

EDITORIAL: The Marginal Music Location

Some operators will surely consider any editorial opinion on the "marginal location" as a waist of ink, thinking "why bother at all with the \$5 to \$10 spots? The dimes don't even pay my routeman's time taking care of the place." Well, it's true the larger operating companies regularly discard any juke box location approaching the "marginal" profit level, that is, a machine which yields so few dollars it becomes economically prohibitive to continue carrying.

When these stops are dropped from the bigger route, they fall to the small or new operator by default. This gray area of the business is the domain of the little operating company, but unfortunately, unless they graduate to the more profitable spots, they'll remain just that way — little. And as we all know, this is a one way ticket out of the business today.

What can be done with the pizzarias, candy stores, etc. to warrant keeping them on the route. Two things: 1. leave the same records on the same machine all year and keep your fingers crossed it never breaks down; or 2. set yourself a financial deal that will make more sense out of the thing.

The first choice is by far the most common treatment for the marginal stop. It's a dubious way to do business but certainly a lot better than investing in new equipment and frequent record changes, trying to merchandise dollars from a tiny audience that just doesn't

have them to spend. No, the best method for dealing with these places is either thru front money or a minimum guarantee (which might amount to all the money out of the box) or a straight rental. And notice we didn't say a sale! We don't care how smart it might appear to sell your old machine to the marginal spot and skip; he just might turn around and peddle it to one of your better places. In any case, don't ever sell to a marginal spot. Junk the machine if you have to but don't ever let them have it.

There are a couple of tricks that can make marginal locations more palatable, dollar-wise. One is to let the location personnel program the tunes themselves, out of their own pocket. These small spots usually serve the same gang of customers, in many cases, teenagers. These customers often have an intimate knowledge of the music on the machine and could very easily be coaxed to submit records for programming and get a big kick out of it.

There's no sure formula for turning the limited-customer, limited-space location into a solid money-earner. But at least the operator's take can be boosted by following common sense principles. And let's face it, if you get turned down on front money and the like, yank the machine . . . because then you're not losing anything anyway.

Feinstein Honored by Israel Bonds

CHICAGO — Nate Feinstein, president of World Wide Distributors, was honored by the State of Israel Bonds, Coin Machine Division, at a testimonial banquet in the Palmer House on Wednesday, June 11th. The coveted Israel Prime Ministers Medal was presented to Feinstein in recognition of his numerous contributions and his countless personal efforts on behalf of Israel.

The large turnout of friends, business associates, et al, who attended the function was an equally fitting tribute to Feinstein. Mrs. Feinstein, Nate's lovely wife Eve, who was herself singularly honored for all she did to make the affair such a successful one; and the Feinstein's daughter Jane, were present on the dias. Keynote speaker of the evening was Wayne Morse, former Senator from Oregon, who's remained a true friend of Israel throughout his long career in private life.

Bond purchases in excess of \$200,000 were recorded.

Among the trade notables spotted by the **Cash Box** reporter at the affair were: Mr. & Mrs. Fred Granger, Bill Adair of Seeburg, Billy



Nate Feinstein

DeSelm and Art Weinand of Williams, Hank Ross of Midway, Herb Perkins of Purveyor, and from World Wide Irv Ovitz, Fred Skor, Frank Gumma, Jules Millman, John Neville, Howie Freer and Harold Swartz.

The affair was co-chaired by Sam Stern of Williams and Avron Gensburg of Chicago Dynamic Industries.

ChiCoin Announces Parks Show Plans



Herb Oettinger

CHICAGO — "The increasing number of game arcade operators attending the annual outdoor amusement exposition is resulting in our firm considering the possibility of exhibiting in 1969." So stated Herb L. Oettinger, Director of Sales for Chicago Coin Machine Company, Division of Chicago Dynamics Industries. "We definitely believe our coin operated "Drive Master" unit, plus several other games now in development have a place in park and carnival operations," he stated.

"Any sales leads resulting from the show would be turned over to Chicago's distributors. If the firm does exhibit, Chicago would get national coverage of their line thereby benefiting the distributors," Oettinger continued.

The records of the exposition indicate more and more arcade operators have been attending the trade show in recent years. According to Bob Blundred, the exposition's manager, they are doing so because of growth and diversification within both the arcade industry and the arcade phases of the outdoor amusement industry. As a result, the arcade operators are interested in talking insurance coverage, buying fast food equipment, learning about changes in admission and ticket methods and other similar things, from the exhibitors participating in the show. At the same time, park and carnival people are becoming more interested in expanding their own game operations.

III. Bill Amended

SPRINGFIELD, ILL. — Fred Gain, executive director of the Illinois Coin Machine Operators Assn., announced that Senate Bill #592 (the now-famous anti-pinball measure) has been reported out of committee with an amendment which would continue permitting amusement pingames, while outlawing bingo payout units.

If the measure is passed by the Senate in its amended anti-bingo form, it would have to be channeled through House committees in the Illinois legislature before it would get to the Governor's desk. However, insiders feel confident that the bill might "die" in the House should it ever even get there.

Bally Names Bush

CHICAGO — Paul Calamari, sales manager of Bally Manufacturing Corporation, this week announced appointment of Bush International as exclusive Bally distributor for the state of Florida.

"We are very favorably impressed," Calamari said, "by the Bush International organization, not only from the point of view of increasing sales of Bally products in Florida, but also from the viewpoint of their experienced ability to provide service to operators."

"O. R. 'Ozzie' Truppman, manager of the Miami office, Sam Gaskins in Tampa and Si Wolf in Jacksonville are all well known to the coin fraternity, and we are happy to welcome them to the Bally family of distributors."

The 1969 International Outdoor Amusement Exposition will be held at the Sherman House in Chicago. It will begin on Sunday, November 30 for a four day period. Approximately 4,000 representatives of all segments in the outdoor amusement industry . . . parks, fairs, carnivals, circuses and speedways . . . will attend.

Specialty to Hold Service Classes on NSM

CHICAGO — Ronny and Larry Kughan, principles of Specialty Sales Corp. of American, has announced that two service sessions, to detail the technical in's and out's of the NSM Prestige 160 and Consul 130 phonographs, are scheduled for late June. First session will be held at their showrooms Friday June 27th, from 2:00 P.M. until 9:00 P.M.; the second the next day (June 28th) from 10:00 A.M. until 5:00 P.M. Operators and service personnel from the Illinois and Indiana areas are invited. Service engineer from As-

sociated Coin Amusement in California will fly in to conduct the two classes.

A.C.A.'s newly-installed special projects director Mickie Greenman, in New York last week on behalf of the firm's interests, announced the appointment of a prominent shipping agent which will begin handling U.S. traffic on the NSM phonographs as they arrive from the German factory in Bingen. Greenman expects the firm to boost delivery time considerably.

