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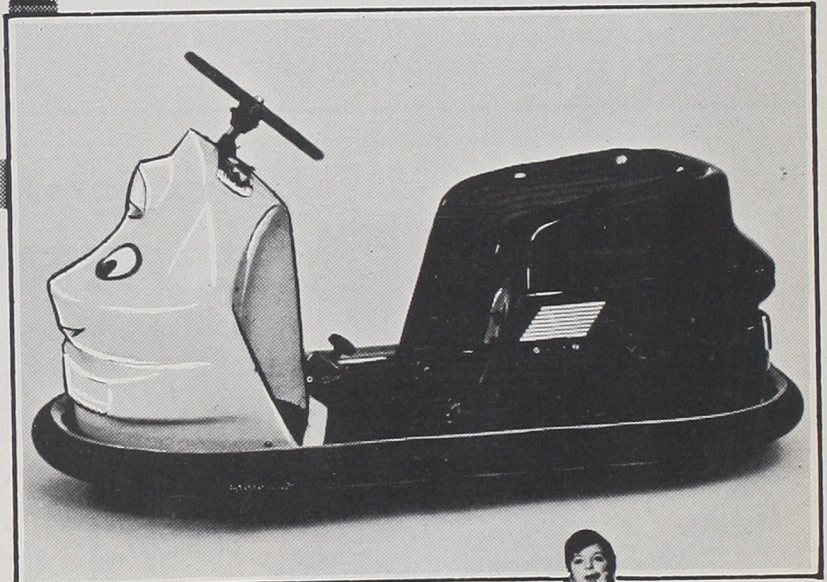
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A.C.A. Adjusts to International Look

OAKLAND; CALIF. — "As the world gets smaller, our business is forced to get larger," stated Henry Leyser, president of Associated Coin Amusement, Oakland-based importers of the NSM coin-phonograph line — products of European origin which appear about to parallel the course taken by the games of SEGA Enterprises — American industry acceptance.

The NSM jukebox line, currently highlighted by their Prestige 160, is manufactured in the city of Bingen, West Germany. This prominent European manufacturing firm is also closely associated with Loewen Automaten GMBh, major producers of gaming and amusement machines for the German market, as well as distributors for a variety of other machines.

A.C.A. has been representing NSM products in the U.S.A. for almost two years, going the established marketing route of factory to distributor to operator (in this case, A.C.A.'s dealers are termed "sub-distributors").

"To keep pace with our expanding markets, we are constantly on the lookout for new and unique types of equipment," Leyser stated, on a recent stopover in New York en route to Germany. "And although travel is an integral part of our hunt, we are not confining our line to foreign products. We will also search out qualified American products.

"We will not add anything to our growing product line unless we are convinced that the industry needs it; and that the product is of the highest quality. It must also be an exciting product," Leyser continued, "like the Prestige and its companion phonograph Consul 130.

"These two products have created a world-wide stir. In fact, this is the first time ever, that a jukebox, manufactured elsewhere than the United States, has actually joined with the other United States manufacturers to

London Coin Sets New Standards In Glamour and Comfort for Arcades

LONDON — Under the guidance of Mr. H. D. Rogers, Vice Chairman, London Coin's growth during the past year has been phenomenal by any standards. Formed just a year ago within the Entamgroup, many arcades were set up including the now famous Golden Goose and Chrystal Room in London's Piccadilly. These two arcades are a 'must' for foreign visitors, particularly Americans, who are not accustomed to such luxuriously appointed places. Although primarily an arcade operation, London Coin have machines made to their own specifications by outside manufacturers, and they have had tremendous success recently with their three-quarter size machine 'Big Fair' specially suitable for the smaller site. They have also taken over the Sega line in the U.K. (Previously distributed here by Phonographic) and plan to step up the sales side in the coming months, particularly on the export side. They made a tremendous impact on the market at the Amusement Trades Exhibition earlier this year where they had one of the largest, most colourful and comprehensive stands of the whole show. It is their intention to exhibit more and are contemplating showing at the MOA in the States later in the year. In an interview with Cash Box, Rogers opined that because of the high taxation and

dominate the American market today; we have become the 'big five' rather than the 'big four' as was the case before," Leyser claimed. "This is a true breakthrough in the jukebox industry," he added.

"We expect that our expansion will eventually cause us to open offices in New York and perhaps one or two foreign countries. However, no matter how much we expand, we see no immediate need or reason to leave Beautiful Oakland," he added.



London Coin's ultra-glamorous Crystal Room typifies arcade of the future.

licensing legalities there is bound to be a recession in the trade which will not be helped by the switchover to decimal coinage, although this will present an expense problem rather than an engineering one. Rogers also feels that the reason why British manufacturers have got the edge on American manufacturers during the past few years, is because of the lack of research carried out as to the requirements of the British which is so different from their home market. Summing up the success of their operation, Rogers said that the company is rich in experience — with some 40 years knowledge of the trade — coupled with original thinking and ideas which is essential in the modern age.

Coinbiz is Becoming A 25¢ Game — Rosen

TOKYO — The singularly remarkable accomplishments of SEGA Enterprises Ltd., in the international traffic of amusement equipment, are by now well-known to the industry. Helmsman David Rosen (shown below) is vigorous in his attempt to establish higher play pricing standards throughout the world today as he was securing an effective international dealer network to channel his company's products.

Using his extremely successful 'Periscope' arcade game as touchstone in his current "25¢ play" promotion, Rosen's philosophy states simply that the world is ready to pay more for its entertainment, ergo, the operator should charge more and therefore earn more. "The novel machines which the business will be producing for the 'leisure 70's' will be the trade's ticket to higher profits," he claims.



David Rosen

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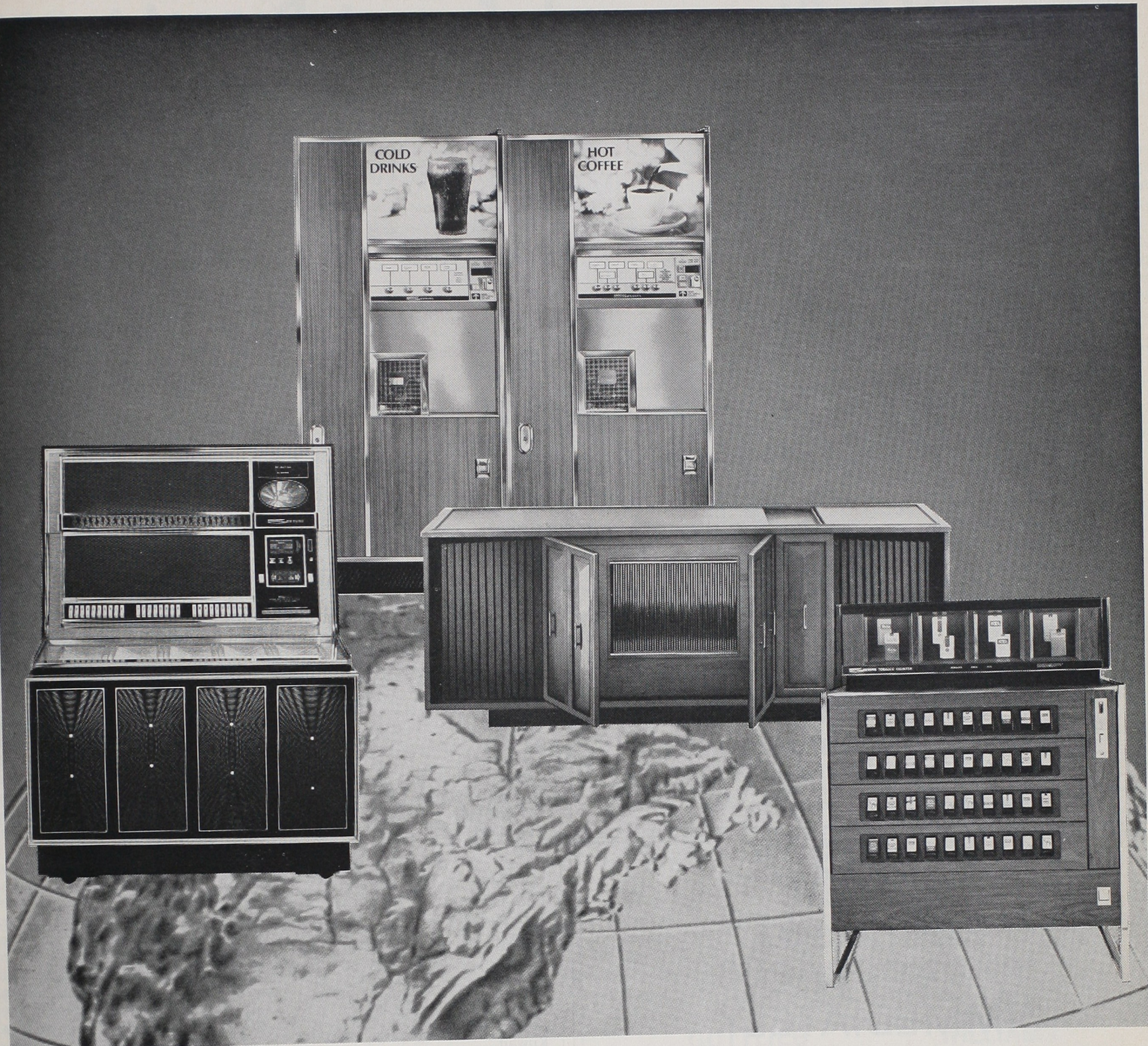
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1968 Phonograph Export Report

