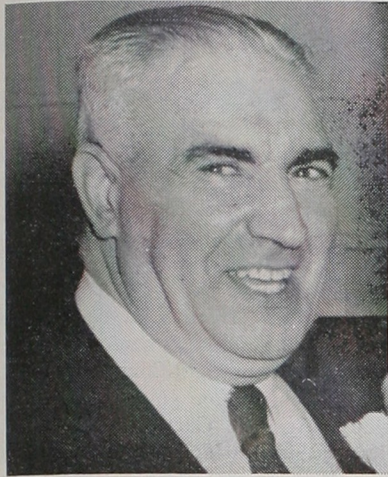


ST. JOSEPH VALLEY OPS HOLD ANNUAL BANQUET



FRANK FABIANO
Pres. St. Joseph's Valley Op. Assoc.

CHICAGO—Fred Granger, managing director of Music Operators of America (MOA), referred to his organization last week as an "umbrella" under which all facets of the coin machine industry must gather for positive action and unification. Granger was the guest speaker, November 18, at the annual banquet of the Music and Vending Machine operators of St. Joseph Valley (Michigan and Indiana), at Irvin's Dining Rooms, in South Bend, Indiana.

He added, in his brief address to the assemblage, that all future industry-wide conventions are dependent upon the "closest cooperation and support of these varied facets." They include: Operators (the consumer backbone), phonograph manufacturers, amusement game manufacturers, distributors and jobbers, record companies, one stops, allied industries, state and local associations and the nation's deejays.

"Because of the success of our 1964 annual convention, October 14-16, in the Sherman House, we can practically express the assurance that MOA's 1965 convention will be even greater in overall scope and attendance," Granger concluded.

The '65 conclave has already been scheduled by the MOA brass to be held September 11-13 in the Pick Congress Hotel in this city.

The St. Joseph Valley operators' banquet enjoyed its heaviest attendance ever, according to Frank Fabiano, president. Other officers on the dais with Fabiano and Granger were: Al Evans, Joe MacQuivey and Vern Daly.

The evening's festivities started with a cocktail party, and was followed by dinner, dancing, and then a floor show. Entertainment was supplied by Bud Moore, of Valli Records.

New York Ops Solidify Position In Locations With Installation Agreement, Protects Total Investment

■ 100 Coinmen Hear Talks On Write-Offs, Taxes And Contracts

NEW YORK—The Music Operators of New York, Inc. met Thursday at the Holiday Inn here (Nov. 24) and before the audience of 100 coinmen and guests left for home at midnight, they were already thinking seriously about tax write-offs, depreciation, good will, chattel mortgages, contracts and a host of other professional terms used to identify the means by which an operator in today's market must do business. Albert Denver, President of MONY, acknowledges that an understanding of modern business practices is necessary hence, the presence on the dais last Tuesday evening, of professional lawyers and accountants, qualified to instruct and inform the coin machine operator. For many operators, it was probably the most profitable evening they have spent in many a moon.

The highlight of the dinner-meeting was Denver's announcement that the new MONY Location Contract, a new Installation and Security Agreement, to be used by members in place of previous contracts used, is now available for members only. The contract represents the culmination of several months of work and is the final form following more than one dozen drafts. Denver, Teddy Blatt, MONY Attorney and Association officials authored the contract.

In addition to the standard contract clauses and agreements, the MONY contract takes into consideration other possibilities which may result in an operator being faced with a multitude of problems between the location and his operating firm. The contract bans the installation of the audio-visual type machine, currently being marketed by Cinebox, Scopitone, Cinematic and others; the agreement takes into consideration past, present and future loans and bonuses; recognizes the newly written Uniform Commercial Code as it pertains to Bulk Sales Provisions concerning the sale of a location; permits filing of a chattel mortgage agreement with the Secretary of State and the County Clerk in the County in which the lessee's business is located. Previously, the location owner, in a transfer, had the new owner assume contract responsibilities, but now the new contract holds the present owner liable for the duration of the contract (this clause was

Denver Re-Elected Pres. Of MONY

■ 22nd Term In Office



AL DENVER
President, MONY

NEW YORK—Al Denver was re-elected President of the Music Operators of New York, Inc., at an election meeting held here on Tuesday, November 24, in the Holiday Inn Motor Hotel. It will be the veteran industry executive's 22nd consecutive term in office.

Also re-elected were the following MONY officers: George Holtzman, Vice President; Gil Sonin, Treasurer; Bill Kobler, Secretary.

Following are the coinmen who will serve on the MONY Board during 1965; Donald Shapiro, Leonard Block, Harry Siskind, David Sachs, William Goetz, Albert Arnold and Irving Fenischal.

brought about when location owners sold to people who were unqualified to assume any debt). Where the location, in the past, has challenged the validity of the former contract used, the operator now has a waiver of jury trial on any question concerning the contract. The operator's name appears on each of his contracts. This is a measure to prevent non-members from taking advantage of a legal instrument which has cost MONY large sums of money in the development. "It just wouldn't be fair for non-members to have access to our contract," said Denver.

Attorney Teddy Blatt briefly explained the current status of the pending Consent Decree and advised operators that while an appeal was lost, it is being appealed now in the Supreme Court.

Ben Haskell, of the Haskell & Blatt legal firm, attorneys for MONY, addressed the operator group and discussed the Uniform Commercial Code. He stated that the transfer of a business may be duly regarded as pertinent to the UCC ruling, which states that all creditors be advised of the sale beforehand. Since many coin machine locations are restaurants, coffee shops and malt shops, and may be classified as service organizations, they may not be included in UCC ruling. He added that it was his opinion that the operator would benefit from the revised UCC however, believing that this type location would be classified as a business subject to UCC rulings. Rulings in New Jersey have not been favorable, he stated, and NYC may follow. "I expect that you will be covered, however," said Haskell. In any event, the MONY contract, which contains a chattel mortgage agreement filed with State and County officials, would enable the operator to protect his interests.

Mortimer L. Merkel, of Abrams, Meresman & Co., Certified Public Accountants, spoke on provisions of the new tax law which regards purchase of route of machines as Mass Assets wherein the purchase of several contracts is treated as the acquisition of a single asset which is not exhausted by the passage of time. The Tax Court has ruled thusly in several instances outlined by Merkel and the outcome is that the value of good will may not be fully amortized over the life of a contract. He stated that only a tax court decision could change the Treasury Department's view on location contracts and suggested that the industry raise funds for a test case in order that information in relation to the actual life of contracts, the key point in the Tax Court's ruling, be accumulated on an industry wide basis. (Complete text of Mr. Merkel's talk appears elsewhere in this issue.)

On other subjects, Denver advised operators that a State Liquor Authority ruling demands that licensees report all loans or bonuses "from interested parties," of sums up to \$1000. He also mentioned that another MONY service, Operators Credit Exchange, is currently supplying member operators with information on credit where locations have faltered with other member ops.

Among the prominent coinmen present were Mrs. Millie McCarthy, Pres., NYSCMA; Carl Pavesi, Pres. Westchester Operators Guild; Mike Mulqueen, Pres. NYS Operators Guild; Jack Wilson, Chairman, NYS Operators Guild; Lou Werner, upstate Association attorney; Malcom Wein, Westchester Association attorney; Albert (Senator) Bodkin, representative of the Cardinal Spellman Servicemen's Club, who addressed ops and asked for donations for this year's Servicemen's Club drive. The program is a coin-machine philanthropic program. Members of the trade press were in attendance. Reps from Runyon Sales, Atlantic New York Corp., Musical Distributors Corp., and Lipsky Distributing, were also present.

Nominations for officers of MONY were made. Since each post received but one nominee, Denver asked the Secretary to cast one ballot for the election. Albert Denver was re-elected President; George Holtzman was re-elected VP; Gil Sonin re-elected Treas; and Bill Kobler was re-elected Sec. Directors are Lenny Block, Harry Siskind, Dave Sachs, Bill Goetz, Donald Shapiro, Al Arnold, and Irv Fenischal.

New MONY members who submitted membership applications since the last meeting were: Old Reliable Music Co. (Joe Madden); A. Weisberg Service Co. (Abe Weisberg); Matthews Service Co.; Rayben Music Co. All were accepted by a MONY vote.

Business Manager Ben Chicofsky was reported convalescing after surgery. His wife Molly assisted MONY secretary Sophie Selinger with stenographic and administrative preparations.

Members in attendance included: Alba Operating Co. (Al Babistein); Sherman Atwood B & R Amuse. Co. (Bernie Antonoff); Banner Music Co. (Phil Raisen); Beam Music Co. (Manny Feder); Broadway Music Service (Bill Suesens); Capitol Amuse. Corp. (Manny Katz); Capital Auto. Music Co. Inc. (Bill Goetz); City Music Co. (Isidore Lutzker); Clover Amuse. (Mike Giannuzzi); Consolidated Vending (Sid Mittleberg); County Enterprises (Morris Kahn); Elliot Music Corp. (Dave Lutzker); Elite Music Shoppe (Ralph Elefante); Elkay Amuse. Co. (Sal Trella); Empire Amuse. Co. (Albert Arnold); Excel Vending Co. (Max Weiss); Forest

(Continued on page 52)

MOA Prexy Breaks Ground For Site



BRODHEAD, WISC.—When MOA President Clint Pierce isn't running the Pierce Music Co., or directing the Music Operators of America, he's usually making progress elsewhere in this country. Last week, the veteran coinman, broke ground for a new industrial site in Brodhead, Wisconsin. The community leader is shown above (center) paving the way for a \$250,000 building site. With him are l. to r. Al Levine, A-1 Construction Corp., NYC; Mayor Herbert Stuessy; Ed Staggs and Gladys Hudnall, of the company which will occupy the new building.