Amusing Items from SEGA

MISS "O" OR MISS "ZERO"? An important question that has been troubling a lot of people has finally been answered after many weeks of debate. It all started when a customer query was routed through one of SEGA's branch managers in Southern Japan — "Is the 'O' in Williams' new 'Miss-O' flipper pronounced 'Oh' or 'Zero'?" The game was, at that time, too new to be listed in SEGA's authoritative price list, which prints phonetic Japanese equivalents of western names. Soon after the answer was sent out a barrage of similar questions arrived from other areas, with many interested parties questioning the verbal assurances of headquarters staff.

Customers kept asking about "Miss Zero," which caused branch managers to question their own rendering of the name. The "Mystery of the Persistent Zero" was finally cleared up with the realization that fictional spy James Bond — 007 (Agent zero-zero-seven) had caught the public fancy in numerous films and people naturally associated western names with a zero.

SEGA's latest quarterly price list (the illustrated bible of the industry in Japan) gives a definitive "Miss-Oh" in Japanese characters, thus transferring the problem to the movie industry. Miss-O is turning out to be so popular that the next time James Bond appears in a film, he may be referred to as Agent Oh-Oh-Seven.

NAME THE BAR GAME. Western names have been widely adopted in Japan for everything from consumer goods to cafes and bars. This is similar to the practice in the West of using European names to lend prestige to items or locations. In Japan, foreign names and concepts — particularly those in English — are thought to add sophistication or appeal. Prime candidates for western names are the country's 300,000 bars, 100,000 coffee shops, 650,000 restaurants and 70,000 inns or hotels.

Western theme names with impact and appeal are found on imported flippers and arcade games located throughout Japan. What could be more natural than for bar owners to make their selections from this available supply source? As a result, countless bars in Japan owe their names to the imagination of flipper designers in Chicago.

In his travels around Japan SEGA's Operations Division Director John Kano frequently runs across locations whose names can be traced to flippers and other games. He is now keeping an eye open for cafe and bar names based on currently popular Williams, Bally, Chicago Coin and Midway games such as Apollo, Magic City, Lady Luck, Casanova, Pretty Baby, Cabaret, Shangri-la, Surfers, Harvest, Mad World, Pirate Gold, Playtime, Flying Saucer, One Million B.C., etc.

Message to Non-Members Issued by Granger; Big Drive on for '69

CHICAGO — The first of a series of mailings, designed to boost membership in MOA between now and convention time in September, went out to the trade last week. The mailing also carries an application blank and has been mailed with Fred Granger's *Location* newsletter, asking members to pass the following message onto non-members. The message reads:

Everybody associated with the coin-operated music and amusement industry should **belong to and support the Music Operators of American (MOA)** in the tremendous job it is doing for the industry. In the legislative battle alone, **MOA has saved the industry untold millions of dollars.** Think about this and Join Up.

MOA deserves the support of every operator, one-stop, distributor and manufacturer, as well as all allied industries. At the same time, there are many benefits from belonging to MOA. The **MOA Group Life Insurance Program**, one of the best, has paid out over \$200,000.00 in claims to the families and employees of MOA members during the past three years. MOA also provides a **Variable Pension Plan** and an **Income Protection Plan**. An excellent Hospital Family Money Plan has recently been added that pays \$10, \$20 and \$30 per day while in the hospital. A new **MOA public relations program** is improving the industry's image. A monthly newsletter ("The Location") keeps members informed of everything of interest in the association. **Link Letter**, a special service which is published from time to time, is designed to assist state and local organizations in the industry.

The **1969 MOA Music and Amusement Machines Exposition**, being held at the Sherman House Hotel, Chicago, on **September 5, 6 and 7**, will have most of the top firms in music and amusements and allied industries as exhibitors. Special events of the Exposition include **educational seminars, membership programs, awards presentations** and, on closing night, a **gala banquet and stage show** second to none. We urge you to attend the MOA Exposition as a member and receive

Gene Wagner Makes Jukebox Speech

Gene Wagner, Vice President of Marketing with Nutting Industries, Ltd., Milwaukee, Wisconsin, manufacturer of the I.Q. Computer, addressed the Dearborn, Mich., Civitan Club, an international service club organization, whose motto is "Builders of Good Citizenship."

Using the prepared M.O.A. public relations speech regarding the jukebox story and adding some of his own ideas, based on his nine years' experience as an operator of juke boxes in the Detroit area, Wagner was well received by the teachers, principals, attorneys, city officials and businessmen in attendance.

Wagner feels this program is a tremendous idea and should be done as often and at as many club meetings as possible by all connected with the industry. Even if an operator reads the prepared speech, the facts contained therein are very enlightening to people who know nothing about our industry. "As a matter of fact," said Wagner, "I learned a few things about the industry by reading this speech."

Wagner, Vice President of the I.Q. manufacturing company, started out in the industry as an operator while teaching and coaching and later went into the industry full-time. His background, therefore, is primarily as an operator and he understands many of the operators' problems in the industry.

the **privileges of a member.** Following the Exposition a new roster of MOA members will be compiled. **You should be in it.** So now is the time to act!

Ted Nichols and Larry LeSturgeon are co-chairmen of the 1969 MOA Membership Committee and are being assisted by Carl Pavesi, Bill O'Connor, Tom Greco, A. Fleishman, Ralph Ridgeway, Leon Taksen, George Holtzman and L.M. Smith.

Murrey & Sons, Inc. Ships Coin Table

LOS ANGELES — Murrey & Sons Company, Inc., long a leader in the bowling and billiard industries, has announced the introduction of their very first coin-operated six-pocket table to the coin machine industry. Calling the table the Murrey 'Money Maker', the unit comes in a choice of three model sizes. The 4' by 8' features a 7/8" slate bed, while the three-quarter 4' by 8' and 3 1/2' X 7' both have 3/4" slate beds.

In addition to the one piece beds, these tables feature rubber backed 25/75 Nylon Wool cloth, aluminum castings on all corner pockets, aluminum adjustable leg levelers, wood simulated laminate rails and cabinet which are reportedly burn and mar-proof and stain resistant, satin finish metal moulding on outer edge of rail to prevent scarring, chipping or burning. The unit also has what is termed "a streamlined fast ball return, recesses trouble-free coin operating mechanism, separately locked cash box, easy to see and remove ball viewer and a mechanism that automatically locks the ball in at the end of each game."

According to Gordon Murrey, firm president, the 'Money Maker' has a "cheat proof coin meter which acts much like a cash register, eliminates free games or other usual deceptions by automatically registering every game played. The table is shipped complete with cast phenolic balls, chalk holder and four professional cues."