Country	(Jan.-Dec. 1967)		(Jan.-Dec. 1968)	
	No. of Units	Dollar Volume	No. of Units	Dollar Volume
NO. and CENTRAL AMERICA				
Bahamas.....	90	\$73,328	110	\$72,694
Barbados.....	—	—	1	601
Bermuda.....	9	5,675	12	2,886
British Honduras.....	18	14,915	8	6,870
Canada.....	1,996	975,695	1,541	1,122,714
Costa Rica.....	69	48,389	65	45,834
Dom. Rep.....	2	510	18	4,782
El Salvador.....	30	14,257	21	10,185
F. W. Ind.....	—	—	7	2,620
Guatemala.....	45	20,651	42	27,656
Haiti.....	1	831	5	850
Honduras.....	150	86,013	361	124,213
Jamaica.....	75	49,921	148	96,490
Lw. Wv. Is.....	27	8,724	12	7,711
Mexico.....	702	100,785	711	146,940
Neth. Antilles.....	9	8,483	43	31,286
Nicaragua.....	122	45,706	20	8,585

Country	(Jan.-Dec. 1967)		(Jan.-Dec. 1968)	
	No. of Units	Dollar Volume	No. of Units	Dollar Volume
Panama	293	203,349	190	84,459
Trinidad	33	26,134	51	24,791
SOUTH AMERICA				
Argentina.....	52	32,875	61	38,144
Brazil.....	6	2,129	8	3,033
Guiana.....	45	21,339	85	20,325
Chile.....	1	1,152	2	1,506
Colombia.....	4	700	2	470
Ecuador.....	2	720	61	11,957
Peru.....	833	153,288	128	5,107
Surinam.....	20	6,923	6	5,450
Uruguay.....	—	—	4	1,000
Venezuela.....	799	84,034	1,525	427,943
EUROPE				
Austria.....	196	153,926	253	150,903
Belgium.....	3,219	1,932,884	3,692	2,724,443
Cyprus.....	41	18,747	48	22,387
Denmark.....	53	37,667	65	48,300
Finland.....	16	7,365	16	7,546
France.....	435	370,106	589	493,198
Gibraltar.....	2	630	—	—
Greece.....	1,105	260,240	1,267	322,764
Ireland.....	13	5,934	26	7,538
Italy.....	1,557	1,066,196	2,473	1,792,969
Malta.....	9	7,507	2	1,756
Netherlands.....	414	288,595	591	449,209
Norway.....	21	13,463	29	21,184
Portugal.....	23	11,865	20	12,891
Spain.....	2	1,600	1	693
Sweden.....	96	67,357	90	68,715
Switzerland.....	473	371,582	318	258,565
United Kingdom.....	1,214	847,278	1,621	772,305
W. Germany.....	5,145	3,250,378	6,152	4,171,324
Yugoslavia.....	5	3,570	—	—

Country	(Jan.-Dec. 1967)		(Jan.-Dec. 1968)	
	No. of Units	Dollar Volume	No. of Units	Dollar Volume
ASIA				
S. Arabia.....	2	1,103	—	—
Bahrain.....	1	530	—	—
Fed. Malaya.....	127	48,787	46	25,772
Hong Kong.....	478	293,363	460	272,977
India.....	2	600	—	—
Iran.....	26	9,351	—	—
Israel.....	57	31,824	47	9,790
Japan.....	5,846	2,900,853	6,020	3,447,769
Korean Rep.....	—	—	26	34,602
Kuwait.....	1	1,040	—	—
Lebanon.....	10	2,400	11	1,513
Nansei Is.....	269	150,306	218	79,037
Pakistan.....	2	2,500	—	—
Philippine Rep.....	126	30,845	349	62,451
Taiwan.....	9	1,710	1	820
Thailand.....	173	68,302	87	48,808
S. Vietnam.....	12	7,836	19	7,235
S. Yemen.....	—	—	1	802
AUSTRALIA				
Australia.....	205	100,980	168	73,176
New Zealand.....	25	3,845	16	2,080
F. Pacific Is.....	—	—	4	1010
T. Pac. Is.....	9	6,757	11	4,490
N. Guinea.....	12	3,400	—	—
AFRICA				
Algeria.....	—	—	1	300
Canary Is.....	—	—	19	11,475
Cameroons.....	1	1,021	—	—
Ghana.....	2	590	—	—
Kenya.....	77	21,171	102	28,012
Liberia.....	1	747	—	—
Malawi.....	—	—	4	1,982
Mozambique.....	1	849	9	3,645
Rhod.....	2	900	—	—
Senegal.....	—	—	1	983
Uganda.....	40	11,065	98	25,854
Un. S. Africa.....	—	—	24	17,100
Zambia.....	9	9,549	5	3,359

Country	(Jan.-Dec. 1967)		(Jan.-Dec. 1968)	
	No. of Units	Dollar Volume	No. of Units	Dollar Volume
Grand Totals	26,996	\$14,374,982	30,238	\$17,820,374

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Rowe — AMI JAN	575.00	Bally Dixieland 1-P	350.00
Rowe — AMI JAM	425.00	Bally Rocket III 1-P	200.00
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1968 Amusement Export Report



	(Jan.-Dec. 1967) Dollar Volume	(Jan.-Dec. 1968) Dollar Volume
Central America		
Bahamas	\$71,272	\$93,119
Cuba	68,057	2,795
Dominican Republic	709,212	999,282
Guatemala	—	752
Honduras	—	4,480
Nicaragua	24,730	16,902
Panama	—	506
Trinidad and Tobago	33,932	71,596
West Indies	88,580	57,041
Other Countries	—	690
Grand Total	142,941	143,600
South America		
Argentina	—	11,542
Brazil	—	212
Chile	—	7,804
Colombia	13,266	6,039
Costa Rica	—	1,567
Cuba	—	1,445
Ecuador	12,000	—
El Salvador	143,493	72,860
Guatemala	—	—
Honduras	—	—
Nicaragua	—	—
Panama	—	—
Paraguay	—	—
Peru	—	—
Uruguay	—	—
Venezuela	—	—
Grand Total	\$101,705	249,576
Europe		
Austria	—	4,060
Belgium	2,296,123	3,910,941
Denmark	—	7,651
France	557,892	888,640
Germany	44,176	20,789
Greece	2,843,024	3,467,677
Italy	—	4,299
Netherlands	62,985	85,869
Portugal	130,228	242,253
Spain	—	20,394
Sweden	3,784,719	4,149,670
Switzerland	—	616
United Kingdom	391,774	230,956
Other Countries	28,437	102,698
Yugoslavia	12,907	17,670
Grand Total	53,128	1,750
Asia		
India	53,128	25,545
Japan	270,614	591,276
Philippines	7,177,916	7,504,718
Singapore	7,204,625	5,373,805
Thailand	5,364,107	5,106,279
Other Countries	204,962	—
Grand Total	—	4,504
Africa		
Algeria	—	408
Angola	—	—
Cameroon	\$112,376	98,953
Kenya	—	1,300
Madagascar	—	1,353
Mali	—	—
Nigeria	1,303,776	2,000,932
Senegal	125,000	92,670
Tanzania	200,132	12,369
Uganda	—	4,713
Zambia	64,231	59,991
Zimbabwe	—	6,194
Grand Total	67,260	148,158
Other		
China	—	1,860
Hong Kong	36,140	43,970
India	201,083	104,539
Japan	264,480	291,175
Other Countries	—	—
Grand Total	154,642	208,783
Oceania		
Australia	—	8,694
New Zealand	—	750
Grand Total	—	1,106
Other		
Canada	58,942	76,217
Other Countries	—	318
Grand Total	—	2,935
Other		
Other Countries	—	1,310
Grand Total	—	1,127
Other		
Other Countries	—	16,575
Grand Total	14,336	10,074

Country	(Jan.-Dec. 1968) Dollar Volume	(Jan.-Dec. 1967) Dollar Volume
Senegal	—	4,714
Tanzania	—	1,575
Tunisia	48,340	—
Uganda	—	1,570
Zambia	—	2,444
U. So. Africa	13,647	16,579
Other Countries	117,042	—
Grand Total	\$34,618,232	\$36,800,543

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1968 Vending Machines Export Listing

Country	(Jan.-Dec. 1967)		(Jan.-Dec. 1968)		Country	(Jan.-Dec. 1967)		(Jan.-Dec. 1968)	
	No. Of Units	Dollar Volume	No. of Units	Dollar Volume		No. Of Units	Dollar Volume	No. of Units	Dollar Volume
NO. and CENTRAL AMERICA									
Bahamas	142	\$45,665	141	\$45,871	Portugal	2	314	9	5,337
Barbados	16	11,514	29	13,282	Spain	891	229,483	211	110,968
Bermuda	37	19,274	134	43,017	Sweden	1,387	209,108	784	444,043
British Honduras	1	550	—	—	Switzerland	135	25,210	171	44,406
Canada	15,196	4,482,202	15,346	4,252,514	United Kingdom	4,207	1,184,976	3,857	1,551,700
Costa Rica	9	5,694	107	12,555	W. Germany	5,677	1,395,971	9,798	1,457,417
Dom. Rep.	44	21,723	57	27,327	Yugoslavia	6	5,760	—	—
El Salvador	786	30,075	1026	26,779	U.S.S.R.	1	591	—	—
Fr. West Indies	17	11,964	20	12,103	ASIA				
Guatemala	178	58,817	407	8,490	Arabia	5	\$3,424	10	7,114
Honduras	34	10,405	108	60,125	Bahrain	—	—	4	2,070
Jamaica	39	26,396	134	52,992	Saudi Arabia	5	3,501	—	—
Lw. Ww. Is.	5	1,675	7	3,864	Ceylon	2	1,584	—	—
Mexico	437	160,337	647	184,003	Fed. Malaya	504	15,097	—	—
Neth. Antilles	65	29,352	86	22,892	Hong Kong	1,520	48,870	531	50,941
Nicaragua	44	2,556	50	525	Israel	—	—	5	1,513
Panama	314	127,658	814	341,699	Japan	3,665	747,081	6,137	1,390,172
Trinidad	23	8,396	102	57,849	Kuwait	139	87,500	354	221,773
SOUTH AMERICA					Lebanon	69	42,994	142	95,763
Argentina	1	\$560	7	1,890	Nansei Is.	470	123,119	93	37,377
Br. Guiana	16	3,244	79	42,175	Pakistan	4	1,439	—	—
Chile	5	2,177	—	—	Philippine Is.	193	157,768	347	209,407
Colombia	3	4,181	5	4,865	Singapore	576	13,534	6	3,406
Ecuador	—	—	1	1,000	Thailand	212	12,587	—	—
Fr. Guiana	—	—	8	5,110	S. Vietnam	33	28,200	15	630
Peru	—	—	16	7,970	AUSTRALIA				
Venezuela	511	194,587	562	215,032	Australia	1,589	\$69,248	1,437	117,936
EUROPE					New Zealand	12	420	53	14,120
Austria	135	\$48,368	120	48,557	T. Pac. Is.	—	—	6	1,120
Belgium	7,918	1,014,204	7,801	1,464,023	AFRICA				
Denmark	8	2,482	42	10,189	Canary Is.	2	\$1,820	—	—
Finland	239	47,874	70	48,801	Ethiopia	17	17,795	15	12,366
France	1,594	261,078	2,651	388,397	Libya	24	498	—	—
Ireland	2	770	2	498	Sierra Leone	—	—	1	540
Italy	262	137,933	427	107,414	Un. So. Africa	241	153,143	151	58,929
Netherlands	331	119,457	1,825	489,998	Grand Totals				
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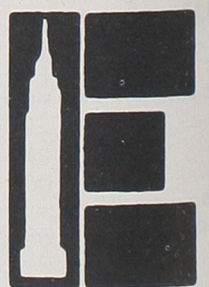