An Accountant Discusses Write-Offs On Route Sales

Mortimer L. Merkel, CPA, is associated with the accounting firm of Abrams, Meresman & Company, consultants to business firms which include vending machine operating companies in New York City. Merkel was asked by President Albert Denver, to address the Music Operators of New York, at a meeting on Thursday, November 24, at the Holiday Inn in NYC. His remarks are considered to be pertinent to the business of operating equipment in today's markets, hence, the decision of the editors to reprint the full text of Merkel's talk, which appears below.

I have been asked to discuss with you a problem affecting your industry in relation to the write-off of the amounts paid for routes in excess of the market value of the equipment. This matter has come up with our clients operating cigarette routes but it would appear that this is also a major problem for operators of music routes.

You do not always purchase a business when you acquire a route. You usually purchase several or many machines on location to add to a route already in existence.

In determining the price to be paid for the locations or route, several factors are taken in consideration each having a different tax impact.

1. the potential income
2. equipment and machines, their age and condition
3. the length and time the location contracts are to run and the probability of renewal
4. covenant not to compete
5. trucks
6. inventory

The above factors except for trucks and inventory although considered individually in making up the price of the location, for contract purposes, are thrown into a pot like so many ingredients, the ultimate mixture is the dollar value placed on and paid for the location. Thus in computing the price you take into consideration so much per case for average weekly sales of cigarettes which includes the machine and so many times the weekly take of the music machines plus the market value of the equipment. The contract of purchase and sale treat such locations in the aggregate as a route. The details of the locations are usually appended to the main contract.

As a result of such treatment, the Tax Court has introduced a concept, new to the vending machine industry, into the tax law, namely "Mass Assets," the impact of which is that the acquisition of several contracts should be treated as the acquisition of a single asset which is not exhausted by the passage of time; that for so many locations lost so many new ones may be acquired. A continuity of the entity which does not lend itself to amortization deduction.

There are two important cases: *Thrifitcheck Service Corp.* 33 TC 117 decided March 22, 1960

In this case the taxpayer acquired the assets of a going business including its customer structure represented by 200 contracts with customers. The nature of the business was selling and installing in banks throughout the United States a checking account system known as "Thrifitcheck Service Plan." The court in denying the amortization deductions for the contracts held that the taxpayer did not buy individual contracts but rather a single asset consisting of an aggregate of contracts. That this asset did not have a limited useful life.

Sam Scalish et al TC Memo 1962-46 decided March 6, 1962

The issue involved in the Scalish case was the adjustment disallowing the amortization deduction by the partnership. The taxpayer acquired

136 cigarette vending machines under contract and 43 cigarette vending machines not under contract. The contracts were renewable and in normal course of business would be renewed. The taxpayer took an amortization deduction on amount paid to acquire the location contracts. The court denied the deduction and held that contracts or leases were a Mass or Collective Asset with an undeterminable useful life.

Relying on the aforementioned cases, the treasury department has ruled that in the purchase of any business involving routes, even those that are represented by specific locations with contracts, any payment in excess of the value of the equipment is not amortizable, nor deductible. They permit no value to be set on the contracts even though they have a fixed term.

In cigarette vending and music operating routes the cost, in excess of equipment value, can be computed for each location. The price paid can be broken down to a value for the average pack sold or dollar taken in by each location. This fact appears to be ignored by the Department. But in the above cases calling this excess goodwill, the Treasury allows no write off if a location is lost, as new acquisitions supposedly replace those that are lost, and there is no decrease in the intangible value of the route. A write off is allowed only when all locations are lost or sold.

To combat the tough policy which the Treasury Department has taken with respect to the deduction for exhaustion in the so-called "mass asset" cases, a new look will be required in the purchase and sale of routes.

Manifestly, it will require each location to be treated separately and distinctly. A dollar value is to be placed on (1.) the tangible property (2.) covenant not to compete (3.) goodwill (4.) the contract. Although the amounts for each category may be challenged by the Treasury Department, the taxpayer is in a better position when an allocation is made, because a failure to allocate is in effect an allocation of zero.

In analyzing each location as stated the appropriate section of the Internal Revenue Code can be favorably applied to the taxpayer's contention of a deduction for exhaustion.

Sec. 167(a) of the Internal Revenue Code reads in part "General rule—there shall be allowed a depreciation deduction, a reasonable allowance for exhaustion, wear and tear—

1. of property used in the trade or business, or
2. property held for production of income—

The Treasury regulation 1.167(a) 3 delineating the code further states: "If an intangible asset is known from experience or other factors to be of use in the business or in production of income for only a limited period, the length of which can be estimated with accuracy, such an intangible asset may be the subject of a depreciation allowance— No deduction is allowable with respect to goodwill—

Thus under the regulations, if the useful life of intangible property such as a contract is definitely limited a deduction will be allowed. A contract is subject to an exhaustion allowance, whether it is called depreciation or amortization. The only requirements are that the life of the contract must be determinable and that the contract have a cost basis.

Recently there have been signs that the courts if given sufficient facts in a given case will back track from the hard and fast rule of the "mass asset" doctrine.

In the *Indiana Broadcasting Co.* 41 TC 76—(March 13, 1964) the court recognized that network affiliation contracts, even though renewable, may have a determinable life based on industry reports.

In a case handed down a few weeks ago—*The Seaboard Finance Co.* (TC Memo 1964-253), acquired numerous small loan companies. The amounts paid for these companies were in excess of the face amounts of loan contracts which the companies had outstanding with their customers plus certain other assets acquired with the business. The Court in allowing 70% of the excess as amortizable and 30% as goodwill veered away from the *Thrifitcheck* case on which the government leaned heavily, which you will recall, claimed that the excess was for goodwill and therefore not depreciable.

Both the *Indiana Broadcasting Co.* and *The Seaboard Finance Co.* cases show a ray of light favoring the taxpayer in the "mass asset" contest. In each case, however, the facts were organized and properly presented. Also a private ruling was obtained by the purchasers of the Cleveland Browns football team wherein they were able to write off a value set on players contracts over 4 1/2 years. This was mentioned in *Fortune Magazine* for November, 1964.

Another factor which could help the taxpayer in making these contracts determinable and consequently subject to depreciation is an order in a case in the District Court, Southern District New York U.S. Cigarette Merchandising Association et al (Docket No. Civil 92-388 dated January 9, 1957) holding that contracts of the type discussed may not be entered into for more than 3 years unless specifically requested by the lessee. In the past because of the renewable features of the contract the Treasury seemed to press the point that the life of the contract was not determinable.

Prior to 1962 it was of considerable advantage to have these machines and location contracts combined for the purpose of using these values as a basis for depreciation as that depreciation was deducted from ordinary income. When a sale was effected it became property used in trade or business and the difference between the selling price and the adjusted basis on the books was taxed as capital gains provided, the property was held for more than 6 months. Currently such favorable tax treatment on sale is no longer available on the depreciation portion taken after 1961 (IRC 1243). Now the recovery of any depreciation taken after 1961 on the sale of the assets must be considered as ordinary income. This may have something to do with the tax court taking another look at the problem.

If the Treasury Department allows no amortization of the cost of location contract then the operator will have no economic loss as this becomes additional cost when the routes are sold. However, as most routes are purchased by installment notes, which must be paid for out of the current income, any reduction in cash flow caused by taxes on that current income increases the length of time necessary to pay for the route. This increases the cost to the operator because of the interest which must be paid for a longer financing term in the refinancing of old obligations.

If an allocation of cost can be made to apply to contracts then the amortization of this cost would be applied to current income, which would reduce the tax impact and increase the cost flow.

The normal cigarette contract may extend for 3 years and music contracts for 5 years. When these contracts are renewed and new bonuses are given for each renewal these bonuses are amortized over the life of the new contract. A study of location contracts of any operator will reveal an average life for each location. If this is done by the entire industry as was done in the *Indiana Broadcasting*

New York Ops Get New Contract

(Cont'd from page cm-10)

Hills Auto. Music Co. (Albert & Fran Bodkin); Gil Music Co. (Gilbert Sonin); Harbor Automatic Inc. (Harry Brodsky); Jabco Vending (Bill Kobler); Jacks Music (Jack Milowitz); Kingsboro Music Co. (Stanley Feldman); Lincoln Vending Corp. (Sam Schwartz-Marty Herbstman); M. J. L. Operating (Dave Lowy); Master Auto. Music Co. (Harry Siskind); Matthews Vending Corp. Maxwell Music Machine Co. (Max Iskowitz); Melody Amuse. Corp. (Leonard & Milton Block); Monarch Music Co. (Ben Feinberg); Musical Moments (Sam Morrison); Ocean Auto. Music Co. (Morty Lynn); Old Reliable Music Service (Marge Madden & Son Frank); Penner & Lauro (Al Lauro & Son); Playmor Amuse. Co. Inc. (Harold Kaufman-Max Gulden); Silvertone Music Co. (Louis Hirsch); Simon Vending Co. (Sheldon Simon); Supreme Auto. Operator Co. Inc. (George Holtzman); Union Auto. Music Co. (David Sachs & Norman Bieber); Abraham Weisberg Service Co. (Abe Weisberg) and Bob White Amuse. Co. (Ben Kimelman).

Non Members in attendance were: Metro Urban Music Co. (Salvatore Bellanca); Interboro Music Co. (Sam Kramer) and John Stark.

A minute's silence was conducted, following reading of minutes, for the father of Harry Block, the father of Jack Erlich and the late John F. Kennedy in observance of his first memorial. George Holtzman, VP, reported on the successful Nevele Country Club outing in September and advised that the '65 annual meet would once again be held at the mountain retreat. Dinner preceded the meeting.

Co. case then perhaps the industry may be permitted to amortize the cost of location contracts over 3, 4, 7, or 10 years as industry experience would reflect. A method should be worked out to allocate a portion of the cost of the routes to location contracts as in the *Seaboard Finance Co.* case. Our attitude has been to apply a portion of the profit to be earned by each location over the term of the lease as cost, for example:

If a location earns a certain amount of money per week over and above all cost then a portion say 1/3 or 1/2 of that net applied to the number of weeks the contract has to run will be the cost to be applied to the contract or lease.