According to Murrey, "the 'Money-Maker' has been well received in just its first months of exposure. Design emphasis was on the development of a table that would eliminate 90% or more of the maintenance requirements ordinarily associated with coin-operated tables." This, Murrey says, "has been accomplished by the combination of the firm's extensive experience in quality table production and the acre size modern new facility recently completed and now in full production. The streamlining of manufacturing procedures has paid off in a number of critical areas, not the least of which is the increased control factor. That and the accelerated production capability with resultant materials cost savings, has enabled us to put more into our tables without adding to their price."

NRI Joins Rock-Ola's Findlay for Service School

CHICAGO — William Findlay, Rock-Ola's Field Service Engineer for phonographs, last week conducted a week long service clinic for a group of music and vending service personnel from various parts of the United States and Canada. The week long school, conducted at the Rock-Ola Manufacturing Corporation's plant in Chicago, Illinois, covered all the electrical and mechanical phases of all of Rock-Ola's equipment both music and vending.

Each day of the five day school was

devoted to various subjects given by a variety of instructors. With Findlay being the main instructor, Warren Wheatman, Rock-Ola's sound technician, covered the electrical and amplifier portion of the phonograph line. Edward Lorkowski, Rock-Ola's Field Service Manager for Vending, and his assistant, Anthony DeLorta, covered Rock-Ola's vending and can cold drink vender line. Carl Williams of National Rejectors came in to give a special course on NRI's new dollar bill validator. As in the past, the

servicemen in attendance learned the operation of the Rock-Ola equipment by actually assembling a phonograph and other equipment from all of the component parts.

The service men in attendance were: Art Bailey, Grand Rapids, Michigan; Michael Langebehn, Moline, Illinois; Burton W. Martin, Roanoke, Virginia; Jerry Musachia, New Orleans, Louisiana; Jerry E. Pedigo, New Orleans, Louisiana; Claude Sauvageau, Montreal, Canada; Dick Smith, Port Washington, Wisconsin.



Upon completion of the five day Rock-Ola Service Training Course, each man in attendance was awarded a framed diploma from Mr. David C. Rockola designating him as fully qualified Rock-Ola Service Specialist. Pictured from left to right, Jerry Musachia, Michael Langebehn, Dick Smith, Mr. William Findlay, Burton W. Martin, the class conducting a seminar on National Rejector's new dollar bill validator, the Simplex 100, is Mr. Carl Williams of NRI.

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New Seeburg Finance VP

CHICAGO—Donald P. Desmond has been appointed vice president-distributor finance, it was announced recently by Arne Kalm, executive vice president of the Seeburg Corporation, (subsidiary of Commonwealth United Corporation).

Desmond's responsibilities will involve administration and supervision of financial relationships between Seeburg and their nationwide network of Seeburg distributors.

In making the announcement, Kalm commented, "I am pleased that we will be able to take full advantage of Don's substantial background in commercial banking and distributor finance."

His appointment is an indication of our desire to strengthen Seeburg distributor relationships and will contribute greatly to the efficiency of distributor financial affairs."

Desmond has been affiliated with Seeburg since September 1965 where he has held the office of vice president-administration, and was formerly assistant treasurer.

Desmond holds a BBA in Management from St. John's University. He has been active in the area of commercial financing throughout his career, and has devoted much of his efforts to the coin-machine industry.

PhonoVue Film Pairings

Red Replacements:

CELEBRITY GIRL # 2920i

Songs: The Choked Kind (sound-stage) or Ain't Gon Be No Cutting Loose (Bluerock)

FERRY BOAT #2920n

Songs: Hunky Funky (Acta) or Pinch Me (Buddah)

GEMINI # 2920r

Songs: Earth Angel (Reprise) or Welcome My Love (Buddah)

STO AWAY # 2920j

Songs: Ivory (Capitol) or Shotgun (Atco)

Blue Replacements:

ELEVATOR GIRL # 2920f

Songs: Is There Anything Better Than Making Love (Philasoul) or Gettin Away (Philasoul)

COMPUTOR GIRL #2920k

Songs: Can't See Myself leaving you (Atlantic) or The Feeling Is Right (Atlantic)

SIDEWALK CAFE # 2920e

Songs: Good Good Lovin (Atco) or Twenty Five Miles (Gordy)

PLAYMATE # 2920g

Songs: Look What We Have Joined Together (Bell) or New Shoes (Metromedia)

Pavesi Elected to 20th Term West. Pres.



CARL PAVESI

NORTH WHITE PLAINS, N.Y.—Carl Pavesi, one of the founders and the first president of the Westchester Operators Guild, Inc., was unanimously re-elected to his 20th term in that

office at an association meeting held June 10th. The assembled Westchester operators met for their annual elections at Pastor's Restaurant here in North White Plains.

Elected vice president was operator Al Kress of Cortland Amusement Machines; secretary Seymour Pollak (also in this post since formation of Guild, except for one term); and treasurer Lou Tartaglia of Tartaglia Brothers, Inc. (starting his 18th term). All terms will run from July 1, 1969 to June 30, 1970.

According to secretary Seymour Pollak, the election was most spirited and the previous board of directors were also re-elected. They are: Eddie Goldberg of Archie Amusement Co., Fred Yolen of Modern Cigarette Service, Herbert Chacon of Cornwall Automatic and William Feller of Westchester Novelty & Music Co., Inc.

Also on hand for the meeting was the Guild's attorney Malcolm Wein.

First Quarter Earnings Reported by CU

LOS ANGELES, CALIF.—Commonwealth United Corporation (ASE) today reported revenues and earnings for the three months (first quarter) ended March 31, 1969. Revenues were \$36,510,000, and after tax earnings were \$1,825,000, or 15¢ per share on 12,428,000 average shares outstanding in the 1969 quarter. The 1969 first quarter reflects provisions for Federal income taxes in the amount of \$1,400,000 or 11¢ per share, although the Company will not be required to pay current and future taxes since it has approximately \$100,000,000 of tax benefits. The taxes so provided will be added to Shareholders' Equity.

Comparable 1968 revenues were \$38,796,000, and earnings were \$1,489,000 or 16¢ per share on 9,193,000 average shares outstanding in the 1968 first quarter.

The average outstanding shares include all common shares issuable on conversion of residual securities.

Results for the 1968 first quarter include The Seeburg Corporation and other companies acquired on a pooling of interest basis. The 1969 first quarter revenues and earnings, however, do not include those of the Rexall Drug Company, acquisition of which is subject to the approval of Commonwealth United shareholders.

Commenting on the results of the first quarter of 1969, A. Bruce Rozet, Chairman of Commonwealth United,

said: "We have provided 11¢ per share for Federal income taxes as a result of discussions with the Securities and exchange Commission, although acceptable alternative accounting practice would not require the tax provision. The Company has not adopted a policy of providing taxes until such time as there is clarification of accounting bulletins relative to tax savings in business combinations. Taxes provided will be added directly to Stockholders' Equity. The new policy has no effect on earnings previously reported."