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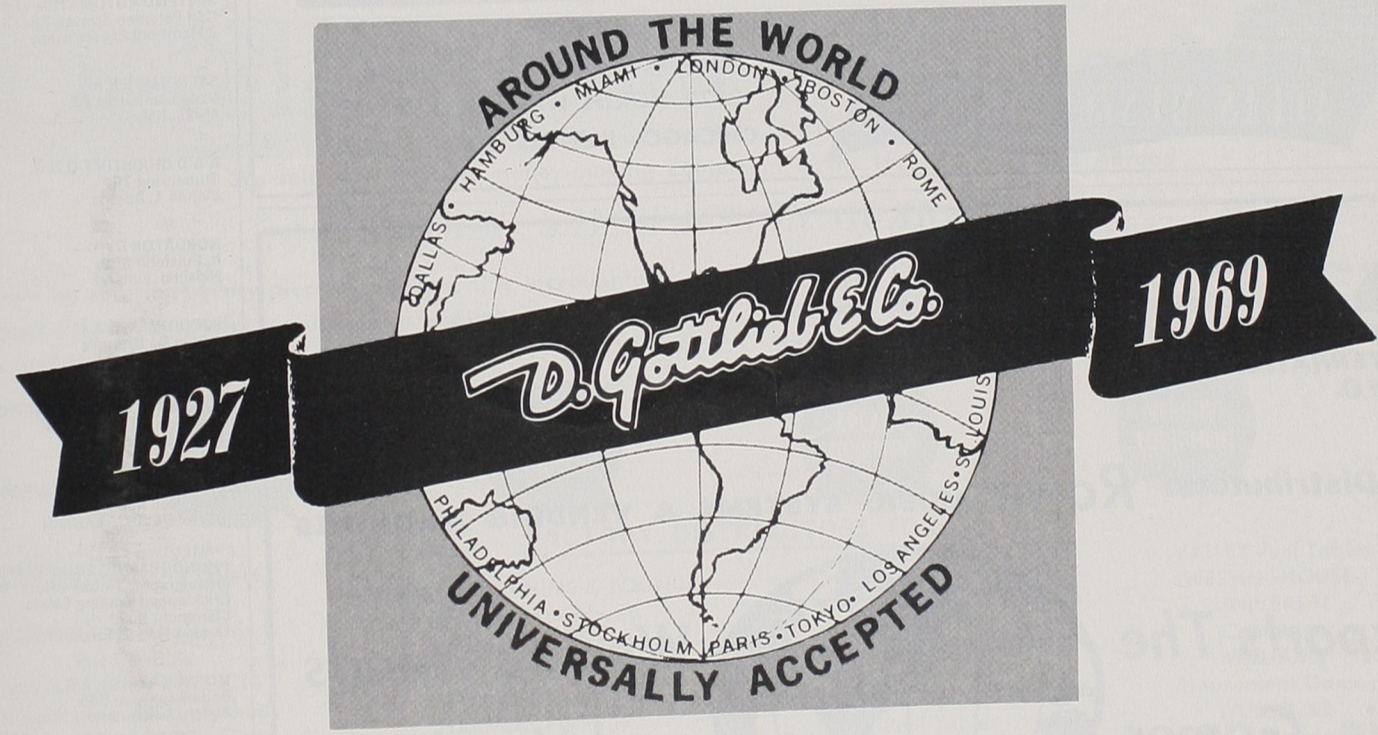
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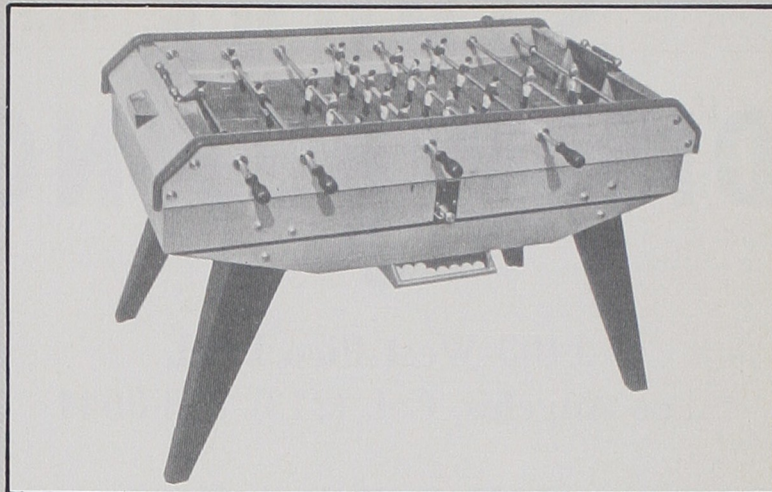
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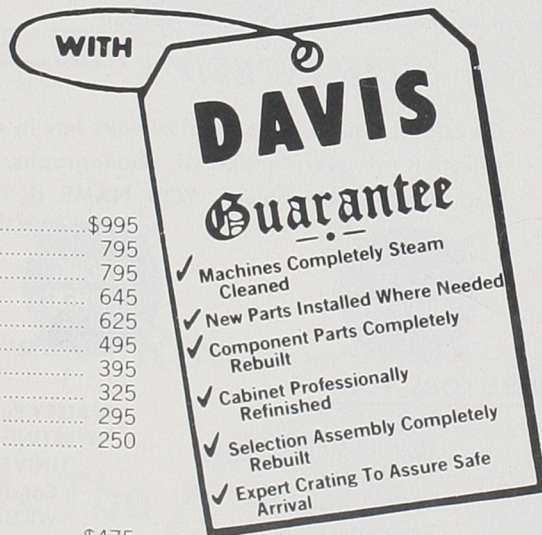
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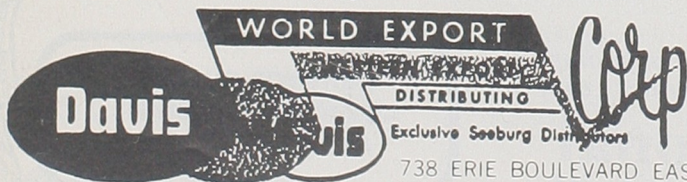
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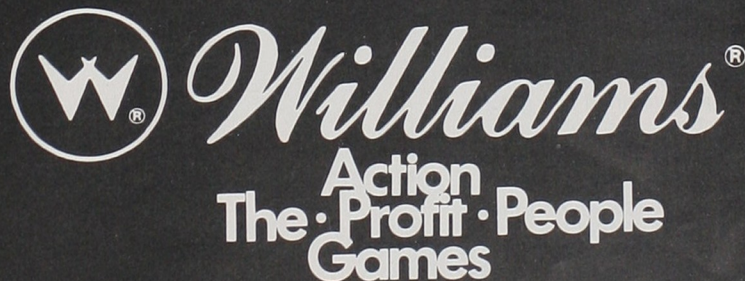
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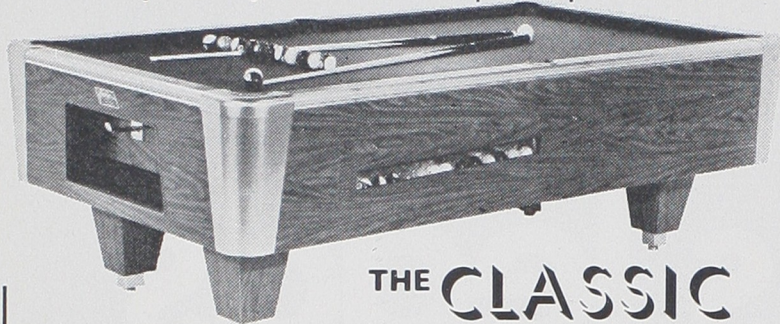