In conclusion, I wish to state that it is apparent that only a tax court decision will cause the Treasury Department to change its view on location contracts. I don't believe you can wait for one of the large public companies to lead the way, as the enforced capitalization of location contracts enables them to show a better profit picture, consequently this problem is not as pressing for these companies as it is for you.

Information in relation to the actual life of contracts should be accumulated on an industry wide basis.

Contracts of purchase of machine on location should be as detailed as possible listing for each location the value of equipment, contract value and goodwill and restrictive covenant.

If this is done there may be more favorable treatment of this matter in the future.

Memory Programmer For Background Units Intro'd By Seeburg

CHICAGO—The Seeburg Corporation has introduced an electronic memory programmer for all multiple-speaker Seeburg background music systems and other existing speaker systems, according to Joseph Hards, Vice-President of Seeburg's Background Music System Division. Seeburg distributors have received demonstrations of the unit and the reaction was highly favorable, according to factory officials.

The Memory Programmer (Model MPE-1) is designed expressly for use with the Seeburg "1000 Compact" background music system. The two units work in conjunction with one another through any speaker system.

The Memory Programmer permits insertion of commercials, announcements, or special music into the overall background music program for the location. Hence, an operator can offer a more versatile program, thereby cultivating department stores, banks, hotels and showroom-type locations which demand this service. The special music, such as Hawaiian, German, Italian and other foreign musical numbers, is available from the Seeburg Specialty Library. Direct messages may also be programmed to be heard at pre-determined intervals. The regular music stops when the Programmer cuts in. Content and frequency of play are controlled via the Programmer.

A manual/automatic switch provides for all music or, for the music program with automatic insertion of announcements or special music not already on the Seeburg disks but available now on the Memory Programmer. When set for Automatic, the switch permits operation of the pre-set cut-in material. Volume level for the announcements can be pre-set so that announcements may be played louder than the volume used for music, the accepted way in which announcements are made. A 10-position selection switch offers ten frequency-intervals for the inserted material. Insertions can be made in each background music selection (set for 1) or after each two selections (set for 2) and so forth on up to 10.

Seeburg manufactures the following background music equipment: Model BMS-2 1000-selection unit; BMS-1 Background Music Compact (as above); BMCA-1 Background Music Companion Audio used with Compact; MPE-1 Electronic Memory Programmer (picture); SABMC-1 Automatic System for use with FM Multiplex Telephone Lines and on-premise locations—total 112 hrs. music; and SEP-1 Encore system 750 sel. foreground music.

Britain Raises Loan Rate To 7%

LONDON—In an attempt to curb devaluation of the British pound, the Government here last week raised its bank rate from 5% to 7%, the British interest rate which controls the flow of credit in this country. Because of the increased bank rate, the cost of borrowing money automatically rises. Commercial banks generally charge up to 2 percentage points over and above the bank rate or the rate paid by the banks.

British businessmen, and specifically coin machine and vending interests here, will therefore pay more for the money needed to import, expand or finance future business transactions. The bank rate is the charge by the Bank of England for money lent to Treasury bill dealers. It is the unofficial key lending rate here.

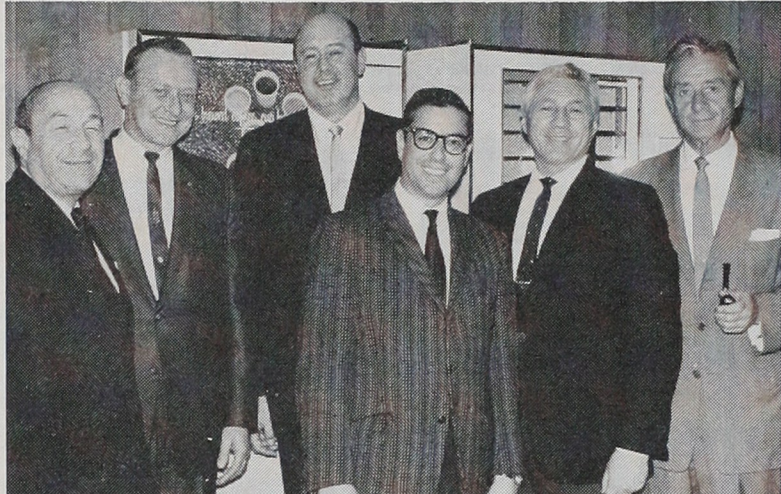
The pound sterling was strengthened immediately in the money markets going as high as \$2.79. A U.S. Federal Reserve discount rate increase was initiated immediately thereafter. The rate was raised from 3½% to 4%.

The move came close on the heels of an increase in British tariffs of 15% announced two weeks ago (CB Nov. 14). Already hire purchase finance rates are up one per cent for phonographs and automatic vending machines. Amusement equipment is up two per cent and gambling units up three per cent. These increases coupled with the fifteen per cent surcharge will mean either fewer transactions or a change of supply sources.

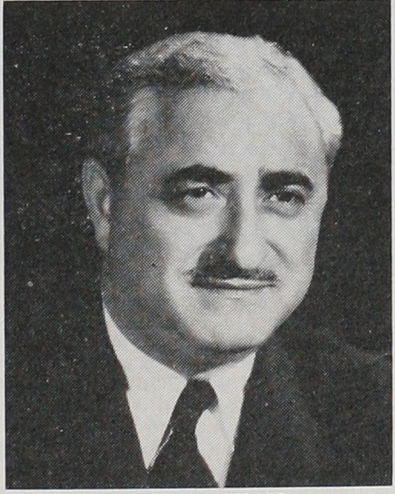
The eventual effects of the bank rate rise on import volume of coin-operated equipment was not immediately learned but it is doubtful if the increase will help a generally pessimistic situation. The British coinmen will simply pay more for working capital.

On Thursday, British sources reported that the pound traded as high as \$2.79 7-32 and closed at \$2.79 1-16.

Rowe-Runyon Hold 'Open House' For Full Line



Rowe AC Mfg. and Runyon Sales execs pictured (l. to r.) above at Runyon's 'Open House' celebration held Nov. 20-21 at their Tenth Ave. outlet to officially announce their exclusive distribution of Rowe's full vending line in the NY metro area are: Lou Wolberg, Runyon Sales; George Klersey, Rowe AC; Carl Koren, Nate Sugerman and Irv Kempner of Runyon; and Dick Gluck of Rowe.



DAVE GOTTLIEB

Gottliebs Rescue Eight From Burning Miami Charter Boat

CHICAGO — Dave Gottlieb and his brother Sol Gottlieb were credited in Miami, Florida with the spectacular rescue of eight people who were trapped on the "Gypsy Queen," a charter fishing boat, which burned and sunk at sea.

The Gottlieb brothers received the s.o.s. while they were fishing aboard "Flipper II" and rushed to the rescue.

All hands aboard the burning ship jumped into the ocean, and were immediately pulled on board the "Flipper II" by Dave and Sol.

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Wms. Tom-Tom 250.00

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ALL MACHINES GUARANTEED CLEAN
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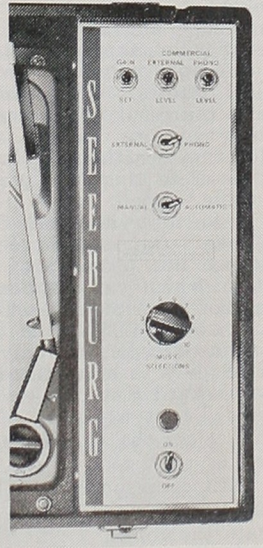
REDD DIST. CO.
80 Coolidge Hill Road, Watertown, Mass.
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Cleveland Coin Wins Award

CLEVELAND—Morris Gisser, Cleveland Coin International head, advised Cash Box that his firm is being considered for the US Government's "E" Award for Export Expansion and is awaiting the decision of the Award Board. "We'll fly the pennant in our office if we receive it!" exclaimed Gisser.



SOL GOTTLIEB



SEEBURG ELECTRONIC MEMORY PROGRAMMER offers automatic insertion of commercial announcements and specialized music at pre-determined intervals.



Milwaukee Mentions...

The snow was heavy in the Milwaukee area last week, but this had no negative effect on collections. Sales, according to most coinmen in Wisconsin, were brisk despite the rugged weather. . . . A busy man-on-the-go in Wisconsin and Michigan is Bob Rondeau, of Empire Coin Machine Exchange. Bob's territory includes Northern Wisconsin, and he assures us (unnecessarily) that it gets mighty cold up there during the blustery winter months. . . . MOA Prexy Clint Pierce, of Pierce Music Co., helped break ground (with his wife, Marie,) of a new factory in Brodhead, Wisconsin. We refer to Clint as the "Squire of Brodhead," since he is just about the most dedicated citizen there where civic and community affairs are concerned.

Nate Victor, of S. L. London Music Co., reports good sales with Seeburg's LPC-480 coin-operated phono and Seeburg vending machines. . . . A couple of absent-minded chaps are Sam and Jack Hastings, of Hastings Distribs. They waited such a long time to remove their cabin cruiser from Lake Michigan that they had to chop ice around the boat to get it out of the harbor and put it in drydock for the winter.

Orville Carnitz, prexy of Badger Novelty Co., trudged off to Boulder Junction last week to hunt deer, only to be snowed in by the blizzard. He blanked out as a result. While Orv was away the action at the showrooms was covered by Ray Van Tour, Dick Wegener, Jim Polowski and Mildred Berna. . . . Harry Jacobs, Jr., of United, Inc., returned recently from sunny Florida where he wallowed in the sun while his dad, Harry Jacobs, Sr., shivered at the office minding the store for him.



BOB JONES

LONDON—Bob Jones, Sales Manager of Redd Distributing Company, Watertown, Mass.-based coin machine distributing firm and exporters of equipment, stopped by the *Cash Box* London offices here last week for a visit with European Director Neville Marten. Jones advised *Cash Box* that his trip will cover such countries as England, Holland, Belgium, France and Germany. The coinman is calling on Redd's export accounts.

RUNYON THANKS YOU for a wonderful reception!