Nutting On Parks Show

Mountain View, Cal.—Nutting Associates will be attending its third IAAP show and plans on many more. "We recently showed the CQ at the National Association of College Student Unions, and the leads for our distributors poured in," said marketing executive Lance Hailstone.

"It is essential to our industry that the manufacturers, distributors and especially the operators expand their thinking and as a result their markets. There are hundreds if not thousands of locations primed and waiting for someone to place a coin-op unit there. All you have to do is go in and ask!" he declared.

COMPUTER QUIZ would like to thank its West Coast Distributors:

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Advance Automatic Sales Co.
San Francisco, California

Circle International, Inc.
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Music Vend Distributing
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Northwest Sales Company
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Gentlemen All!

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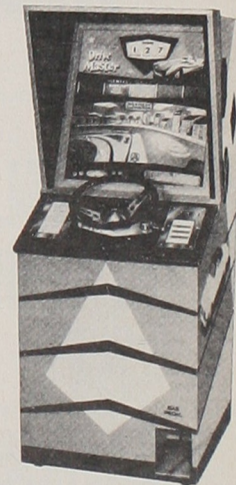
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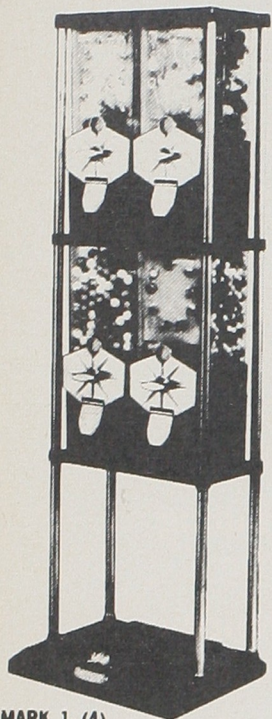
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CashBox Location Programming Guide

THIS WEEK'S TOP RECORD RELEASES FOR COIN PHONOGRAPHS

Adult Locations

WILLIE AND LAURA MAE JONES (2:47)

DUSTY SPRINGFIELD

That Old Sweet Roll (2:58) Atlantic 2647

WORLD OF THE YOUNG (3:28)

JOHN ROWLES

That Wonderful Sound (3:21) Kapp 2018

CALIFORNIA BLOOD LINES (2:54)

JOHN DAVIDSON

I Am Now (2:32) Columbia 44896

POPI (3:00)

FERRANTE & TEICHER

Midnight Cowboy U. A. 50554

CRAZY JOHN (2:33)

TOM PAXTON

The Things I Notice Now (2:32) Elektra 45667

BRING ME THE SUNSHINE (2:20)

ANDY RUSSELL

Julie (2:10) Cap 2516

C & W

ME AND BOBBY MCGEE (2:57)

ROGER MILLER

Long Version of above (3:57) Smash s-2330

THE RIB (1:55)

JEANNIE C. RILEY

Long Version of above (3:47) Plantation 711-520

I CAN'T SAY GOODBYE (2:57)

MARTY ROBBINS

Hello Daily News (2:06) Columbia 4-44895

WORKIN' MAN BLUES (2:33)

MERLE HAGGARD

Silver Wings (2:52) Cap. 2503

Teen Locations

MUDDY RIVER (3:15)

JOHNY RIVERS

Resurrection (3:32) Imp. 6645

'A SUMMER PLACE' (2:16)

THE VENTURES

A Summer Love (2:11) Lib. 2724

I'D WAIT A MILLION YEARS (2:35)

THE GRASS ROOTS

Fly Me to Havana (3:50) Dunhill 4198

ALONG CAME JONES (3:37)

RAY STEVENS

No Flip Info-Monument 1150

WHERE DO I GO/BE-IN (2:35)

THE HAPPENINGS

No Flip Info-Jubilee 5666

CHERRY HILL PARK (2:44)

BILLY JO ROYAL

Helping Hand (2:36) Columbia 44902

R & B

TILL YOU GET ENOUGH (3:45)

WATTS 103rd St. RHYTHM BAND

Light My Fire (3:40) WB-7 7298

LET'S GET TOGETHER (2:42)

LITTLE MILTON

I'll Always Love You (2:57) Checker 1225

MY THING IS YOUR THING (3:08)

BOBBY PATTERSON

Keeping It In The Family (2:38) Jetstar 115

(MY BABY'S) ONE WONDERFUL GIRL (2:49)

CHRIS BARTLEY

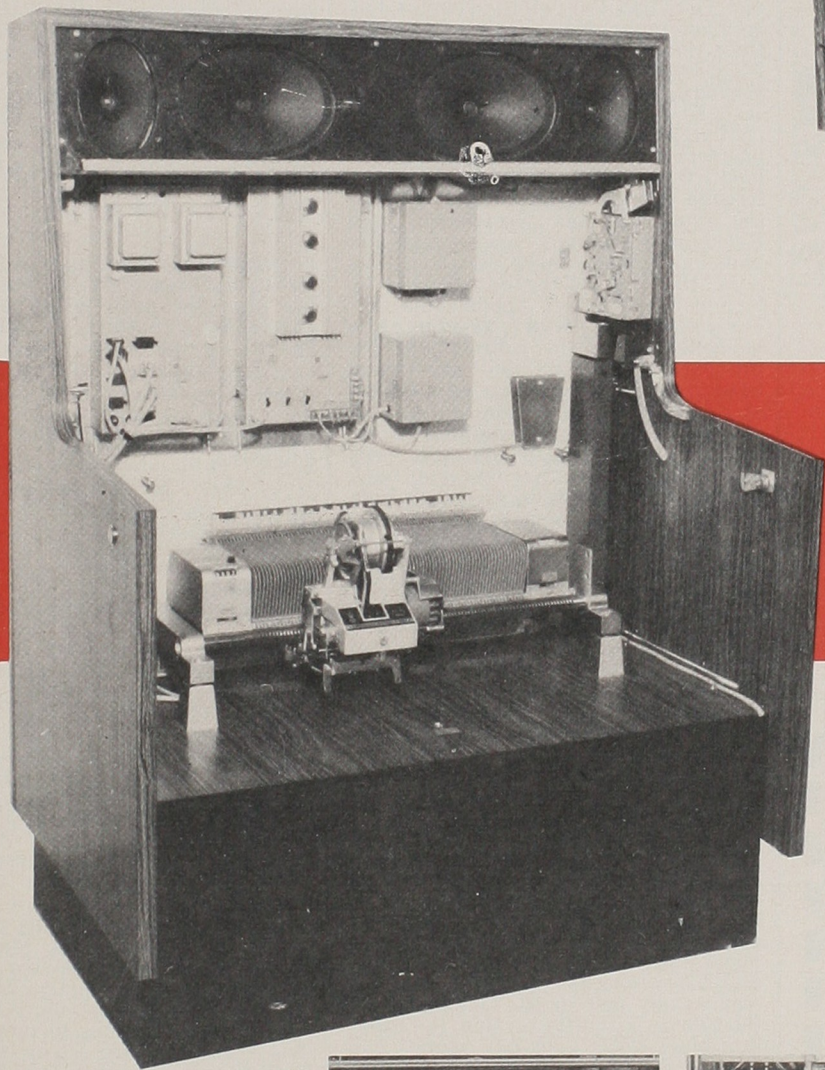
I Know We Can Work It Out (1:45) Buddah 115