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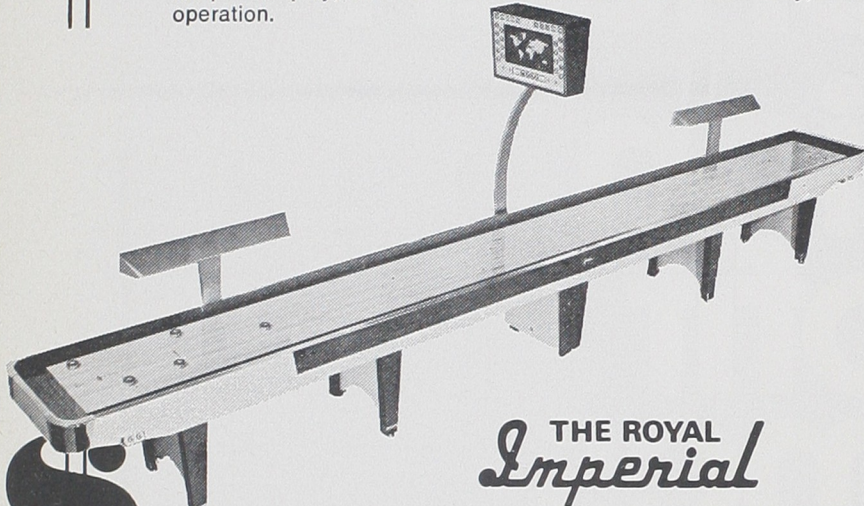
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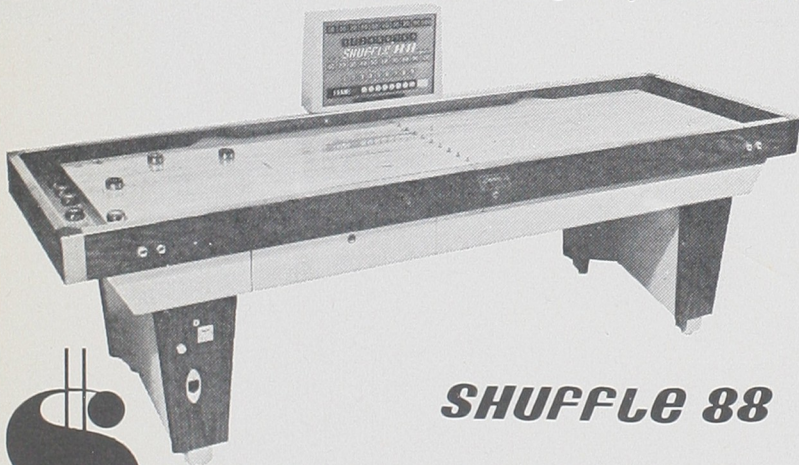
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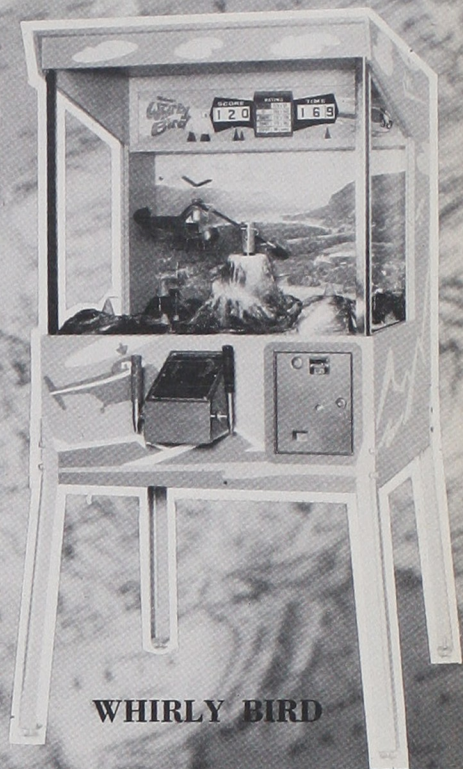
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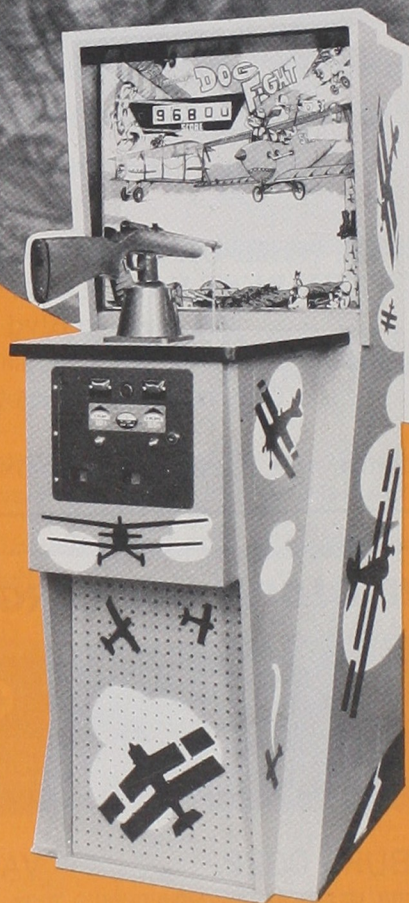
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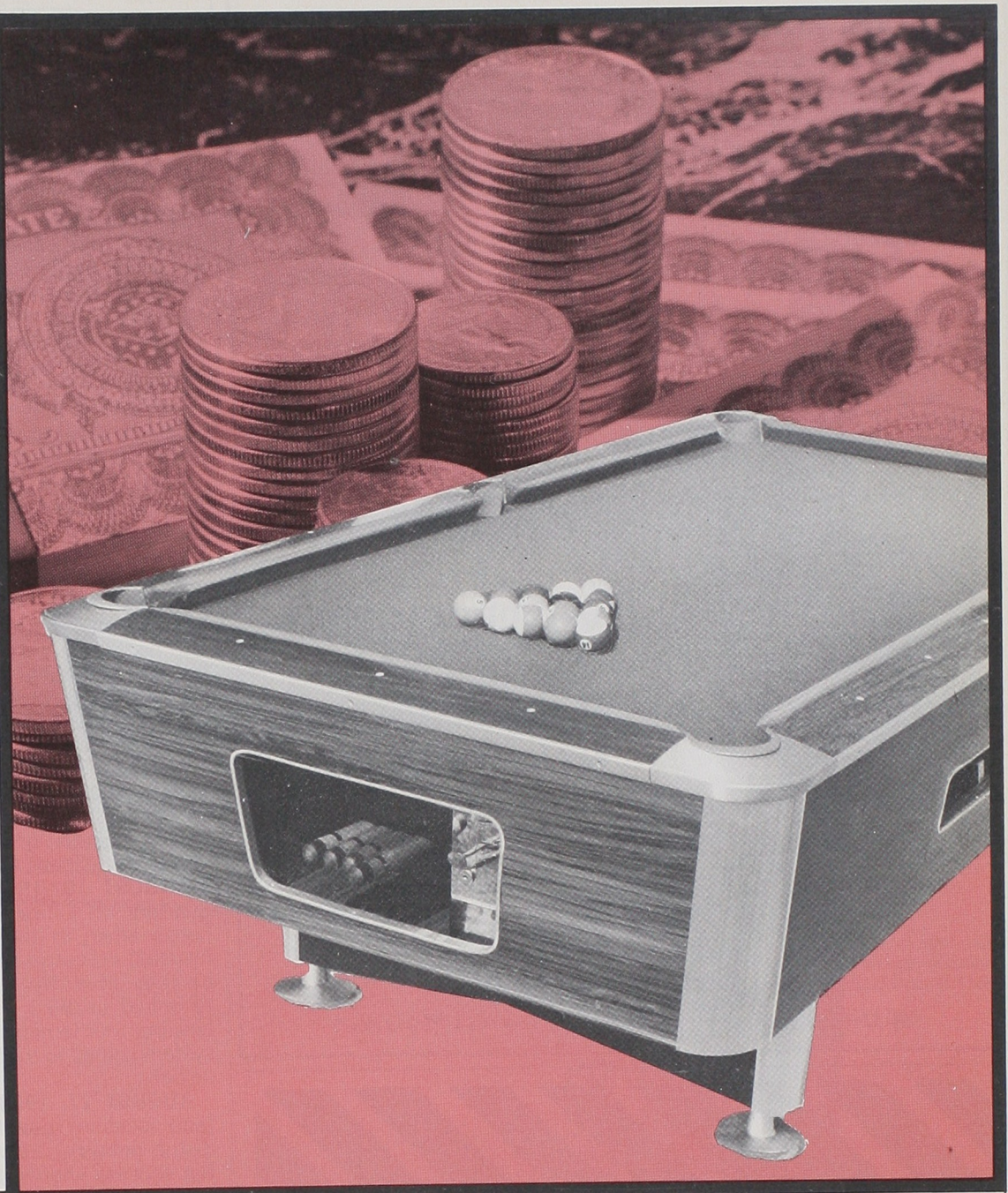
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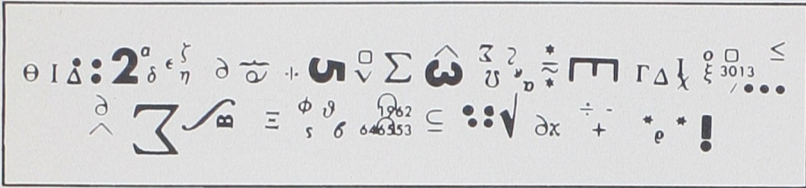
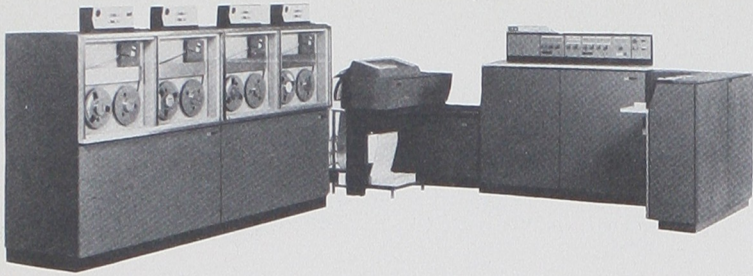