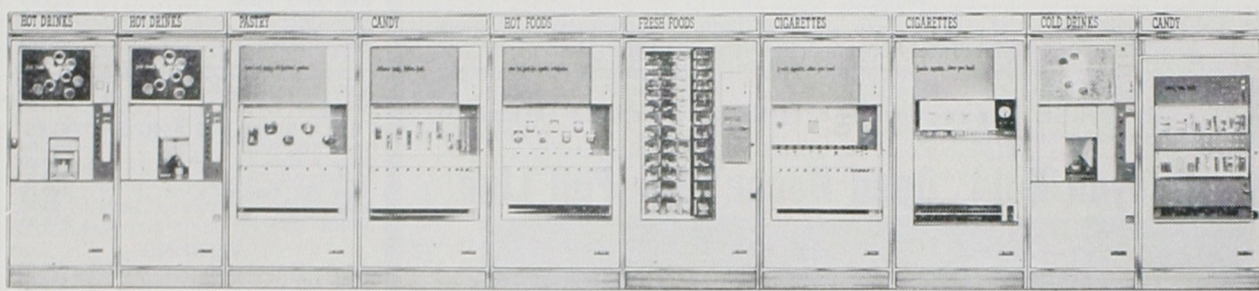
Our Rowe AC full-line of vendors was received like royalty during our 'open house' show. We thank you and invite you back. The finest is always available, at Runyon!

IRV "KEMPY" KEMPER • NATE SUGERMAN
MORRIS ROOD • CARL KORVIN • LOU WOLBERG
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Kaye Ships 'Ring-O' Round Table



New Kaye Ring-O round pool table features 3-zone playfield for faster play.

BROOKLYN, N. Y.—Irving Kaye, President of the Irving Kaye Company, amusement machine manufacturers, has announced two-week delivery on the firm's new Ring-O Pool Table, a pool table which is perfectly round, not elliptical, measures fifty-six inches in outside diameter, and features a three-zone playfield in three corresponding colors, red, white, and blue.

Each zone offers a spot in corresponding color, as opposed to the one zone, one spot principle used on the elliptical games. "The Ring-O Pool Table is the result of several months of study by our factory engineers and location reaction of players who have taken to this new principle of pool table play," stated Kaye last week in an interview with *Cash Box*.

Kaye said that the three-zone idea overcomes the problem of ball obstruction which can happen when a single shot principle is used to determine a shot. With three zone, the player has freedom of play and the speed of play is accelerated, according to Howard Kaye, Sales Manager, who added that while the playfield is a solid color, the corresponding rail portion of each zone is red, white or blue, with corresponding color spots. Actual lines drawn on the playfield separate the zones.

The three-zone idea is an exclusive feature and is copyrighted with patent pending, according to Howard

Kaye. Production head, Arnold Kaye, advised that cabinet construction is "perfectly round," with no protrusions. Ball drawer viewer is flush with the sides, which are tapered toward the bottom. The legs of the table are designed using x-construction for rigidity.

There is one hole in the playfield, and the game uses nine balls plus a cue. The plexiglass ball viewer sets in a drawer which can be completely removed. The table has a full slate top, which incidentally, requires special equipment for cutting and precise installation. The mechanism used is identical with that used on the Kaye El Dorado models. The cabinet is finished in red and white with formica top frame using five-inch leg casters and a proven coin mechanism.

Both Irving and Howard Kaye agree that the round table will never replace the standard 6-pocket pool table but see a definite market for this game in many locations.

"It's a fast game," commented Irving Kaye, "and it has been built with the operator's viewpoint in mind. Almost any game that can be played on a 6-pocket table can be played on our Ring-O Table."

There are many variations of games which can be played including rotation, 9-ball, standard play and, at the discretion of the players, straight shots can also be used.

Kaye is taking orders on the table with a 2-week delivery date promised.

GIANT YEAR-END CLEARANCE SALE!

ARCADE EQUIPMENT	Special Sale Price	Regular Sale Price	Special Sale Price	Regular Sale Price
1 Urban Kiddle Kolor Kartoon with film (like new)	\$ 85	\$125	1 United 13' Playtime Bowlers	165 235
5 Duncan Arizona Cans (like new)	100	225	5-BALLS	
3 Bally Sharpshooters	75	150	1 Keeney Poker Face 1P Like New	125 295
4 Bally Table Hockey (like new)	35	100	1 Gottlieb Universe 1P	95 175
2 Wms. Mini-Golf (like new)	435	595	1 Wms. Metro 2P	95 325
2 Bally Bucky Bronco (like new)	595	795	CIGARETTE VENDORS	
1 Hawkins Sam The Clown	295	395	2 V-27 Smokeshops	160 250
1 Forward Industries Hole-In-One Golf	265	395	1 V-36 Smokeshops	190 275
1 Forward Industries Pro Golf	325	495	3 National 9-Cols.	65 125
1 Geneo Sky Rocket	75	125	3 Rowe 11-Col. Commanders	45 95
1 All-Teah Whirlybird	415	550	1 Rowe 14-Col. Ambassador	125 185
BASEBALL GAMES			4 Continental 30-Col. Corsair	100 165
1 Bally Big Inning	45	95	1 Seeburg El Cig Vendor	85 135
1 Chieolin Bull's Eye Big League	45	95	1 Seeburg Coffee Bar—Model FB1000	110 175
1 Chieolin Criss Cross	65	110	1 Hamilton Coin Changer—Model M102	65 195
SHUFFLE ALLEYS			POOL TABLES	
1 Bally Congress Bowler	65	95	1 Campbell Bumper Golf	50 295
1 United Big Bonus	195	250	1 Irving Kaye Mark I	395 495
1 United Atlas Shuffle Alley	95	150	1 Irving Kaye Mark III	475 575
3 United Cyclone Shuffle	115	175	1 Irving Kaye Mark IV	495 625
4 United 6-Star Regulation Shuffle	55	85	2 Irving Kaye Mark V	785 885
1 United Speedy Shuffle	50	65	6 Irving Kaye Klub Pool	195 275
1 Bally Club Bowler	45	75	3 Irving Kaye Del. Klub Pool	265 325
1 United Dual Shuffle Alley	125	160	PHONOGRAPHS	
4 United Eagle Shuffles	95	185	2 Seeburg 100G Phons	215 275
2 United Tiger Shuffles	75	85	3 Seeburg 100W	195 250
1 Bally Bowler	625	795	1 Seeburg 100VL	85 125
1 Bally Pan American	125	195	2 Seeburg 100G	75 125
1 Chieolin 13' Queen Bowler	195	275	2 Warlitzer Model 2000	295 325
1 Bally Tournament Bowler	55	100	1 Warlitzer 2310	295 325
1 Chieolin 13' Royal Crown Bowler	650	795	3 Warlitzer Model 2400S	425 500
1 United 16' Advance Bowler	195	295	1 Warlitzer 2500	495 545
3 United 16' Dixie Bowlers	245	350	1 Warlitzer 2510	495 545
6 United 16' Duplex Bowlers	195	250	3 AMI D-40 Converted	75 100
3 United 16' Falcon Bowlers	275	350	2 AMI F-120	125 165
3 United 16' Handicap Bowlers	200	275	1 AMI H-200	200 250
1 United 13' Savoy Bowler	235	295	1 AMI J-120	275 375
2 United 16' Savoy Bowlers	235	295	1 AMI K-200-HB	475 595
1 United 13' Teamate Bowler	215	285	1 Rock-Ola 1452	50 95
3 United 16' Teamate Bowlers	215	285	WALLBOXES—SPEAKERS	
4 United 16' Tip-Top Bowlers	265	350	12 3W-A Seeburg 200-sel	35 50
1 United 13' Tornado Bowlers	925	1095	16 3W1 Seeburg 100-sel	15 25
1 United 4' Selection for 5-star	35	70	3 AMI CCA Steppers	20 35
1 United Challenger 13'	145	195	4 AMI CCB Steppers	20 35
1 Chieolin 13' Players Choice	95	150	1 AMI CCC Steppers	20 35
2 United 16' Jumbo Bowlers	125	195	9 AMI CDA Steppers	20 35
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			3 AMI W-120	5 10

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Cash Box

VENDING NEWS

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THROOP

LOS ANGELES—A record registration of members of the vending industry, marked the fourth annual National Automatic Merchandising Association Western Conference and Exhibit held at the Los Angeles Ambassador Hotel, November 20 through 22.

General Chairman of this year's event was Eino A. Kiander, Coos Automatic Merchandising Co., Coos Bay, Oregon. Forums were arranged by Program chairman Jack Nutter of ARA Services, Los Angeles.

Friday's program opened with a Board Meeting of the Northwest Automatic Retailers Council of the NAMA with attending Northwest area operators invited.

The evening institute on Friday concerned "The Western School Market." Speakers: Harold L. Throop, Jr.; Administrative Analyst, Fullerton Union High School, and Junior College Districts, Fullerton, Calif.; Herbert D. Rorex, Chief, School Lunch Branch, Food Distribution Division U.S. Department of Agriculture, Wash. D.C.; Jerry R. Stapley, School Food Consultant, The Vendo Co., Los Angeles, and George Loeb of Orange County Vending Co., Anaheim, Calif., explored the problems of what the vendor needs to know to operate successfully within the peculiarities of the mammoth Western school market. Also discussed were the many innovations in this field that originated in the West.

Operator-Moderator for the evening institute was Richard G. Hara-way, Director of Vending, Saga Food Service, Palo Alto, Calif. A General Conference Session was held on Saturday morning with Eino Kiander presiding and Jack Nutter acting as moderator. Speakers were Thomas B. Hungerford, Executive Director, NAMA, President Carl Millman and Sidney Kallick, Western Counsel. Fred W. Conrad, President of the Northwest Automatic Retailers Council Report, and Dwight Dickinson, President of the California Automatic Vendors Council, delivered the California Council Report.