check your local One Stop for availability of the listed recordings

NSM

Prestige 160

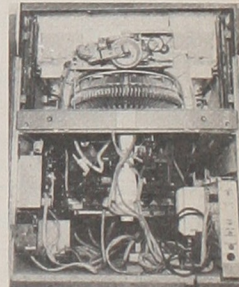
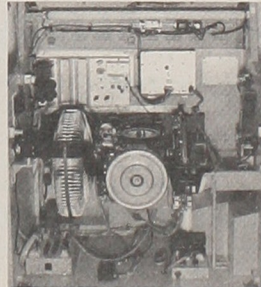
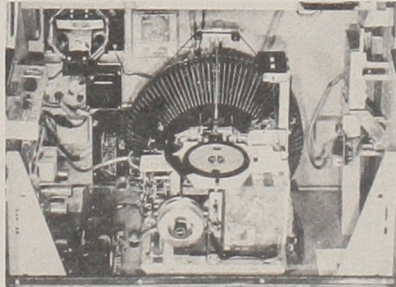
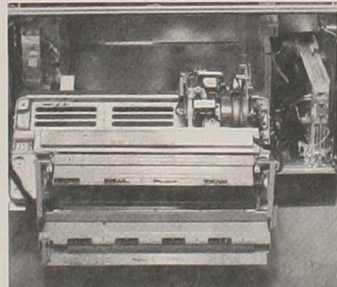
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KICKER	185	WORLD CUP	385
TRIUMPH S.A.	250	DIXIELAND	320
GOLD STAR S.A.	265		
BELAIR S.A.	285		
MEDALIST	310		
TEXAS RANGER	205		
GOTTLIEB		UNITED	
SHIPMATES, 4-PI.	\$175	ULTRA S.A.	\$175
KINGS & QUEENS	165	TIGER	195
ICE REVUE	180	CORRAL	310
CENTRAL PARK	195	MAMBO	220
		PYRAMID	285

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Round The Route

EASTERN FLASHES

ON THE AVENUE, TENTH AVENUE — Generous delegation of Japanese gentlemen on the street last Tuesday, seen by a good number of the trade, were making the proverbial rounds on behalf of Taito Trading Ltd. of Tokyo — prominent operating, distributing and manufacturing firm. Starting down at Mike Munves place (where a good representation of their Crown games are on exhibition on his showroom floor, the visiting tradesmen walked on up to visit with Al Simon and Al D'Inzillo and were last seen enjoying some typical New York cuisine — hot dogs for all at the familiar Sabrette stand next to Runyon . . . Mike Munves, hail and hardy as ever, told us the last two months have been extremely busy for his firm, filling his arcade customers' orders for replacement machines. Incidentally, for all those who've asked us where to get a coin-op telescope unit, Mike's got something in the store for you . . . Rock-Ola model 440 juke, with dollar bill acceptor, currently very hot item with Al Simon. Machine's been moving very well for Simon since its release last year and the dollar acceptor has enabled many New York ops to get their locations on the higher vend price in music . . . At Runyon, Louie Wolberg tells us operator Al Goldberg (P.L.K. Vending) lost his mom recently. Also hear that the Tartaglia brothers lost their mother a few weeks back. Our condolences . . . Irv (the Kissing Salesman) Kempner making the rounds of his Westchester and Rockland customers last week and phoning in those Rowe and Bally orders; likewise big business logged by Kempy for the Kaye Apollo table . . . U.S. Billiards sales director Len Schneller off to the Adirondacks for this past weekend for the Lake Placid 8-ball tourney; joined by Bob Catlan of Bilotta's Albany office for the big event . . . Mickey Greenman of Associated Coin Amusement (US reps for the NSM music machine line) back to New York for wedding of son Lyle (last Thursday). Preparations for the affair kept Mickey right busy but he managed to put in considerable time on sales promotion work on behalf of the German-made machine, including setting up Port of New York shipping forwarder to facilitate movement of the imports around the country. Of yeah, son Lyle married a cutie pie named Barbara. Elegant affair took place at Leonards of Great Neck out on the Island.

SOUNDS GOOD! — Enjoyed chatting with Alex Rock of Romur Records whose recent 'Happy Birthday' record release is doing land office biz down in Philly (courtesy of Eastern Music and Willaims One Stop). What's new about this Birthday disk? Well, it's an R&B version for your soul locations and sounds just great. One side has the tune in a shuffle version, the other in a blues style. Look out, sounds like a biggie with ops. Johnny Halonka has it up here in Big Town but you foreigners can get it by writing to Alex in Philly at 2750 N. Broad St.

NEW EQUIPMENT — That Poker Arena game that Whichard Industries is making has all the earmarks of a grand slammer. The machine's currently operating all over the Carolinas, making good dough too, according to firm exec Haywood Whichard. General Vending, handling the Northeast region for the company out of Baltimore, likes the unit very, very much and that's a pretty good endorsement. General's boy-wonder Arnie Kaminkow also likes operator remarks on results with Cointronics' new electric Ball/Walk game — remarks like "I'd like three more" . . . "Campus Queens"

continues very strong in the pingame area down at Active Amusement. Joe and Frank Ash, Marty Browstein, Frank O'Neil et al are all singing the game's praises. "There's nothing like a Gottlieb game," Joe said, as he said before and will undoubtedly say again . . . Although of transitory interest to coin operators, we simply must publicly applaud American Shuffleboard's design engineering staff on their new Granada home table. This is really one beautiful piece of workmanship. Done up in real dark Spanish Oak laminate it would be a credit to any recreation room and a highlight to the decor of the finished basement. Once again, you just can't beat the products our industry makes.

FIRE AT PARAMOUNT — While driving down Bruckner Blvd. en route to the Cash Box, we saw results of extensive fire to Paramount's route headquarters in the South Bronx. Al Miniaci, on his way back from Florida, was unavailable for comment, but we hear it was a pretty sizable fire.

