

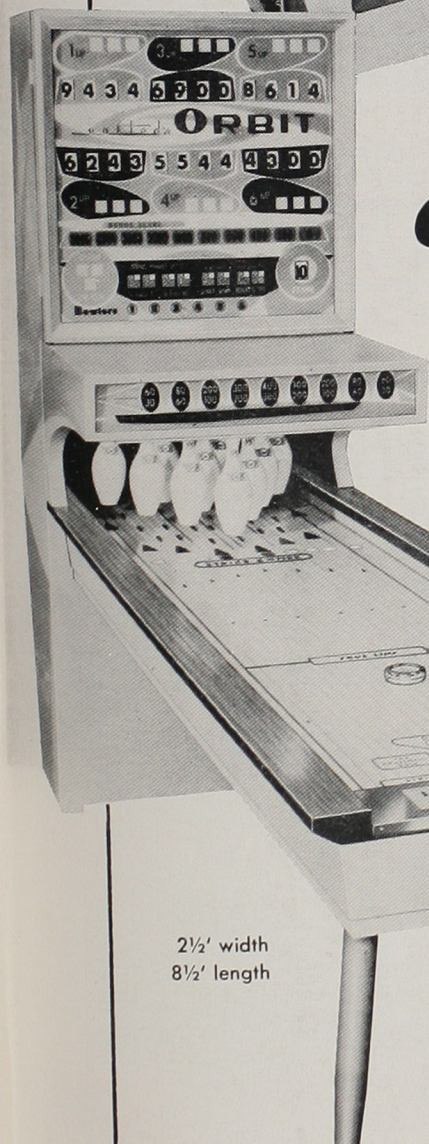
**SHUFFLE ALLEY**

**BOWLING ALLEY**

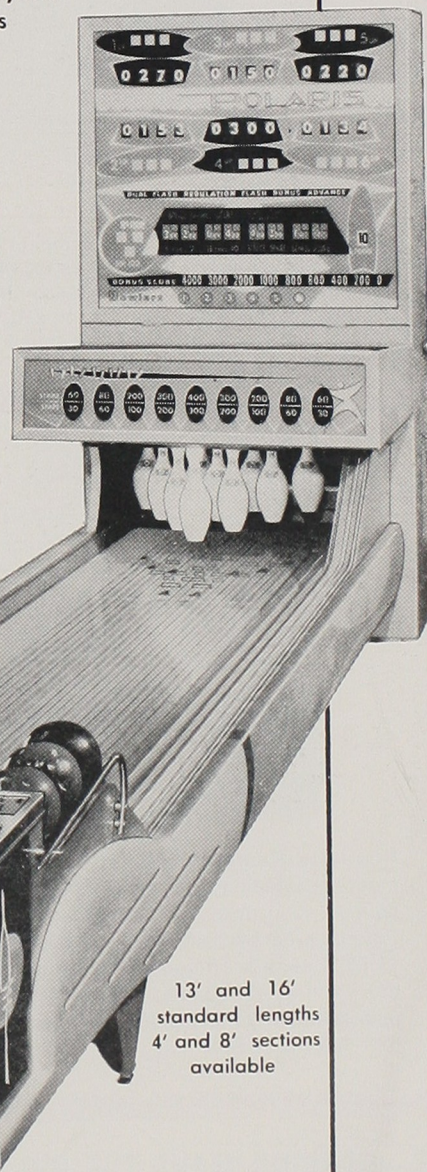
**BOTH FEATURE 6 WAYS TO SCORE**

- EASY-NORMAL STRIKE ADJUSTMENT LOCATED IN BACK BOX FOR OPERATORS CONVENIENCE
- STANDARD 10c PLAY. MULTIPLE COIN MECHANISM OPTIONAL AT EXTRA COST

lighted  
strike and spare  
indicators



2½' width  
8½' length



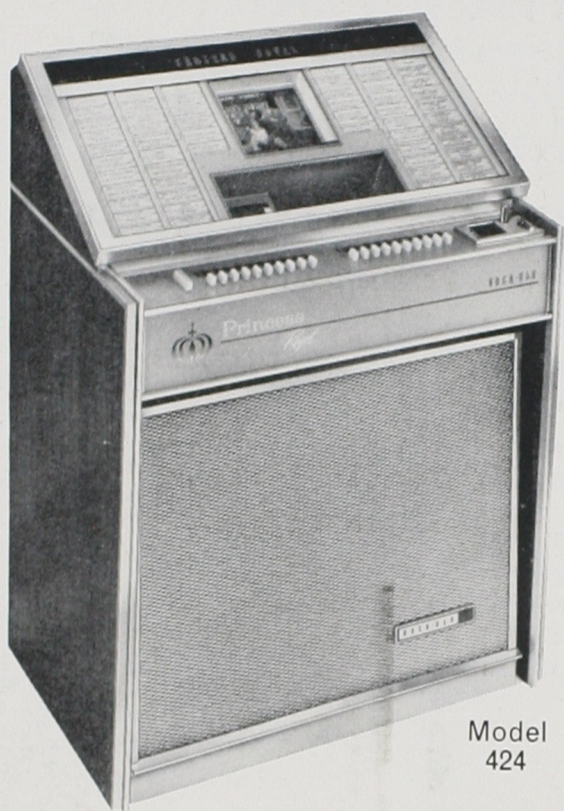
13' and 16'  
standard lengths  
4' and 8' sections  
available