"Merchandising For Vending" was the subject of a speech by Clarence Landis, Northwest Area Director, Canteen Division of ACCA, San Jose, Calif. who stressed the importance of cleanliness, coloring & packaging in a commissary operation. He also said the operator should be quick to take advantage of new concepts in merchandising such as dietetic drinks and packaged cigars.

"Customer Relations-Both Sides of The Coin" was a topic of discussion with the account represented by William R. Dunbar of State Farm Mutual Insurance Co. who commented on the problems involved in in-plant feeding. The operators side was given by Ted R. Nicolay, President of the Western Vendors Division Servomation of San Bernadino who cited customer relations as the top function of the vendor, with the necessity of a constant exchange of ideas between the operator and the account. The convention was climaxed Sunday night with an Exhibitor Host cocktail party and the Annual Western Banquet held in The Coconut Grove of the Ambassador Hotel.



Rock-Ola



National Rejectors



Automatic Products

Australian Coinage System To Change

SYDNEY, AUSTRALIA—The Australian Government plans to introduce a decimal system to its currency in February 1966. The decimal currency will replace pounds, shillings and pence. Mints will instead turn out 1-cent, 2-cent, 5-cent, 10-cent, 20-cent and 50-cent pieces. A growing shortage of pennies has alarmed the Federal Treasurer who has ordered continued production of pennies far beyond the pre-arranged deadline. Collectors and hoarders are responsible for a large segment of the 800 million pennies on issue in Australia, to remain out of circulation. Some apparently have held them in order to build a complete collection of Australian pennies since the first one was issued this century. Others have been under the mistaken belief that the current penny will be worth 1.2 pennies when the new coinage is minted.

The only exchange, according to Treasury officials, will be six pennies for five cents, or multiples of this exchange rate.

Coin machine industry figures here have expressed the hope that the changeover will enable them to facilitate an increased rate of play on machines now on location. Machines now equipped for 2-penny play could, at that time, be converted over to 5-cent play, and so forth.

The Australian coin machine industry has not increased its price-per-play. This factor, combined with other economic and civic problems, as outlined in an article which appeared in Cash Box, Nov. 7, 1964.

Canteen Doubles Dividend Rate

CHICAGO—The Board of Directors of Automatic Canteen Company of America, at their meeting last week increased the regular quarterly cash dividend payable January 2, 1965, to stockholders of record December 15, 1964, to 10¢ per share, double the previous 5¢ per share rate.

In making the announcement, Patrick L. O'Malley, President of Automatic Canteen, stated that the board established the 10¢ per share rate as a regular payout for future quarters.

O'Malley said it was felt that the doubling of the regular dividend was justified in view of the company's estimated earnings for the fiscal year just ended and projections of earnings for future years.

Bibliography Of Vending Published By AMA-NAMA

PHILADELPHIA — Automatic Retailers of America, Inc. (ARA), has announced new record highs in sales and earnings for its fiscal year, 53 weeks ended Oct. 2, 1964.

Davre J. Davidson, chairman, reported preliminary unaudited sales and revenues in fiscal 1964 rose to \$230,306,000—an increase of fifteen per cent over the previous year. Net income after taxes was \$5,510,000—an increase of 21 per cent. Earnings per share were \$1.73—an increase of fifteen per cent on a larger number of shares outstanding.

There were 3,185,698 shares outstanding at the end of fiscal 1964 and 3,027,832 shares the year before.

Mr. Davidson also pointed out that in the 1965 fiscal year now underway, ARA sales and revenues indicate a continuing upward trend. He said that the company's sales departments are adding new clients at the highest rate in the firm's history.

ABC Names Strassman

PHILADELPHIA — Morris Strassman, widely known pioneer in the food and concessions business, has been appointed Vice President of ABC Consolidated Corporation (formerly ABC Vending). He was previously Executive Vice President and Member of the Board of Union News, a company he served for forty years, rising from newsstand operator in a railroad station.

Strassman is a recognized authority on food service for the travelling public and an expert in concessions operations. In his new position, his responsibilities will be in the fields of Industrial Feeding, Stadiums, Toll Roads, Airports, and similar concessions. ABC Consolidated has such feeding operations in 44 States plus Canada.

ARA Announces Record Earnings

CHICAGO—A 47-page annotated bibliography of "Automatic Merchandising," listing more than 300 separate books, articles, pamphlets, theses, dissertations and other materials has just been published by the American Marketing Association (AMA) in cooperation with the National Automatic Merchandising Association (NAMA).

Compiled by Dr. Charles R. Goeldner, associate professor of marketing at San Fernando Valley State College, Northridge, Calif., the book is based in part on the collection of the Library of Automatic Merchandising at St. Louis University, St. Louis, Mo., and on files of the National Automatic Merchandising Association.

Included are 13 books, 63 pamphlets, bulletins and reports, 144 separate articles, 22 theses and dissertations as well as listings of periodicals and directories.



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N.Y. SLA Rules No \$100 OP Alteration Charge

NEW YORK—The New York State Liquor Authority has ruled the installation of coin-operated equipment in taverns as "an exception" to the regulations calling for a \$100 alteration filing fee provided the equipment doesn't necessitate a change in seating capacity. Prior to this ruling, all applications had to be accompanied with a non-returnable \$100 check. Applications still must be filed, however, with the SLA. Where seating capacity is affected application must be accompanied with floor plans before the change and after the change, and the \$100 fee. No application is needed to remove an amusement device or to replace a machine previously approved.

Applications must be filed in triplicate with the local ABC Board of the County in which the location is situated except in the City of New York where forms are filed with the NYC ABC Board. The ruling represents a victory for the NYSCMA and NYS Guild, two upstate groups led by Mrs. Millie McCarthy, Milke Mulqueen and Jack Wilson.



California Clippings

Sales of both new and used equipment sparking brisk sales with wholesalers and distributors along Pico Boulevard this week. . . . A semi-truckload of Valley Pool Tables being unloaded at Paul A. Laymon, Inc. Bally's "All The Way" on display in the showroom, and local operators are extremely pleased with location reaction to the really new shuffle alley action. All models of Rock-Ola phonographs on display on the showroom floor. The new baking ovens for refurbishing phonographs are now completely installed in the phonograph repair department, and Jimmie Wilkens said all operators are invited to bring in their phonographs for repair and take advantage of the new facilities. Secretary, Britt Edelman, home ill with a cold for a few days last week. . . . Simon Distributing Co. supplying all types of arcade equipment to be used as background in a segment of the "Ozzie and Harriet" TV show. Jerry Brenner of Chicago in visiting with Frank Mencia. George Muraoka reporting the all-formica 'Round-O-Pool' completely sold out, and that they are now awaiting a new shipment. . . . A large export shipment leaves Simon's this week for the Far East. . . . Sid Goldberg, vice-president of Decca Records in town from New York and paying a visit to Sammy Ricklin at California Music Co. Buddy Robinson busy keeping up with the holiday rush on record sales.

The R. F. Jones Co. held a series of very successful meetings with the various managers of the 13 Western states during the recent NAMA convention. Attending the meetings were: Bud Carlson, Denver; Tommy Thompson, and Garth Brown, Salt Lake; George Trambitas, Seattle; Ralph Perin, Portland; Johnny Detwiler, Honolulu and a large contingent from the San Francisco home offices including Ray Jones, Dean McMurdie, Norm West, Jack Rolling, Williard Wayne, Ozzie Osborne, and Ed Henlie. Elky Rae, district manager for D. Gottlieb & Co. stopped by the local Jones office and happy to hear of the very enthusiastic reception given to Gottlieb's new four-player "Happy Clown."

At C. A. Robinson & Co., another shipment of United 'Polaris' Bowlers arrived this week, and more 'Orbit' Shuffle Alleys momentarily expected—proof of the popularity of these games. Despite limited use of pinballs in Southern California, Midway's 'Rodeo' center shooter 2-player is enjoying a fine reception. Midway's 'Trophy Gun' developing into a standard, and still selling after several months on the market. Ed Ratajack, Irving Kaye sales manager, enjoying a visit with Charlie Robinson. . . . Tony Loew of Kapp Records stopped in at Lueunhagen's Record Bar, plugging the new Freddie Hart and Joe Harnell singles, both records doing very well with the operators. . . . Arthur Brier, sales manager; William Gross, treasurer, and William Herbord, service manager of Automatic Products Co., St. Paul, Minnesota staying in town a couple days after the NAMA convention to enjoy a short fishing trip with Al Weymouth and Ed Wilkes of Weymouth Distributing Co. . . . Clayton Ballard, manager of the Wurlitzer Factory Branch spending some time in New Orleans enroute home from the Wurlitzer national distributor meeting in Florida. Cliff Nugent and Bart Bartholomew both on the road calling on the operators. . . . At Advance Automatic Sales Co., Sonny Lomberg said that Chicago Coin's "Majestic Bowler" and all types of new and used equipment moving at a steady pace. C. N. McMurdie, general manager of Advance Automatic Sales in San Francisco paying a visit to the local offices. . . . Coin Machine vet Dan Donohue and Mrs. Donohue returned to town after a highly enjoyable trip to Europe.