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1968-69 HI-LITES COIN MACHINE NEWS



JULY 1, 1968—Coinbiz entered the fiscal year under a new cloud (or silver lining) called route consolidation. Various economic factors either forced or gently coaxed operator mergers or outright sales to bigger firms. Often public vending companies now looking wide-eyed and green at the "lucrative music and games street location." . . . Coinvet Bill Prutting put his weight and trade prestige behind Jack Gordon's then newly-formed Cameron International Ltd. . . . Trade mourned the death of pioneer Mar Lesnick, Baltimore operator and distributor . . . Federal FTC issued cigarette tar and nicotine "top 100 chart," forecasting plenty of anti-cig publicity during the year.

JULY 20, 1968—The Irving Kaye Company came into the amusement games business with its hard-hitting Batting Practice baseball unit . . . SEGA unveiled, or rather "unleashed" its extremely successful "Periscope" super-game . . . New York trade raised half a grand for the March of Dimes.

JULY 27, 1968—California trade-vet Joe Duarte came on strong with his Delta coin-table line . . . MOA issued its employee income tax table, another member service . . . NAMA noted meteoric rise in production and popularity of the can drink vendor; the vending association also upped its dues, effective the following January . . . Rock-Ola extended Portale Automatic's territory to include Arizona and parts of Nevada . . . Trade mourned death of Valley Vendors founder Isaac Chriss . . . Jones Frankel, the grand old man of Chicago's coin machine advertising industry, died.

AUGUST 3, 1968—Production workers' strike at Valley Mfg. ended and factory returned to full shift . . . Americom Corp. announced formation of Pocketdisc, Inc. to vend their mini-records. Little success reported thru remainder of year but much hope held out for death of National Vendors president Al Diederich.

AUGUST 10, 1968—Empire Distributing moved into brand new headquarters on Chicago's South Sangamon St. Celebrated with huge open house affair; in the Empire style, natch . . . Illinois association's newly installed executive director Fred Gain launched strong, and effective, membership drive. Numbers were to be needed for anti-pin legislative battle to ensue in '69 . . . Royal's Joe Westerhaus, Jr. closed off his '68 coin bowling tournament season with grand finals in Ohio. Joe's Dime-N-Bowl system gained in trade popularity with eight years of continued success under its belt.

AUGUST 17, 1968—Nutting Associates, riding the rising wave of sales (and location) popularity with its Computer Quiz machine, finalized its distrib network . . . MOA issued hospital coverage policy for members only. Big success shortly thereafter . . . Ed Martell of Tri-State Dist. opened new HQ in Manchester, N. H. . . Struve of Los Angeles holds huge Block of Ter Bonanza party for its operator customers; about 300 attend . . . New York City trade veteran Miltie Green entered coin-table manufacturing biz with merger with DiMalto Metals; called company Diplomat Billiards; decides to exit in '69

AUGUST 24, 1968—Cinema Mfg. entered audio-visual field with Color Tek; offered "unusual" film material . . . Midway Mfg. pioneered the "beer frame" feature with its Fantastic shuffle alley . . . Jerry Gordon moved into Connecticut as sales exec for Betson Enterprises . . . Empire's Bob Vihon started mechanic training ball rolling for Wisconsin trade through Manpower Program; in conjunction with Denver training school . . . Cream of the New England operating trade turned out for annual Trimour golf gala.

SEPTEMBER 7, 1968—Commonwealth United acquired Seeburg Corp. with large block of shares sold by Coleman and Nicaastro. Nicaastro remained a Seeburg helm; Coleman resigned . . . Keeney's ex-president Roy McGinnis died . . . Rowe International established a distribution network throughout Canadian territory with offices in principal cities; firm division called Rocanco.

SEPTEMBER 14, 1968—NAMA opened its grand trade show in Philadelphia's Civic Center; discussions showed drift of the big companies into manual food service and in some cases, away from the coin vending machine; Seeburg debuted its Tobacco Counter super cig vender . . . Mel Blatt was promoted to top spot in coin equipment sales at All-Tec Industries . . . Ben Gordon, New England music and games vet, joined newly formed Wurlitzer dealership in East Hartford; taking top spot in '68

SEPTEMBER 21, 1968—Rock-Ola's distributors unveiled factory's Model 440 phonograph console at open house showings clear across the country. unit with 2-25¢ play added weight to trend to higher music pricing . . . Harry Sanders, Nashville's Rock-Ola distrib, was laid to rest . . . Buck Buchman's Redisco, Inc. dove whole hog into the little LP distribution business; many specially pressed for his own Bomar label . . . Mass. association under Ray Barker met in Cambridge Auburn; hears Granger and Cannon.

OCTOBER 5, 1968—Bally brought back its perennial bowler success in "Super 69" version . . . Ransom White, former Nutting Associates marketing exec, took the high road, forming Cointronics, Inc., readied several games for MOA Expo debut . . . Entire trade mourned the loss of John "Tac" Elms, New Orleans operator and Seeburg distributor . . . Introduction of sound effects to coin games came with Midway Dogfight gun . . . Scott Daddis joined United Billiards as marketing chief.

OCTOBER 12, 1968—Doors opened on 1968 MOA Music and Game

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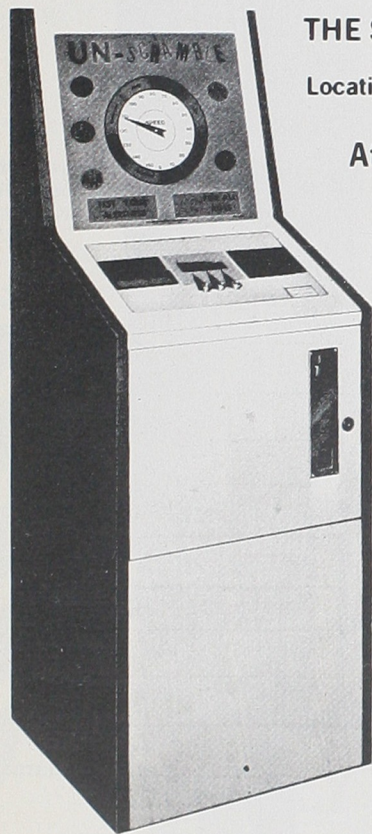
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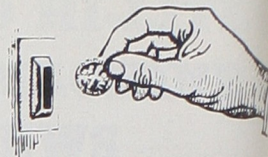
For Profits, Always!



allied leisure industries, Inc.

705 East 10th Ave., Hialeah, Florida

1968-69 HI-LITES COIN MACHINE NEWS



Exposition; trade show fully sold out; Howard Ellis was elected national president succeeding Bill Cannon—the latter piloting extremely stimulating seminar discussion on one-stops and music ops. Jack Gordon previewed his Cameron component phonograph; Brunswick showed their much heralded coin table; Epic Records awarded Best Record Company among members; Honey the best single of the year. Dave Braun exhibited his Mr. Jogger machine and Unscramble word game; ChiCoin's Hockey Champ brought new meaning and interest to the hockey game; U. S. Billiards came into the games business again with its Pro-Bowl soccer table. And it was Wurlitzer Week throughout the country as the factory's distributor introduced the dynamic Americana III phonograph.

OCTOBER 26, 1968—Mrs. Millie McCarthy was re-elected president of the New York State Coin Machine Assn. at the group's annual meeting. . . . New MOA president Ellis revealed big public relations campaign for his term in office.

NOVEMBER 2, 1968—Seeburg launched its most glamorous phonograph aptly called the "Gem" at distrib showings. . . . Johnny Bilotta held his "show after the MOA show" with huge 40th anniversary affair in his hometown of Newark, N. Y. complete with factory machine displays. . . . United Billiards introduced its Challenger line of coin tables.

NOVEMBER 9, 1968—Coin-sage Jim Mangan celebrated his 50th year association with coin machine industry people. . . . Victor Comtometer Corp. acquired Valley Mfg. & Sales Corp. Feddick Ryan, remained at the helm.

NOVEMBER 16, 1968—Ray Horner was promoted to top spot at Color Sonics with Mickey Greenman becoming vice president of the parent company National Radio. . . . Philadelphia's Joe Ash was toasted by that town's trade in conjunction with Israel Bond Drive affair.

NOVEMBER 23, 1968—Combined efforts of New York State's leading operators beat down Albany effort to place sales tax on phonograph and games collections. . . . Jack Mitnick exited All-Tech to become marketing director for D & R Braun Co. . . . Anti smoking ads began to have their effect on consumer buying; tobacco industry stated its belief that the personality of the smoker, not their product, caused health problems. . . . Long time New York City one-stopper Eric Bernay was laid to rest.

NOVEMBER 30, 1968—Irving Kaye Co. introduced its Apollo coin table line. . . . Commonwealth United stockholders meeting made Seeburg acquisition official. . . . Cointronics moved into new, expanded headquarters in Mountain View Cal.

DECEMBER 7, 1968—Harry Moseley, Virginia distributing veteran, died in Mexico City while attending annual Rowe International dealer meeting. . . . Commonwealth United amassed 80% of Seeburg's stock. . . . The National Institute of Coin Mechanics announced opening of a branch of the noted Denver school in Washington, D. C. . . . South Dakota operators completed their first 8-ball tournament. . . . Organization of Illinois and Iowa operators form Bi-State Table Group and get their 8-ball tourney plans underway. . . . Al Denver was once again re-elected president of the Music Operators of New York. . . . Over 6,000 attended I.A.A.P.'s "Parks Show" in Chicago's Sherman House.

DECEMBER 14, 1968—Promotion plaudits went to Chicago's Atlas Music Co. which escorted 200 of its favorite customers and their guests to a fun-filled, four day weekend in Las Vegas.

DECEMBER 21, 1968—Rock-Ola appointed Jersey-based Betson Enterprises its distributor for the state of Connecticut. . . . Johnny Bilotta started building his "do it yourself" jukebox programming reputation with introduction of his "Especially For You" ten pack of location oldies; marketing same to ops in the Northeast region.