HIGHER PLAY PRICING — If any operators still are hesitant to raise the ante on their equipment vend, they should read story which ran in recent Wall Street Journal headlined 'Cost of Small Items Jump Sharply but Folks Don't Get Very Upset'. The article essentially stressed that the "penny arcade" was now as much a misnomer as the "dime store" or the "good 5' cigar." On paragraph read:

"Buddy, we ain't had nothing here for a penny since World War II," says the manager of a penny arcade on Philadelphia's Market Street. The cheapest game at the arcade is a five-cent grip test (a frugal reporter scored a soft 88 pounds, only six pounds over the "sissy" category), but most of the games cost a dime. One now costs a quarter."

HERE AND THERE — Big bash for Bert Betti's dad set for this Thursday night at the Montammy Country Club in Alpine, N.J. Many close family friends will be attending to honor the founder of H. Betti & Sons, Betson Enterprises and Eastern Novelty Co. . . . Bally products will now be handled in Florida from the three branch offices of Bush International, according to report from the factory . . . John Bilotta, Jr. will be on his honeymoon by the time this issue hits the mails. Young John was married last Sat. up in Newark, N.Y. Many trade notables were scheduled to attend . . . Carl Pavesi once again will serve as president of the Westchester Operators Guild, being reelected last week at their big meet. See details elsewhere . . . Dom Sicilia of the Mr. Nickels juke box shop (homeowner machine emporium) is presently conducting giveaway promotions on WNBC and WNEW radio stations to publicize his shop. Dom's giving away two units (with the coin mech plugged up) and the radios spots sound great. Good PR for us, too . . . Al Simon's son Bob graduated from NYU last Wednesday at Madison Square Garden's giant Felt Forum. Lad received a BS and is interested in going on to medical school. Meanwhile, Al tells us he himself graduated NYU, and in the school's 100th class, no less. . . . Oh year, a belated happy Father's Day to all you dads . . . Ace one-stopper Jimmy Galuppi puts his operator pick-hit sticker this week to Frankie Valli's new 'The Girl I'll Never Know' on Philips Records. Jane Ray likes the Vogues' 'Moments to Remember' . . . George R. Oscar, general manager of ARA's Atlanta division, has been elected president of the Georgia Automatic Merchandising Council. Previously he served on that association's board of directors.



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CashBox Round The Route

CHICAGO CHATTER

Bally Mfg. Corp.'s sales manager **Paul Calamari**, announced this week that Bush International has been appointed exclusive Bally distributor for the state of Florida (see story). Received word from Marvel Mfg. Co. prexy **Ted Rubey** that the firm will close for vacation on June 30, to re-open July 21. There will be no skeleton force this year so Marvel customers are being urged to stock up before the 30th! There's something new in the offing at Midway Mfg. Co. As of now the firm is enjoying much success with "White Lightning" and "Golden Arm." However, by the end of the month, as **Ross Scheer** tells it, Midway will release a new game that promises to have an even greater impact on the American game market than "Whirlybird"! Watch for it!

Following last week's announcement that Empire International was appointed exclusive distributor for the Computer Quiz in Europe, we hear from firm's veepee **Joe Robbins** that Empire has also been appointed exclusive representative for the Computer Quiz in the Far East! Prexy **Gil Kitt** is currently on an extensive business trip out there! **Joe Schwartz** and **Mort Levinson** of National Coin Machine Exchange are anxiously awaiting a new D. Gottlieb & Co. game which is scheduled for release shortly! Tonight's the big night (11) for World Wide Dist. president **Nate Feinstein**, who'll be honored by the Greater Chicago Committee State Of Israel Bonds (Coin Machine Industry division) at a testimonial dinner in the Palmer House. Co-chairmen of the event are **Sam Stern** of Williams Electronics Inc. and **Avron Gensburg** of Chicago Dynamic Industries.

Exhibitor interest and enthusiasm for the upcoming MOA Expo — which isn't as far off as you think — has been mounting steadily these past weeks. **Fred Granger** sees another big, successful show! Many of last year's major exhibitors are inquiring about additional space and the MOA office is receiving correspondence from newcomers who are showing interest in possibly exhibiting this year. Fred, by the way, will be speaking at the ICMOA meeting in Springfield, Ill. the weekend of July 12. He plans to conduct a public relations seminar similar to the session held at the recent FAMA confab. Atlas Music Co.'s **Bob Vihon** is knee-deep in arrangements for the second Iowa Illinois Operators Group pool tournament, which gets underway in September.

Ronald Cazel, secretary-treasurer of KAMA (Kansas Amusement & Music Assn.) items that the association's annual meeting has been scheduled for August 23-24 in Wichita. As an inducement for new members, Ron is arranging to secure tickets to the National Baseball Congress (to be held August 23) and invite prospects to the game as guests of KAMA!

Here are some made to order operator singles, according to **Gus Tartol** of Singer's One Stop: "Yesterday When I Was Young" by **Roy Clark** (Dot), "Spinning Wheel" by **Blood Sweat & Tears** (Columbia), "But For Love" by **Eddie Arnold** (RCA), and two-sider "Near You" b/w "Up A Lazy River" by **Brad Swanson** (Thunderbird). The IAAP summer meeting, hosted by Disneyland, will be held September 10-11-12. Headquarters is the Disneyland Hotel in Anaheim. Session will convene on September 13 in Honolulu Hawaii! Members are urged to send in their reservation requirements to the IAAP office. An interesting and very exciting agenda is promised!

MILWAUKEE MENTIONS

Carmen McRae is currently headlining in the Lake Geneva Playboy Club. Invitations are in the mail for Thursday's (19) food seminar to be hosted by Pioneer Sales & Services. **Joel Kleiman** and **Sam Cooper** are expecting a big turnout! Event will be held at the Wisconsin Electric Company. Main topic among local operators is the "Paradise Playtime Holiday" package being offered by Empire Dist. (Chicago). Everyone's trying for it! After all, what better time of the year than December, to depart the freezing atmosphere for some sun and fun in Nassau! **Jack Hastings** notes heavy action at Hastings Dist. Co. on Valley pool tables and Rock-Ola phonographs. Jack's had lots of inquiries about the Empire trip! Congrats to veteran WEMP staffer **Joe Dorsey** who received the Fraternal Order of Eagles Radio Appreciation Award as top Milwaukee air personality. Joe's been with the station since 1946. All's well, and plenty busy at Pierce Music in Brodhead. **Clint's** on the go as usual and **Marie** is manning the phones! Nothing definite as yet on the impending Wisconsin State Association meeting this summer. Got the word from **Gordon Pelzek** of Record City that the following singles are scoring very well with local operators: "Monuments To Remember" by **The Vogues** (Reprise), "All For The Love Of A Girl" by **Claude King** (Columbia), "Days of Sand And Shovels" by **Bobby Vinton** (Epic), "Quentin's Theme" by **Charles Grean** (Ranwood) and "It Takes Me All Night Long" by **Cal Smith** (Kapp).