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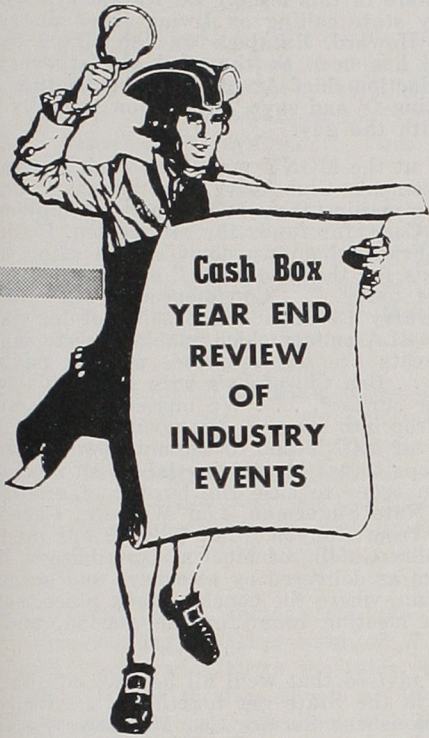
Banner Specialty's Jimmy Ginsburg, who's been Philly's outlet for the Automatic Products 'Starlite' cig vendor for two years now, has been quite successful in building both the line's prestige and location strength in this area, he commented last week, and is anxiously awaiting the arrival of the company's new 'Candyshop' candy machine. Advanced publicity on the new machine, plus the reputation of the cig vendor, has brought a sizable number of queries from cig ops wanting to know when the vendor will be available. Jimmy stated. Chiefly responsible for that well-ordered, well-stocked Banner parts department is former Banner mechanic and now parts manager Huey Woodard—an integral member of the Banner team. . . . Among the most illustrious visitors into David Rosen Inc. last week were Morris Shuckman (1964 Allied Jewish Appeal Man of the Year) and Joe Silverman, Penna. association president. Say hello to Jimmie Earl the next time you're down a Rosen's. Don't let the name fool you—Jimmie's Dave's very efficient girl Friday—pretty too! . . . Out-of-town coinmen on the N. Broad St. seen last week included: Leo Willen of Capitol Vending, N.Y.; Alex Elowitz and Louie Lobell of Playland Enterprises (Coney Island arcade owners); an Murray Piaz (New London, Conn. arcade owner). . . . Frank Ash of Activ Amusement reports that the excellent cash receipts garnered by ops from Gottlieb's 'Happy Clowns' while on test location have continued right along now that the game is officially available from the distrib. Seems like the test-location theory is as valid as ever. . . . Marty Berger, Universal Vendor due back in town late last week after exhibiting his company's 'Candima' candy machine at the NAMA Western Show. . . . Jim Clement, Philly base parts and supplies house, drove up to Jersey City last week for a meet with Bucky Van Wyck. The two coinmen discussed cue sticks and the pool table business in general. Jim supplies a large number of wholesalers with supplies and has been reaping the harvest of the pool table boom during recent year. Bucky's Nyack Slate Company plant, incidentally, burned down last month but the guy is up and at 'em again, without missing a stroke. . . . Marvin Stein, Eastern Music Sales prexy, advised last week that the compar. operating those Pick-A-Pac's in Philly schools and libraries is the Jero Sales Co., suppliers of school products in this area and in quite a number of other states. Stein said the company continues to do well receipt-wise from the operation of the general merchandisers.

Happy Birthday This Week To:

E. H. Cashian, Nashville, Tenn. . . . Harry S. Lavine, Oil City, La. . . . Arthur Velaquez, Chgo., Ill. . . . Bill Morrison, Middlesboro, Ky. . . . Samu J. Hastings, Milwaukee, Wisc. . . . T. R. Styers, Winston Salem, N.C. . . . Clyde E. Tolle, Canton, Ohio. . . . Joe Orleck, N.Y. . . . Victor Peterfes N.Y. . . . John Marklin, Det., Mich. . . . Victor Christopher, Baltimore, Md. . . . Jack Butler, Toledo, Ohio . . . John E. Williams, Houston, Texas. . . . Mike Munves, N.Y. . . . Raymond C. Dunham, Kingsville, Texas. . . . W. Adams, New Kensington, Pa. . . . A. S. Nicholson, Norfolk, Va. . . . Mr. Ben Hofer, New Braunsfels, Texas. . . . John H. Midge, Columbus, Ga. . . . Eugene S. Phelps, Midvale, Utah . . . Al Loudon, Portsmouth, Va. . . . Mil Johnson, Fresno, Calif. . . . Ben Swartz, Brookline, Mass. . . . Mrs. T. Styers, Winston-Salem, N.C.

Announce Your 1965 Sales Program In the December 26th Issue Of Cash Box

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The Year End Review Issue of Cash Box has served as a very useful advertising tool for the coin machine and vending industry. Manufacturers, distributors, suppliers and service organizations have found that this issue, coming at the close of the business year, and on the eve of the New Year, enables each company to "report to the trade".

Manufacturers take advantage of this special issue by showing new lines, talking about the success their lines have enjoyed, and speaking in general to customers. Distributors with factory lines use it to promote current equipment and to clear the decks of used equipment, inventory which need not be carried into 1965.

In addition to the obvious advantages, the Year End Review features the Cash Box Third Quarterly Export Volume Report, chock full of statistics and an analysis of these statistics, a Holiday Greeting group of ads from firms taking time out to wish their customers and friends good cheer, and the atmosphere in which to promote your company name and its products.

FEATURES:

- **1964 REVIEW OF INDUSTRY EVENTS:**

A review of industry news, opinions and problems during the past 12 months.

- **THIRD QUARTERLY EXPORT VOLUME REPORT:**

Find out where the export sales were made (and why) in a penetrating report on a \$40 million industry business.

- **VENDING**

The part the coin machine operator plays in this automatic merchandising business and what to expect from him in 1965.

- **HOLIDAY GREETINGS:**

For the company who wants to express good cheer to all of those people who helped make 1964 a successful year—the simple expression of Holiday Greetings can be the answer to reaching the trade around the world with an expression of thanks.

- **SALE ADS**

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Bally Fun Phone . . . 95	Love Leader (floor model) . . . 110
Bally All-Star . . . 125	MacLevy Foot Vi-brator . . . 135
Capital Midget . . . 110	Std. Metal Typewriter . . . 225
Capital Auto-Test . . . 475	Harvard Metal Typewriter . . . 195
CC Basketball Champ . . . 125	Midway Raceway . . . 375
CC Pro Basketball . . . 275	Midway Skee Fun mobile . . . 150
CC Goalie . . . 110	Mutoscope Drive . . . 150
CC Twin Hockey . . . 275	Lord's Prayer . . . 125
CC Pro Hockey . . . 275	3-D Art Parade . . . 95
Chester Pollard Golf . . . 125	Plastic Vendors . . . 125
Chester Pollard Football . . . 125	Silver Gloves . . . 195
Exhibit High Ball . . . 175	Cross Country . . . 175
Exhibit Space Age . . . 125	Flip Type Movies (floor machine) . . . 175
Evans Bat-A-Score . . . 125	Capital Panarams . . . 275
Fist Striker . . . 125	Mills Panarams . . . 375
Genco Grandma . . . 195	Floor Model Radiogram . . . 95
Genco 2P Basketball . . . 125	ShoeShiner . . . 150
Genco Motorama . . . 175	Southland Speedway . . . 375
Genco Quarterback . . . 125	Way . . . 110
Horseshoe Vendor . . . 125	Sidewalk Engineer . . . 195
High Fly Baseball . . . 125	Peppy . . . 125
Ingo Floor Grip . . . 50	Ten Pins . . . 125
Jet Pilot . . . 175	Ten Strike . . . 125
Kayo Champ . . . 150	Wms. Crane . . . 125
	Wms. Road Racer . . . 195

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Eastern Flashes

Irving Kaye Co. sales manager Howard Kaye and his wife Ellen are the proud parents of a brand new baby girl, Susan Lynn, who arrived last Friday, Nov. 20th, just in time to see that the Kays' three-year old daughter Gail celebrated Thanksgiving Day with a brand new baby sister. Grandpa Irving's delighted (natch) and the whole Kaye family overjoyed with the news. On the machine production side of the family's interests, the Kaye Co. announced that its new round pool table, the 'Ring-O', is scheduled for 2-week delivery. The 56-inch "perfectly round" table has carried the elliptical table idea (introduced at the MOA show by other firms) several steps further. First off the table is circular in shape, not elliptical, takes the single-spot idea and presents it via a three-zone playfield with three spots and speeds up play. (See the details in a story elsewhere in this issue.) Ed Ratajack, Kaye sales rep, has traveled to almost every state calling on Irving Kaye distributors and with much success, according to Howard. Ratajack was appointed by Kaye during the MOA Convention and has been on the road almost every week since then. Incidentally, Kaye production chief Arnold Kaye is shooting for the two-week delivery date for the 'Ring-O' and says "production is really rolling along!" and we couldn't argue with the guy.

Al "Senator" Bodkin asked ops at the MONY meet last week to contribute to the Cardinal Spellman Servicemen's Club drive. The industry here has launched its annual program with a mailing from MONY and a complementary mailing from Atlantic New York Corp. for funds for servicemen. Bodkin was accompanied by his lovely wife Fran, whom we don't see as often as we'd like to these days. "Thank heavens for the pool table," exclaimed Bodkin, in discussing the operator's plight of today. . . . Condolences to Jack Erlich on the death of his father, and to Harry Block on the passing of his dad. . . . Milylie McCarthy flashed the new SLA ruling which enables ops to install an amusement machine, providing seats are not removed, without paying the \$100 filing fee with application. . . . Ben Chicofsky's wife Molly advised that Ben is "recooping" just fine after surgery. . . . We missed Elaine and Max Weiss at the meet. They usually drop into town. . . . Congrats to Al Denver on being re-elected to the Presidency of MONY and to the entire slate who were also reelected. . . . Denver asked ops to use identifying labels on machines, at their own discretion of course, in order to ease the burden of credit which plagues the uninformed op. . . . Nate Sugerman, Lou Wolberg, Carl Korvin and Irving Kempner, were all in from Runyon to sit in with ops during the meet. . . . Harold Kaufman and Max Guldin, of Musical Distributors, listened attentively to the words of wisdom as delivered by attorneys and accountants last Tues. eve. . . . The Holiday Inn, where the conclave took place, sets of a dinner professionally and adds a meeting room for the session, and not a stroke is lost in the program.