**Williams®** ELECTRONIC MANUFACTURING CORP.

4242 W. FILLMORE ST. CHICAGO, ILLINOIS 60624  
3401 NORTH CALIFORNIA AVE. CHICAGO, ILLINOIS 60618  
Cable Address: WILCOIN, CHICAGO

# we've said it before...we'll say it again! NOBODY...BUT NOBODY...GIVES YOU THE OPTIONS THAT **ROCK-OLA** DOES!



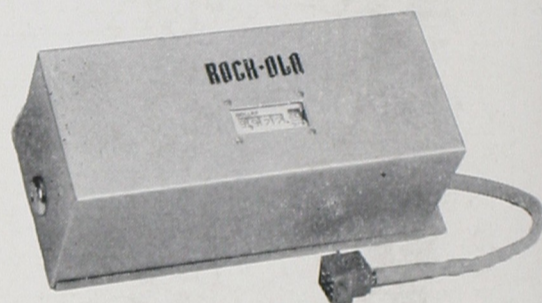
Model  
424

**The Princess Royal:** New, compact, stereo-monaural phonograph (Model No. 424)—Only 30½" wide, 43½" high. Plays 100 selections of 33⅓ or 45 RPM, 7" albums or singles stereo or monaural. Exclusive Mech-O-Matic intermix. Everything you need and options to crack any location in a compact, high-fashion cabinet. Low in cost, very big in value. Full Dimensional Stereo sound system . . . optional. Famous Rock-Ola quality.

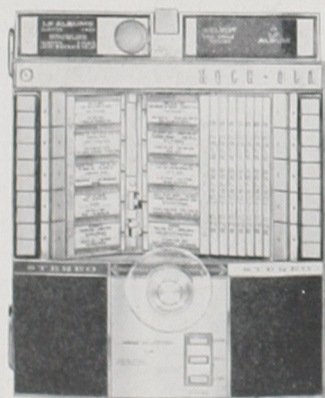
add where and when you need to:



**Full Dimensional Sound:** Add Full Dimensional stereo sound system to the Princess Royal at any time. Easy to install. For larger spots where even finer sound is desired, but where compactness and cost are still important.



**Automatic Coin Counter:** Not every location needs a coin counter. Rock-Ola leaves the decision to you. You needn't pay for accessories you do not require. Where desired, the Rock-Ola Automatic Coin Counter is unexcelled; fits any Rock-Ola phonograph; counts nickels, dimes, quarters and half dollars. Gives exact total of receipts. Reading visible through window.

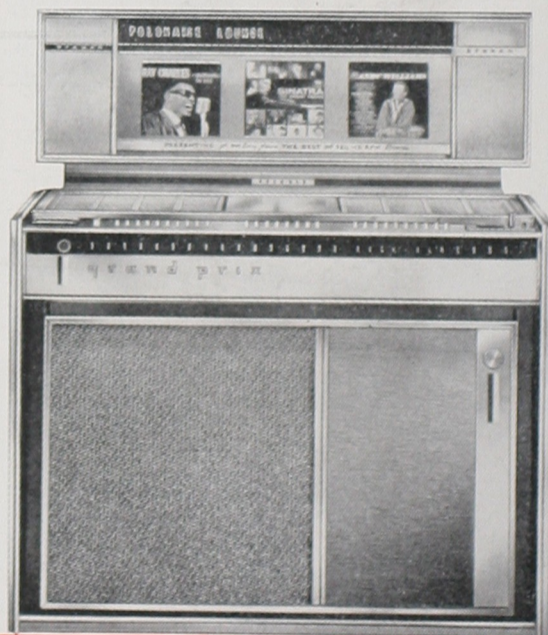


**Phonette Remote Speaker Wallbox:** Gives personal listening pleasure and personal volume control—high, low, medium. Mounts anywhere. Permits programming of LP's or singles, 33⅓ or 45 RPM records. Reproduces stereo, too. Slim design, graceful styling, famous Rock-Ola simplicity. Model No. 500—160 selections. Model No. 501—100 selections.

and for larger  
locations:

**The Grand Prix:** The prestige stereo-monaural phonograph. Plays 160 33⅓ or 45 RPM records, 7" LP albums or singles in any intermix. Full Dimensional Stereo. The ultimate in grand styling, the Grand Prix opens the doors to your plush-est locations. Traditional Rock-Ola dependability and simplicity of design make the Grand Prix the finest phonograph on the market!

Model 425



**YES—OPTIONS MAKE THE BIG DIFFERENCE  
IN ROCK-OLA!** Greater flexibility, greater versatility,  
choice of machines, to satisfy every location's need—  
without a big investment or costly inventory.  
A difference that makes more profit for you!

Look to

## ROCK-OLA

for advanced products for profit

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