CALIFORNIA CLIPPINGS

Howard Bartley and **Lance Hailstone** at Nutting Associates say that amusement operators will find cute item in July issue of **Mad Magazine** called "The Lighter Side of Amusement". Seems the comic pictures some character beating the living daylight out of a pinball machine, trying to hit high score. In the next box he complains to the arcade changemaker that the machine keeps tilting on him and bemoans the fact that "nothing works right anymore." It's an obvious chop on the folks who like to kick, punch and bounce machines around without any care for the sensitive mechanism whatsoever. We remember a couple of years back when **Mad** ran a bumper sticker inside the book, recommending their readers to tear it out and stick it onto their neighborhood juke box. We won't say what the message was but it didn't help public relations any. And a number of operators actually found it plastered to their machines in the weeks that followed. So **Mad** still owes us a few points. **Bill Collins** at Cointronics info's two, count them, two new games will be released by the factory within the next two months. One's a real biggie, but that's all Billy info's. Nice to see **Murray & Sons**, big table manufacturers hereabouts, coming out with a coin table. See details elsewhere. A.C.A.'s **Mickie Greenman** back east for a week attending to business and also wedding of son **Lyle** last Thursday in Great Neck, Long Island. **Mickie** reportedly signed up a forwarding agent to handle import traffic on the NSM phonographs which A.C.A. distributes in the U.S. That "Drive Master" game at **Bob Portale's** continues to be a strong sales item with his customers. The ChiCoin amusement piece is booking good dough at many a location, he says, with many backseat drivers waiting their turn to try the item. **Roy Clark's** "Yesterday When I Was Young" amounts to one of the hottest record items among ops we speak to. Hope you've got your adult spots programmed with the Decca disk.