MONY's VP George Holtzman advised that we'll all be back at the Nevele next Sept. when all associations in the State get together. . . . Welcome to MONY: Old Reliable Music, A. Weisberg Service Co., Matthews Service Co. and Reyben Music Co.; all new members. . . . The State Liquor Authority requires that all licensees report loans up to \$1000. See that your locations follow suit. . . . MONY continues to appeal the Consent Decree after losing in lower courts. . . . The Association's Gal-Friday Sophie Selinger has the nicest personality of anyone we've ever met. That smile on her lovely face never leaves. . . . Jim Newlander, Fred Pollak and the Rowe AC gang are all back from the west coast NAMA show. . . . A. D. Palmer reportedly is working just about a full-time day now that he's almost totally recovered from his recent illness.

Mike Munves ace mechanic Willie Gaines, who's been out several weeks recuperating from an operation, will be back on the job sometime this week, according to his good friend Al Elowitz. Al, who owns several arcades in Coney Island along with partner Louie Lobell, says he drove Willie to the hospital, drove him back home after the operation and just might drive him into work the first day. Al says that he and Lou have kept the arcades open on weekends due to the good weather and nice crowds still out at Coney. Two games which the partners agreed on as being excellent coin box wise are Southland's 'Time Trials' and Royal's 'Water Polo'. They state that 'Water Polo' has been chalking up nothing less than "excellent receipts" and they believe the game will "last forever."

Sol Lipkin, national sales rep for American Shuffleboard reports that the company's general manager Nick Melone, down recently with a minor illness is back again adding still another section onto the family's Woodbridge N.J. house now that son, six-month old John Lewis (Cha Cha) Melone, youngest of his five children, is growing bigger and more active as the days go by. Sol also advises the nation's ops to look for something new to come from America soon. . . . Charlie Litchman and his associate Al Sweetwood, of the New York Distributing Co., have begun to take orders on their new "low-priced" pool table line, they stated last week, and added that the line looks like a winner. . . . Musical Distrib's Max Guldin reports that son Bob, a sophomore at Cornell University, just may decide to turn his talents toward journalism when it comes time to select a major field of study. Bob, who is quite the student according to his dad, turned down a New York State Scholarship in order to attend the private ivy league institution.

Carl Pavesi, president of the Westchester Operators Assn., announced last week that they will be combining their regular meeting with a Christmas party for members and their wives on the 15th of Dec. at the Roger Smith Hotel in White Plains. . . . Sam Morrison, N.Y. music op and ardent coin collector (who isn't?), advises ops who generally play 'Santa Claus' at the various locations during the upcoming holiday season (and who doesn't), that an excellent and economic item for dispensing to customers and friends is the Kennedy half-dollar piece. Speaking of coins, Sam further advises all who may be interested that a coin show at the Henry Hudson Hotel on 57th St. Manhattan that was in session last week, was a real treat to fanciers of the sport and also opened new insights into some interesting coin speculation.

Murray Piaz, owner of the Playland Arcade, Ocean Beach Park, in New London, Conn., said last week that he has kept his doors open to the pub during the weekends since the summer ended due to a combination of good crowds and nice weather. Murray, however, won't be too angry when the cold sets in—the operator is also an ardent skier. . . . Mortie, the part manager and route collector at West Side Coin, says that sales of cigarette through vending machines fell after the Surgeon General's report last Jan but only for two or three weeks before they climbed right back to where they were previously.

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music

N.Y. Op Lauds Little LP's

NEW YORK—Sam Morrison, Musical Moments, metro operator here, has developed the Little LP in certain of his locations here, to the point where choice locations are now programmed with thirty of the 33 rpm stereo disks. "For the right location, they're the answer to increased collections," commented Morrison.

Morrison also sells special music (foreign, folk and comedy) on 45 rpm or 33's for 25¢ per play where the location demand warrants the increased price.

Chicago Chatter



The recent blizzard weather played havoc with the coin machine business in this area. However, everyone seems to have "shoveled" out fairly well, and it's business as usual. Collections for a short while suffered because of the heavy snows, and are back on the rise again. . . . **Ross Scheer**, head of Western Trails Amusement Co., returned from his eastern swing t'other day and reports that the hunting up in Maine was poor, but his business arrangements with Unique Industries excellent. The factory is in full production, trying to shove out as many kiddie ride back orders as possible. Overseeing production are **Carl Herzog**, president of Unique Industries; and his right-hand-man, **John Valentine**.

Paul Huebsch, Rowe AC's regional manager, hit the road just before the Thanksgiving holiday, expecting to return home to feast on the traditional turkey. . . . **Bill O'Donnell**, prexy of Bally Mfg. Co., and **Herb Jones** are thrilled over the healthy sales reaction with Bally's "Big Day" four-player amusement game. Herb says they've never had such success with a four-player before.

Edward G. Doris, executive vice prexy of Rock-Ola Mfg. Corp., reports steady, heavy sales with Rock-Ola's "Grand Prix" and "Princess Royal" phonos. Ed is enjoying the fantastic success also that **Ara Parseghian's** Notre Dame Football Team is enjoying. He feels certain the **Fightin' Irish** will have a perfect (ten straight victories) season. Ed's son, **Peter Doris**, is a pre-medical student at Notre Dame. . . . We extend sincerest condolences to Empire Coin's **Leonard Zeidman**, whose father, **Joseph Zeidman**, died last Monday, November 23. He was 80. Funeral was last Tuesday afternoon at Original Weinstein Funeral Home. The entire Empire Coin gang—**Gil Kitt**, **Joe Robbins**, **Jack Burns**, **Bill Milner**, et al—attended the funeral. All her friends are congratulating Empire's **Caroline Weintraub** and her husband **Bill**, who became grandparents for the 16th time! That's right! They now have 16 grandchildren (and she still looks like a slick chick!).

While in South Bend, Indiana for the Music Operators Society of St. Joseph Valley shindig **Nate Feinstein**, of World Wide Distribs introduced the Chi distrib's newest addition in the sales department. **Harold Shafer**, **Howie Freer** infos that the service schools at World Wide will be renewed at a later date. Meanwhile everyone there is looking forward to the Thanksgiving Day holiday. . . . Just to mention a few of the operators we met in South Bend last week: **Mr. & Mrs. (Gordon and Ruth) Ford**, of Ford Music Co.; **Mr. & Mrs. Carl Zimmer**, Zimmer's "Gal Friday," **Lucy**; **Mr. & Mrs. Paul Paden**, **Amy and Fred Keidesch**, **Frank Fabiano**, **Al Evans**, **Joe MacQuivey**, **Vern Daly**, and many, many more. By the way, **Caroline Weintraub** tells us her new granddaughter's name is **Julie Ann Weintraub**. She's the pert, little daughter of **Louis and Carol Weintraub**.

It was **Dave and Sol Gottlieb** to the rescue, literally, last week. They were credited with saving eight lives when a charter fishing boat the "Gypsy Queen" burned and sank off the Florida Coast. **Dave** steered his fabulous "Flipper II" at full speed toward the sinking vessel and he and **Sol** pulled all of the passengers and crew members on board. . . . The remodeling job in the executive and sales offices at United Mfg. Co. is proceeding on schedule, according to **Bud Lurie**. Meanwhile, **Sam Stern**, **Herb Oettinger**, **Bill DeSelm** and **Jack Mittel** are busy writing up sales orders on "Whoopee" flipper "Polaris" big ball bowler, and "Orbit" puck shuffle alleys. **Sam Stern** just returned from a sales trip to the Scandinavian Countries.

Atlas Music's **Stan Levin** tells us the local distrib will hold a phono service school class, Dec. 9, featuring Rowe-AMI's M-200 "Tropicana" coin-operated phono. **Bill Phillips** and two of his hunting guests, **Carroll Usry**, of C & R Amusements; and **Harvey "Curley" Slyter**, of Rockford, Illinois, enjoyed a rare experience last week while hunting deer during the blizzard. With just one shotgun slug between them **Slyter** managed to bag two deer with the one shot. . . . This puzzler from **Joe Schwartz** and **Mort Levinson**, of National Coin Machine Exchange: "Big surprise doings stirring at National Coin—more later."

Hank Ross and "Iggy" **Wolverton** are still sweatin' out their decision on the prospective new plant facilities (70,000 square feet of space) in Franklin Park. They have several weeks yet to decide. Meanwhile, **Hank** says he and "Iggy" are as much concerned with easing the transportation problems for their employees as they are with their need to expand considerably.

Johnny Frantz and **Don Congdon**, J. F. Frantz Mfg. Co., will be in the same exhibit booth at the Parks Show, near the entrance, they were in last year. Amusement games in the Frantz exhibit include: "Kicker & Catcher," "U.S. Marshal," and—of course—Frantz's "Shooting Gallery" . . . While in South Bend we visited with **Bud Moore** and **Paul Hertel**.

Mort Secore, sales director of Chicago Dynamic Industries, informs that he and **Ralph Wyckoff** are getting terrific reaction from all over the country with ChiCoin's new "Pop-Up" (popping-ball) amusement game. The plant is humming along at peak production. . . . While **Marvel Mfg.** prexy **Ted Rubey** and **Estelle Bye** were planning to enjoy a delightful Thanksgiving Day with their families, they expressed much delight in the way **Marvel's** electrical scoreboards for shuffleboards are moving out in shipments to the trade.

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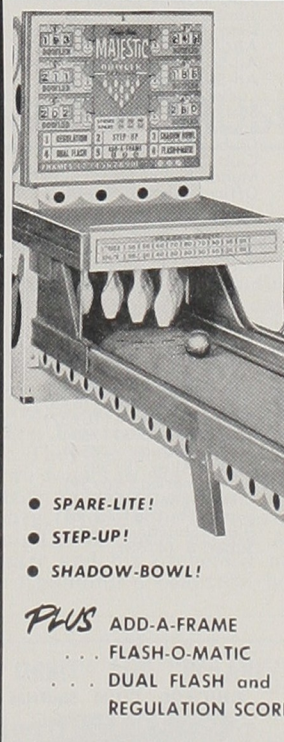
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4 Balti Counties Ask 2-Year Stay

BALTIMORE—The four counties in Southern Maryland ordered to remove all slot machines over a three year period beginning July 1, 1965, have received a reason for relief—State legislators won a battle last week in an effort to delay the ban following recommendation from the General Assembly that the Counties be given another two years before the machines must be removed.