DECEMBER 28, 1968—Many tradesmen celebrated the Holidays in bed with the Hong Kong Flu. . . . Rowe finalized acquisition of Hawker-Siddeley Ltd.'s Merchandising Equipment Div. . . . Trade looked toward 1969 as one marked by further consolidation and/or elimination of operating companies, as well as increased corporate mergers among distributors and manufacturers.

JANUARY 4, 1969—Ewald Fischer announced sale of his pool table company to Spaulding (itself a subsid of Questor Corp.) . . . Rock-Ola realigned New York State dealer breakdown, with Upstate counties going to Advance Vending of Syracuse and Downstate area to Albert Simon, Inc. of New York. . . . Rowe International introduced its Music Miracle console phonograph to trade via distrib showings across the country.

JANUARY 11, 1969—All-Tech bought the Teri International clothing firm. . . . Epic supplied trade with another batch of stereo goldie singles.

JANUARY 18, 1969—British trade celebrated 25th anniversary of the Amusement Trades Exhibition with giant equipment show in London; well attended by American dealers; British cited their growing influence in world wide equipment export.

JANUARY 25, 1969—Rock-Ola released its Deluxe 441 phonograph ninth compact juke for the firm. . . . Northwest Sales opened giant new Oregon HQ in Oregon.

FEBRUARY 1, 1969—Rowe acquired Victor Products Corp., adding its can vending line to the fold. . . . All-Tech bought International Commodities Export Corp. . . . New York trade mourned death of music man Barney Young. . . . Long Island games ops gathered to prepare defense against all

(Con't. on Page 2)



all-tech



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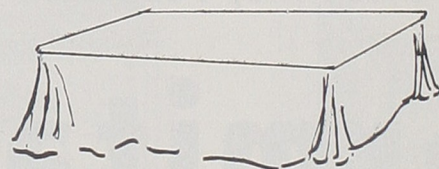


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- Klopp Engineering
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- Rowe-AMI Phonographs
- Rowe Full-bank Vending
- U.S. Billiards

THREE OFFICES TO BETTER SERVE THE INDUSTRY

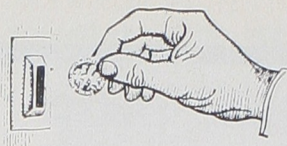
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Birmingham, Alabama*

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*469 Chestnut Street
Nashville, Tennessee*

**Hermitage
Music Co.**



1968-69 HI-LITES COIN MACHINE NEWS

add-a-ball seizure at a Nassau luncheonette; were to test clarification of re-worded State Penal Code which permitted operation of extended play games, as long as they did not "physically eject a thing of value."

FEBRUARY 8, 1969—Howard Ellis kicked off his public relations program with mailing of the PR Kit with sample "jukebox story" speech for members . . . Coinbiz legend Lyn Durant passed away in Chicago . . . ARA acquired Paramount Industries, New York City music, games and cigarette operation, rumored to be one of the largest in the nation.

FEBRUARY 15, 1969—Florida instituted new games tax . . . C.O.I.N. president Ed Kort inaugurated his survivor program to help families of deceased operators . . . Federal Trade Commission announced its intentions to ban all cigarette advertising on TV and radio; was eventually to result merely in stiffer copy on package warning labels . . . Trade mourned the death of Arizona operator and patriarch of the 8-ball tournament Ben Spaulding . . . Tremendous blizzard hit Northeast U. S.; hitting Boston and New York route activity especially hard . . . Two of New York State's biggest routes, Montauk Automatic and B&B Operating, announced merger.

MARCH 1, 1969—Mammoth dock strike, which crippled games and phonograph exports for months, finally ended . . . Criticism was leveled against music operators by record industry exec, who said ops cry for special attention but do absolutely nothing to back it up in their record purchases. "They buy from the Top 100 charts and that's it!" said he.

MARCH 8, 1969—MOA mid-year board of directors in New Orleans revised association's bylaws, instituted Civic Service Award . . . Dept. of Commerce issued 1968 export figures for music, games and vending machines; added up to a gross dollar volume of \$68.6 million . . . Trade leaders urged adoption of the Family Fun Center concept in arcade operation; viewed same as one of the trade's most promising areas for expansion into the leisure time fulfillment business.

MARCH 22, 1969—Illinois pinball ops geared to fight another prohibitive bill in Springfield . . . Oakland's Associated Coin Amusement began national distribution of its Prestige phonograph (German import previewed at the MOA Expo) thru newly established dealer chain.

APRIL 5, 1969—John Red Wallace, former MOA president, passed away . . . John Bilotta released first of his "jukebox" records with Roberta Quinlan's "Merry Go Round Of Love"; called label JAYBEE; also announced formation of mechanic school with Jack Moran.

APRIL 19, 1969—Pennsy trade mourned death of Max Roth, founder of Roth Novelty, and trade pioneer . . . Bird Music (Kansas) sales exec Floyd Tawney died while on a sales trip for the firm.

MAY 3, 1969—Color-Sonics' Mickey Greenman joined A.C.A. in Los Angeles to publish entertainment magazine for the operating and distributing firm . . . Philly trade veteran Bill Rodstein was laid to rest . . . Howard Bartley rejoined Nutting Associates.

MAY 10, 1969—New York trade raised over \$30,000 for United Jewish Appeal's 1969 drive; climaxed drive with Al Denver testimonial dinner . . . Sporting goods sales veteran Ken Fischer joined Fischer Mfg. as marketing director.

MAY 17, 1969—Illinois & Iowa coin table operators achieved huge success all-around with grand playoffs of their first 8-ball match; U. S. Billiards, and sales director Len Schneller, were applauded by Davenport, Iowa civic and news media leaders.

MAY 24, 1969—Funtronics, Inc., New York based amusement factory, announced inauguration of complete line of radio-operated location games, beginning with Pitching Horseshoes . . . Bob Means joined Cointronics . . . Bob Slifer, founder-director of the National Coin Machine Distributors Assn., was laid to rest . . . Dolly Madison Vending gained the Rowe music and vending line for Virginia . . . Coinbiz drive to 2-25¢ music and games pricing was taken up one notch with policy statement by SEGA's David Rosen, coming way out for 25¢ amusement play.

MAY 31, 1969—Seeburg Corp. filed a complaint in Illinois district Court to restrain Specialty Sales Corp., Chicago distributor for the NSM jukebox line, from selling the Prestige 160 phonograph, which Seeburg cited as a patent infringement on its Spectra phonograph. NSM's USA representative Associated Coin Amusement called suit unfair, citing no design infringement . . . Millie McCarthy, president of New York State operators association, suffered one more, and probably last, defeat of her proposed games operator licensing measure at the hands of Governor Nelson Rockefeller . . . Oklahoma coin table operators climaxed their 8-ball tournament with 128 sanctioned locations contributing finalists to giant two-day playoffs in Oklahoma City.

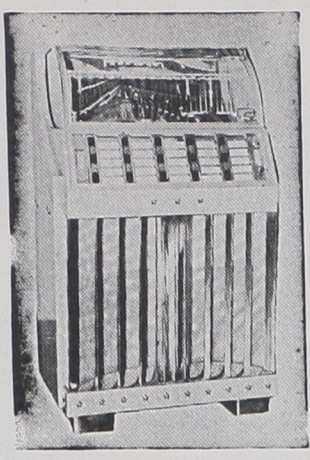
JUNE 14, 1969—ChiCoin's Herb Oettinger announced the firm's tentative plans to exhibit their coin products at the I.A.A.P.'s Parks Show in October considered that arcade operators were not sufficiently promoted . . . A bill to license music and games operators passed the Texas Legislature . . . Empire International was appointed exclusive distributor for Nutting Associates in Europe and the Far East . . . MOA launched membership drive; Larry LeSturgeon in charge . . . Sam Stern resigned from Williams Electronics, Inc. . . . World Wide's Nate Feinstein was honored by Israel Bonds in Chicago.

COIN-OPERATED PHONOGRAPHS

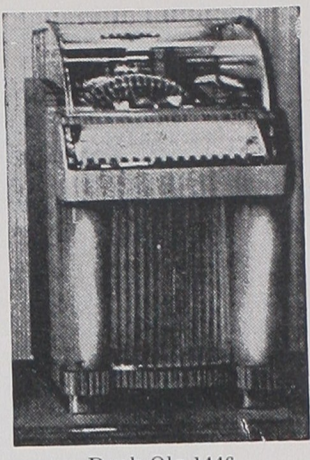
ROCK-OLA

Mfg. Corp.