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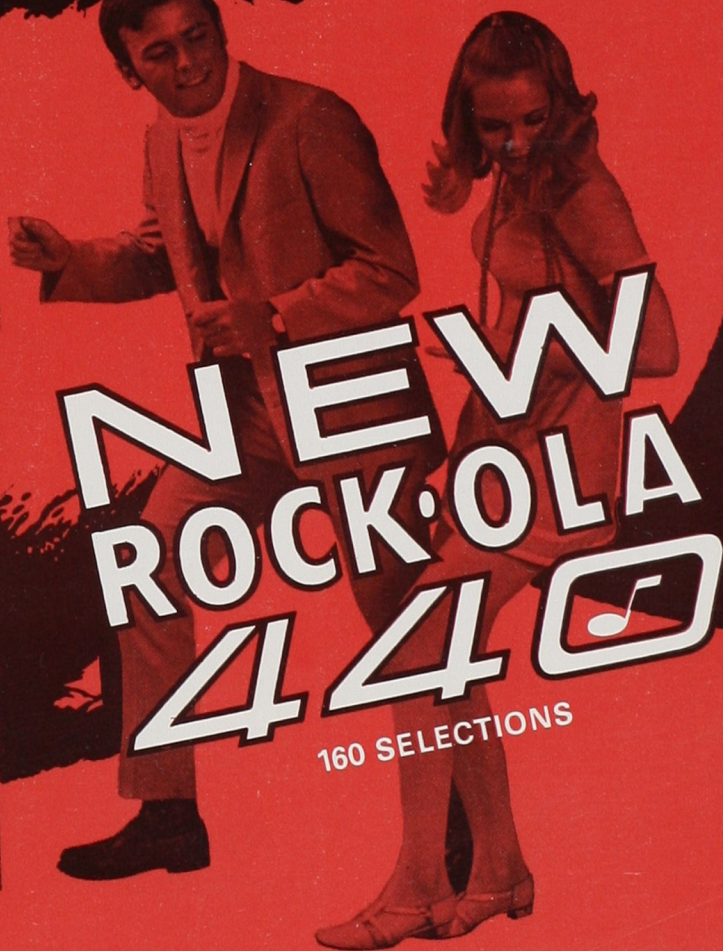
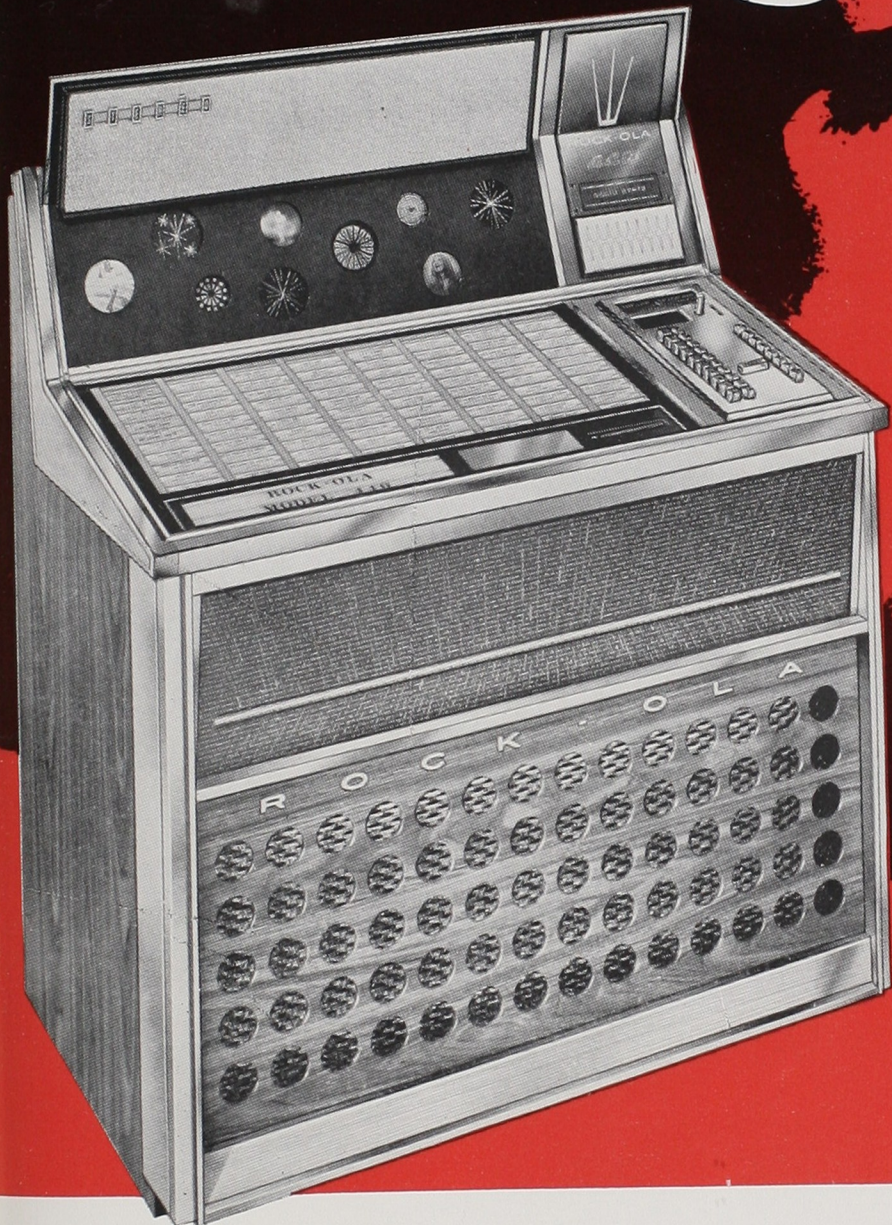
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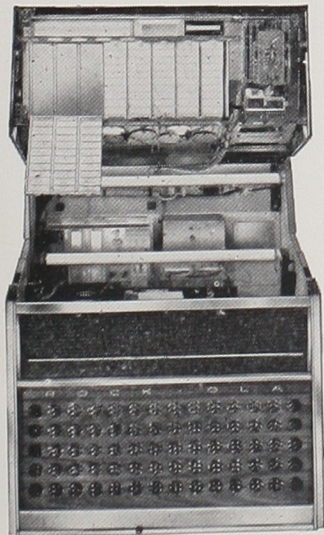
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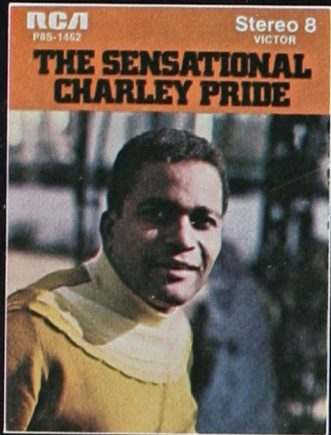
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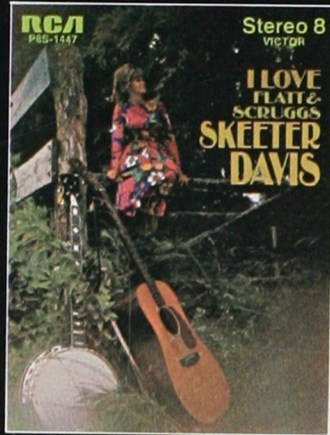
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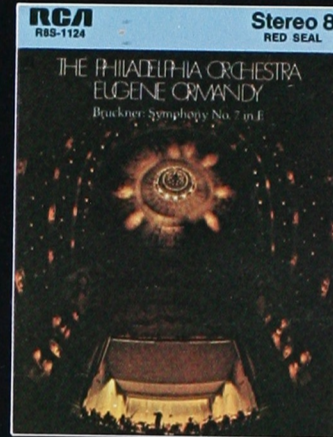
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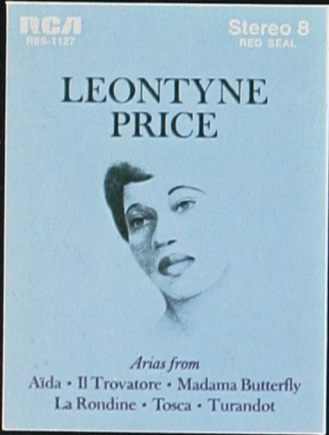
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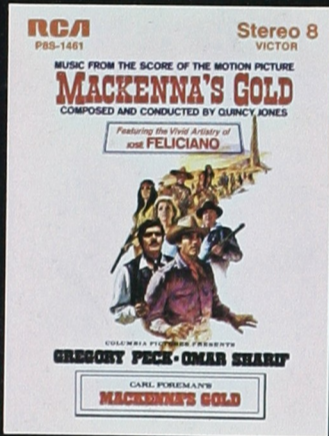
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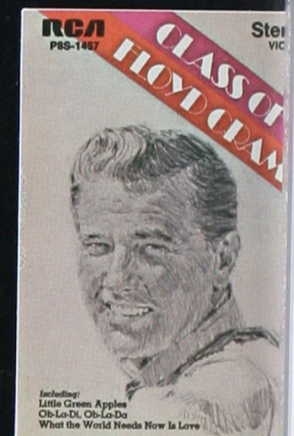
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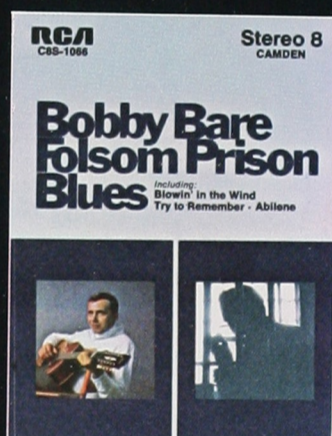
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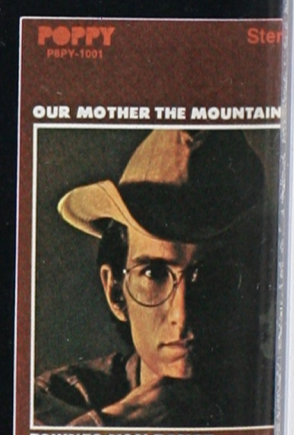
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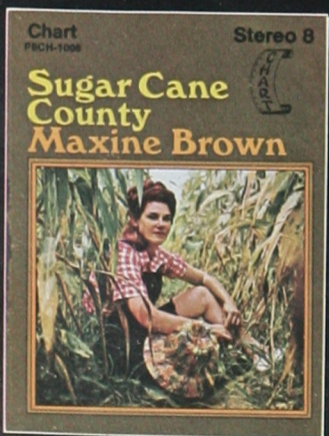
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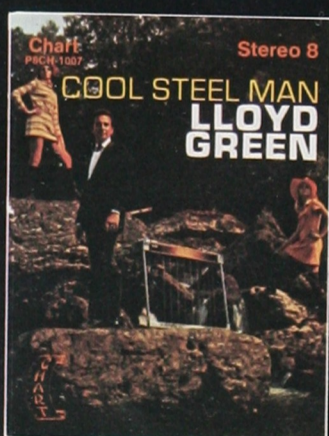
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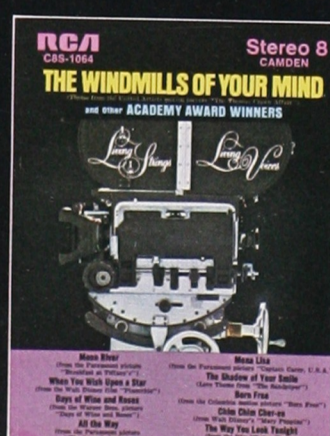
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