There are approximately 5000 slot machines in Anne Arundel, Calvert, Charles and St. Mary's Counties. They are the only legal slot machines in America outside of the State of Nevada.

In 1963 the State Legislature voted to remove the machines. Slot machine interests here claim economic setbacks if this ruling is carried out. This argument helped the slot machine people enjoy a two-year hiatus in the past. Governor J. Millard Dawes who spearheaded the drive to remove the machines claims that he is still vigorously opposed to relaxation of the ruling.

In 1963 County revenues amounted to \$1,692,987. The only other industry which came close to the comparable tax payment was the tobacco industry. Of the four counties involved, Anne Arundel is reported to be the only County which has attempted to diversify its industry.

Last week the slot machine industry hoped for a ruling which would enable legal operation of the equipment for at least another two years.

Meeting Dates & Trade Events

DECEMBER

- 6 North Carolina Music Operators Association. Place: Charlotte, N.C.
- 15 Westchester Operators Guild, Joint Monthly Meeting & Christmas Party. Place: Roger Smith Hotel, White Plains, N. Y.
- 16 New York State Operators Guild Meeting and Dinner. Place: Governor Clinton Hotel, Kingston, N.Y.

FEBRUARY

- 22-24 National Candy Wholesalers Association, Western Convention. Place: Dunes Hotel, Las Vegas, Nevada.

MARCH

- 13-18 National Association of Tobacco Distributors, Annual Convention & Exhibit. Place: Conrad Hilton Hotel, Chicago.

MAY

- 15-18 National Industrial Recreational Association, Annual Convention & Exhibit. Place: Schroeder Hotel, Milwaukee, Wisconsin.

JUNE

- 3-5 North Carolina Vending Assn. and South Carolina Automatic Merchandising Assn., Annual Carolinas Convention & Exhibit. Place: Ocean Forest Hotel, Myrtle Beach, N.C.

- 6-9 National Confectioners Association, 82nd Annual Convention & Exhibit. Place: Conrad Hilton Hotel, Chicago.

OCTOBER

- 26-30 National Association of Concessionaires, Annual Convention. Place: Ambassador Hotel, Los Angeles.

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UPPER MID-WEST MUSINGS

Congratulations to Gordon Stout of Pierre, So. Dakota, who is the newly elected state senator from his district. . . . Duane Reimers and Herb Paterson have leased out their tavern and are giving all of their time to their operating business. . . . John Manolis, of Huron, now retired, is spending his time relaxing and getting in plenty of fishing. . . . In the past ten days, it seems that all routes lead to Las Vegas as Kenny Glen of the K. C. Sales Co., St. Paul, and Mrs. Glen flew there for a little vacation. . . . Lyle Kesting joined a charter flight to Las Vegas and spent several days there taking in the sunshine and shows. . . . Mr. and Mrs. Earl Porter of Mitchell, drove to Las Vegas recently and were gone for ten days. Heard that Earl made his expenses at the dice tables. . . . Mr. and Mrs. Lawrence Jenkins spent a very pleasant weekend in Minneapolis last week. They decided they could use a few days of relaxation. . . . Ike Pierson spent two weeks in the hospital with a case of bleeding ulcers. Ike is feeling much better now, is spending all of his time resting and will take off for St. Petersburg, Florida in another week. Sons Erad and Bill will take over. . . . Norman Luboff choir at the Arena Auditorium in Huron Nov. 26th. . . . Les Elgart and his orchestra at the Prom Center Nov. 25th. . . . The Ike Sunem's are building a beautiful home.

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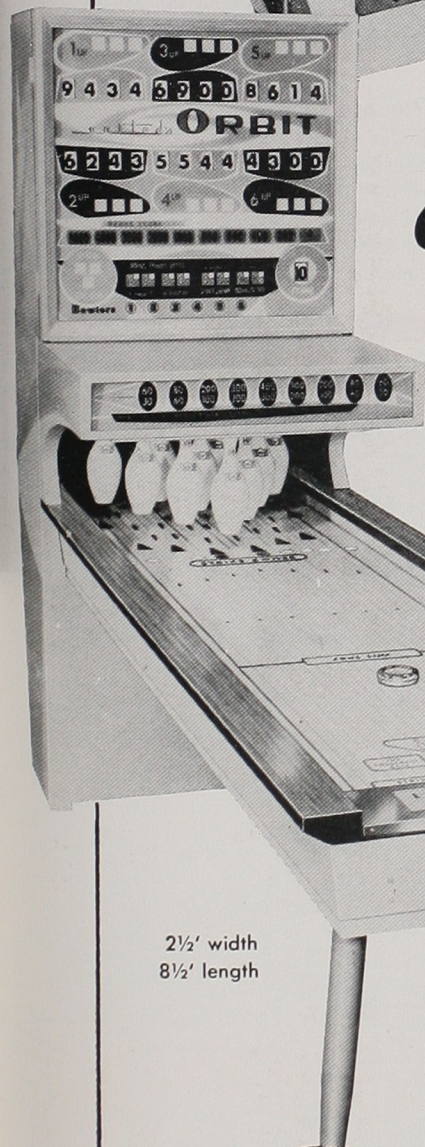


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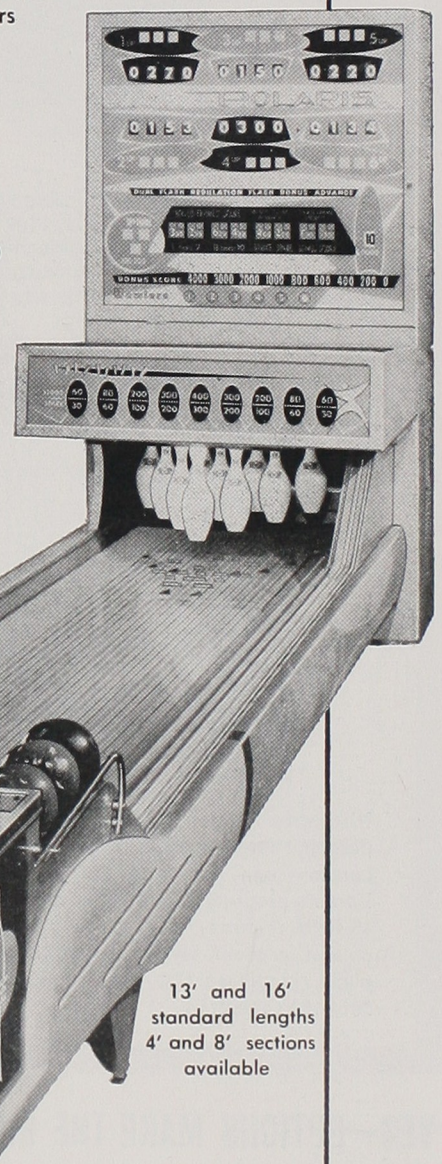
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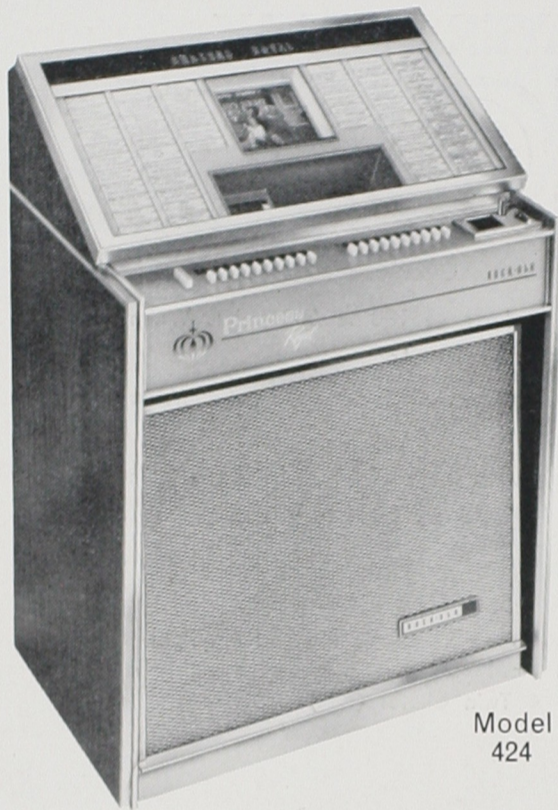
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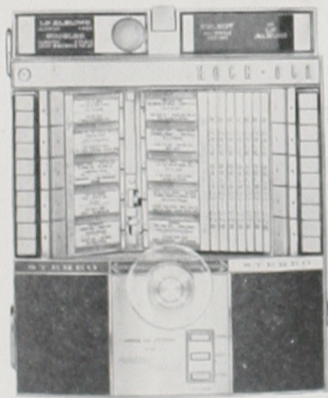
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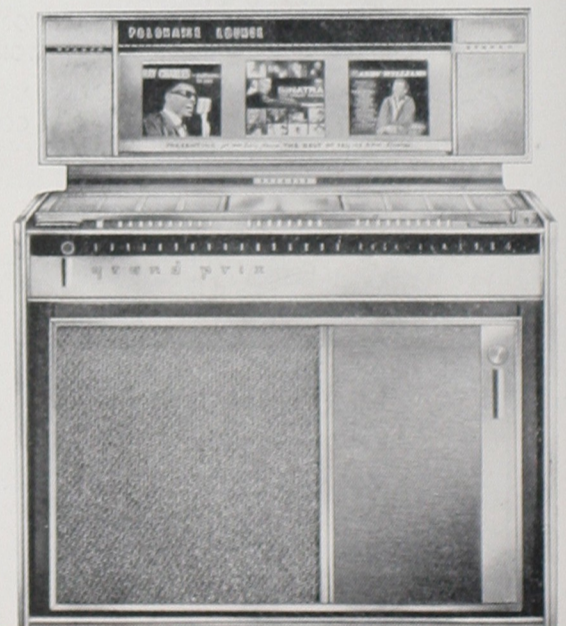


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