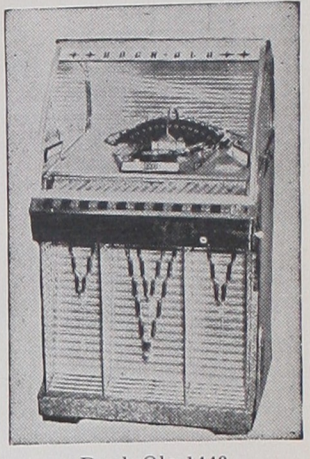
300 N. Kedzie Ave.
Chicago, Ill.
1954-1969



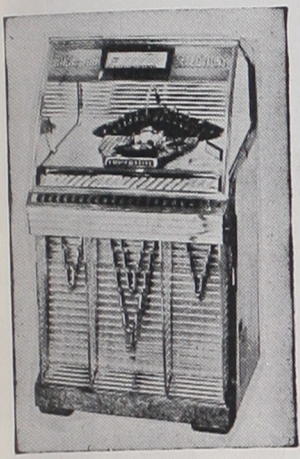
Rock-Ola 1442
(1954-120 Sel.—45rpm)



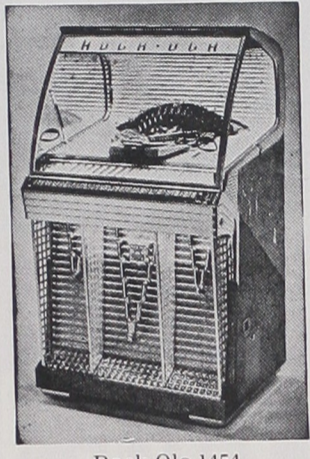
Rock-Ola 1446
(1954-120 Sel.—45 rpm)



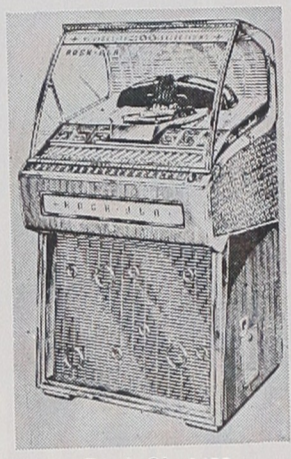
Rock-Ola 1448
(1955-120 Sel.—45 rpm)



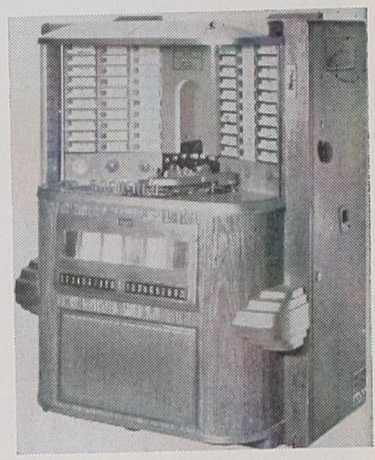
Rock-Ola 1452
(1956-50 Sel.—45 rpm)



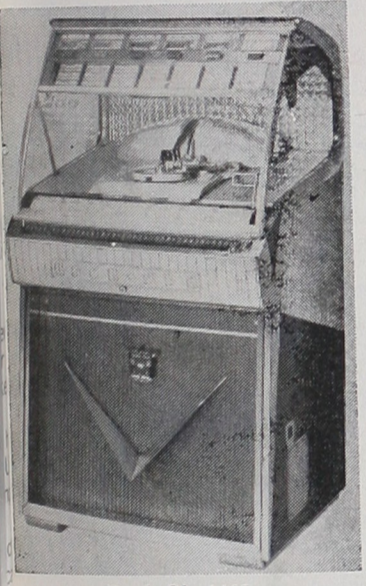
Rock-Ola 1454
(1956-120 Sel.—45 rpm)



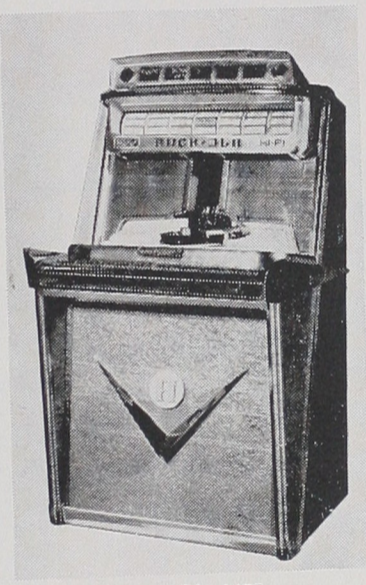
Rock-Ola 1455
(1957-200 Sel.—45 rpm)



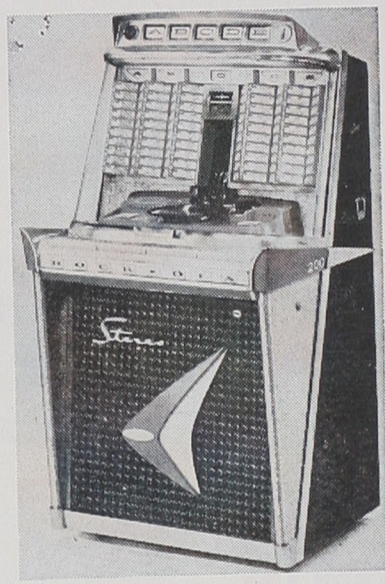
Rock-Ola 1464
(1958-Wall Type Phono)



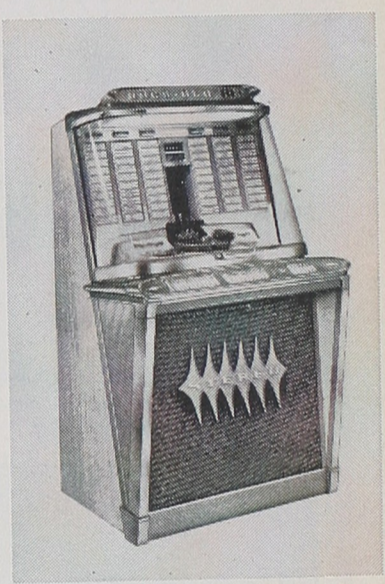
Rock-Ola 1465
(1958-200 Sel.—45 rpm)
1462-100 Sel., 1458-50 Sel.



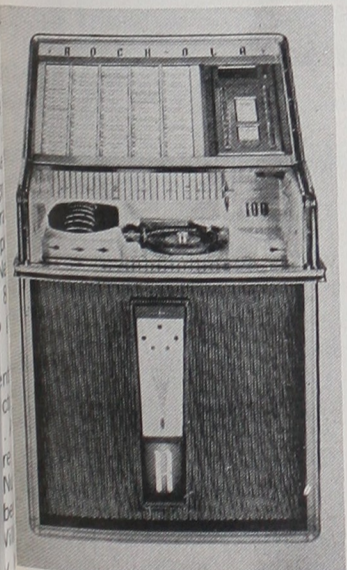
Rock-Ola 1475
(1959-St. or Mon. 200 Sel.)
Model 1468-120 Sel.



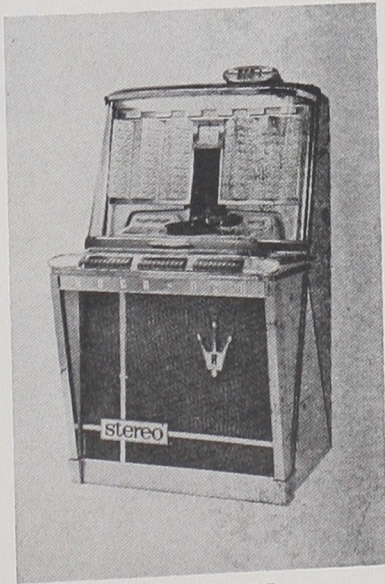
Rock-Ola 1485
(1960-200 Sel.)
Model 1478-120 Sel.



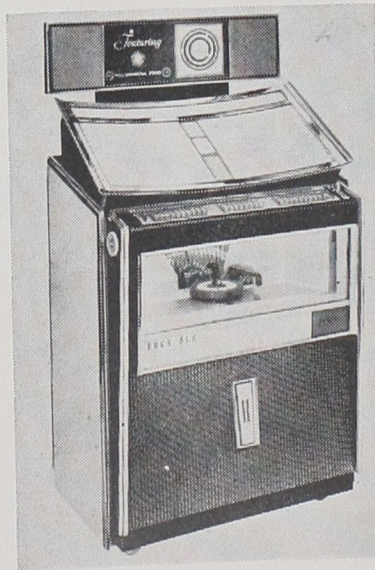
Rock-Ola 1495
(1961-200 Sel.)
Model 1488-120 Sel.



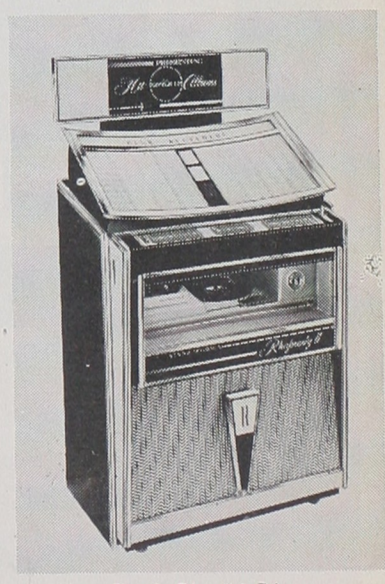
Rock-Ola 1493
(1962 Princess-100 Sel.)
45-33 rpm, and Wall Mdl. Avail.



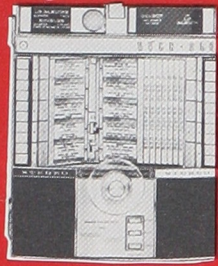
Rock-Ola 1497
(1962 Empress-200 Sel. 45-33)
Model 1496-120 Sel.



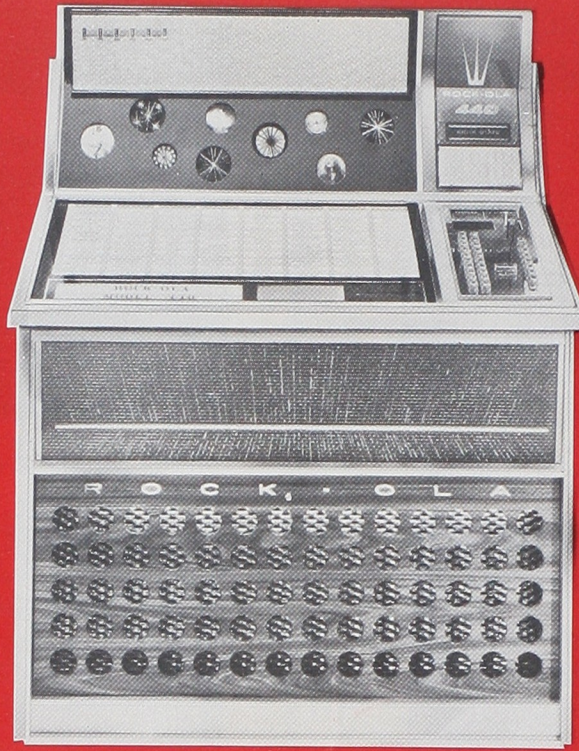
Rock-Ola 408
(1963 Rhapsody-160 Sel.)
Capri-404-100 Sel., 45-33 rpm



Rock-Ola 418 SA
(1964 Rhapsody II-160 Sel.)
Capri-414-100 Sel., 45-33 rpm



PHONETTE WALLBOX — Model 503
 160 selection remote speaker wall-box gives personal listening and volume control. Twin stereo speakers. Model 504—100 selections. (50¢ coin chute optional.)



MODEL 440



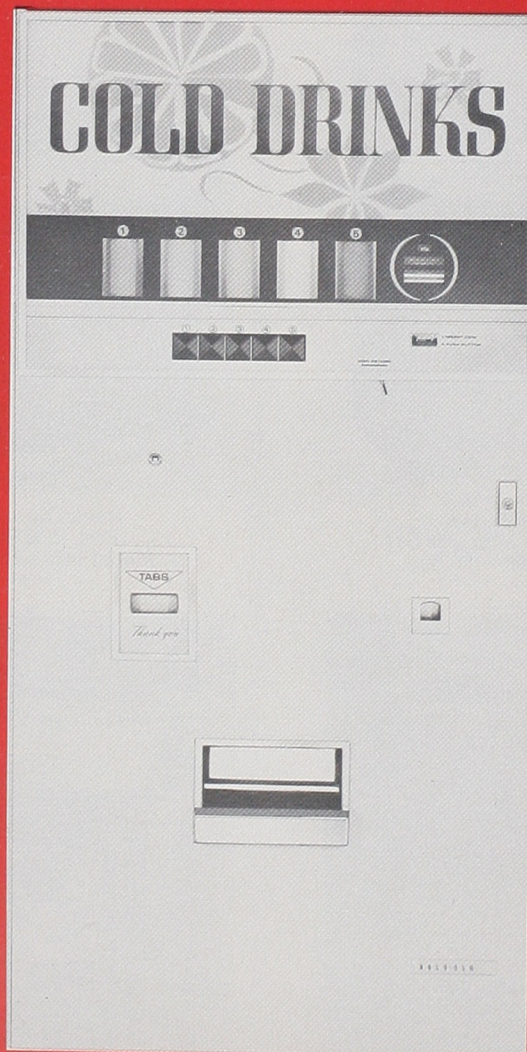
MODEL 441

GO! TOP YOUR TAKE WITH ROCK-OLA—

A RED HOT MODEL FOR EVERY LOCATION—WITH NEW CUSTOMER APPEAL



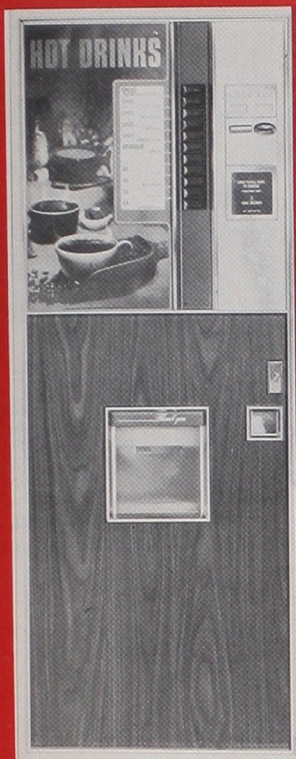
MODEL 3304
TYPE 410, DELUXE



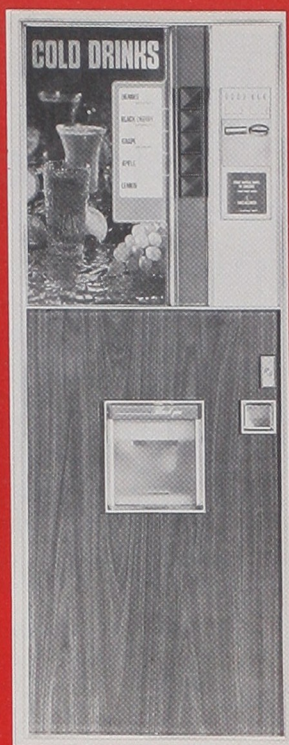
MODEL 3304
TYPE 410, STANDARD



MODEL 3304
TYPE 410-2V



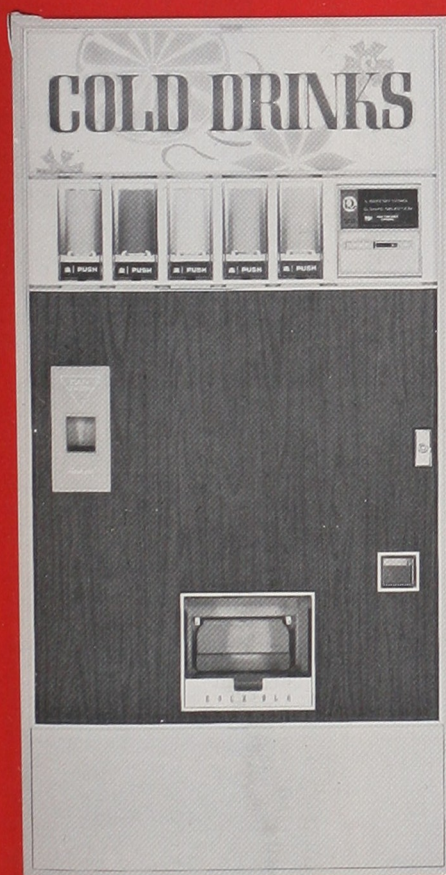
MODEL HDCI-1



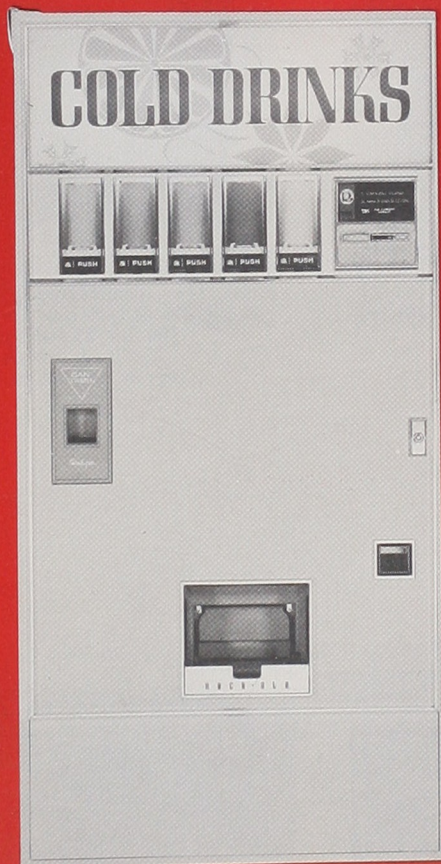
MODEL CDCI-DW

THE ACTION LINE FOR '69!

... NEW CONVENIENCE AND EASE OF SERVICE.



MODEL CCC-5
TYPE 250, DELUXE



MODEL CCC-5
TYPE 250, STANDARD

MODEL 440 PHONOGRAPH

A psychedelic money-grabber with psychedelic style, psychedelic color. Features famous Rock-Ola all-out accessibility, Easy-View programming, Flip-Top Servicing, Mech-O-Matic 33 $\frac{1}{3}$ -45 RPM changer . . . Plus new speaker positioning for better sound separation . . . Plus new, easier-to-service coin mechanism . . . Plus exciting new optionals like transistorized receiver, powerized remote volume control, "L" Pad control for phonograph speaker, and "2-Plays - 2-Bits" Kit. 160 selections.

NEW MODEL 441 COMPACT PHONOGRAPH

Offers you all the wild beauty, ease of service, new features and options of the Rock-Ola 440 in a modestly-priced, 100-play model.

DELUXE MODEL HDCI-1 HOT DRINK VENDER

Serves soluble coffee, tea 4 ways, and hot whipped chocolate (espresso optional). Beautifully compact, specifically designed for small and medium locations . . . with handsome walnut wood-grain paneling and sales stimulating illuminated glass display panel. (Tea and soup kits optional.)

DELUXE MODEL CDCI-DW COLD DRINK VENDER

Serves 5 delicious, refreshing cold, whipped fruit-flavored drinks at 42° F. from dry ingredients, without carbonation and ice. Flavors may be changed, as desired. Designed for small and medium locations where larger machines are not feasible because of cost and size. Syrup kits are available as optional equipment.

NEW CCC-5 COMPACT CAN COLD DRINK VENDERS

5 selections, Type 250. All new. Revolutionary! First and only vender to combine attractive can display, push button, bulbless "sold-out" indicator all in one amazingly simple electro-mechanical unit. This, plus the 100% electro-mechanical "Use Exact Change" indicator ends forever the costly nuisance of bulb replacements and blackouts (a major cause of customer/location annoyances and vender vandalism). Also featured: Exclusive new can-stop innovation ends time-consuming removal of cooled cans when vend mechanism is being serviced (Vend mechanism can be removed in seconds without tools) . . . Plus unique "Sold-Out" switch that can be set for 100% sell-out or retention of last 8 cans of each selection. 250 can capacity (220 cans in 5 serpentine columns—30 in static precool position). "Deluxe" model has mar-resistant, walnut-grained vinyl door panel. "Standard" features white or beige painted door.

CAN COLD DRINK VENDERS

5-Selection, Model 3304 Type 410 Series. New interior design features cut service time, "down time" and loading time to a minimum. All key electrical components centralized for easy inspection and service. Relays completely eliminated, replaced by trouble-free solenoids. "Deluxe" model highlighted by rich vinyl walnut-grain front and metal accents, 360 can vend capacity. 48 cans in precool. "Standard" features extra heavy-duty cabinet. "Modular" (2V) for mix or match in "bank" installations. (Opener optional to replace tab receptacle.)

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