

1969 MUSIC MACHINE ROUTE SURVEY

Average number of new coin phonographs purchased annually 14

(While the figure might appear overrated to many, an average of 14 new jukeboxes was compiled from the returns. However, a closer estimate revealed that the larger operating firms bought between 15-25 new units while the moderate-sized companies (below 100 locations) bought between 5-8. Although some firms reported purchases in excess of 175 units, these were not computed in order to arrive at a fairer balance since they are presumably also factory distributors!)

Average weekly gross at tavern locations..... \$30.08

Average weekly gross at restaurants and diners 28.39

Companies reporting some music machines programmed on 2-25¢ play 25%

Percentage of operators making collections on a weekly basis 23%

— collecting from some locations weekly, others bi-weekly 26%

— collecting strictly bi-weekly 43% (others - 8%)

To the question: "Are there any particular mechanic or merchandising features you'd like to see incorporated into future music boxes", the answers were:

A standardized method of accessory hookups on boxes.

Simplify location of components for greater accessibility.

More component parts which could be exchanged down at central depots open 24 hours.

Inexpensive income totalizers.

A location promotion button for dispensing free play.

A good working, dependable dollar bill validator.

Credit accumulation through quarters.

Smaller sized machines.

Eliminate dime acceptance.

Make quarters equal a half-dollar on all machines.

Two separate coin boxes (one for operator, other for location).

Better burglar alarms.

Selective tape-oriented phonograph.

Put in meters that are easy to read.

Make them easier to keep clean of restaurant dust, grease, etc.

To the question asking for any particular music box preference, the response was small, with most citing one preference. Those brands mentioned pretty well ended equally, and mostly for the following recurring reasons:

Service dependability; requiring only moderate mechanical talent.

Good resale value.

Easy access to the mechanism.

(Note: Not one mentioned "good sound"; only two mentioned "styling".)



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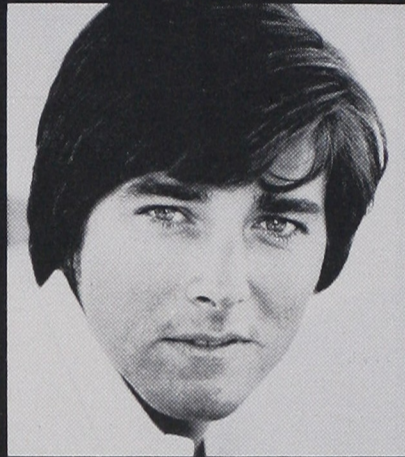
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MMS-142



**Bobby Sherman's
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MMS-130



**Clay Hart's
"Another Day,
Another Mile,
Another Highway"**
MMS-140

**Lester Lanin &
His Orchestra
"Dizzy"**
MMS-135

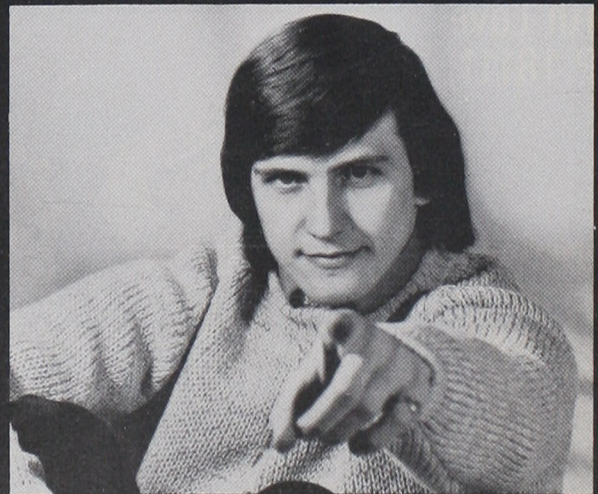


**Durwood Haddock's
"When The
Swelling Goes Down"**
MMS-136



**The Goldiggers'
"It's Fun To Be Young"**
MMS-141

**Wayne Fontana's
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"With Love"
(SLP 18111)

**CHARLIE
McCOY**



LATEST ALBUM
"The Moa"
of Charlie McCoy"
(SLP 18097)

1969 MUSIC MACHINE ROUTE SURVEY

39% of the operators reported buying MORE music machines than in past.

42% said they still buy about the SAME
19% admit to buying less than in previous year.

The average life of a phonograph before trade-in time was 6 YEARS.

Standard location commissions were reported as follows:

50-50 split	—	93%
60-40 split	—	5%
other	—	2%

Thoughts on keeping pace with national inflation were recorded as:

- 70% of the operators feel they're behind inflation collections.
- 23% say they're keeping pace with rising price standards.
- 7% proudly declare they're ahead of the inflation.

Asking for the "single biggest problem on route," the undisputed chief complaint was:

LACK OF QUALIFIED HELP (more than 50% stated so)

- Other route problems, in order of frequency:
- Financial demands from locations.
 - Vandalism.
 - Unscrupulous competition.
 - Non-appreciative location customers.
 - High cost of equipment.
 - Direct sales.
 - Poor record standards.

36% of the operators feel the number of music locations available are already SATURATED with equipment.

64% optimistically reported no saturation problem.

However, when asked for the "new, unusual" location they've managed to add to the music route, 67% said they had none. The remaining 33% revealed the following new locations types:

- Discount stores (dime stores, etc.)
- Department stores.
- Schools.
- Movie theaters.
- Hotels and motels.
- Business offices.
- Teen centers.
- Laundromats.
- Clothing stores.
- Trailer parks.
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1969 MUSIC MACHINE ROUTE SURVEY

The average of records changed on a weekly scale is.....4.

Concerning record programming, 42% of the companies let the routeman select the new record changes; 34 say the operator does it himself; 21% have a hired g who commands the record selections; 7% of the companies say the locations give the order; 6% say a variety things, best described as "other".

81 whopping percent of the operators say "stereo in single record is meaningless as far as collections a concerned." 19% think it does mean something.

61% declare that little LP's are a "dead issue". 39 think they're very much alive and like using them.

62% stated they'd buy "no more little LP's" if they could be sold "cheaper". The rest, mostly little LP users in a case, would buy more than they do now if the price could come down. One remark that was interesting had it the little LP prices could be "cut in half" if the record companies didn't have to include a full-color album sleeve with each.

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Sly And The Family Stone
"Hot Fun In The Summertime" 5-10497

Terry Reid – "Superlungs" 5-10498

Tammy Wynette – "The Ways To Love A Man" 5-10512

Keith Barbour – "Echo Park" 5-10486

Peaches And Herb – "Let Me Be The One" 2-1649 (Date)

The Steelers – "Get It From The Bottom" 2-1642 (Date)

Cheers – "I Made Up My Mind" 4-7331 (Okeh)

Brothers And Sisters
"The Mighty Quinn" ZS7121 (Ode)



1969 AMUSEMENT MACHINE ROUTE SURVEY

The estimated average weekly gross on each of the following games were reported as:

Pingames.....	\$24.03
Pool tables.....	32.56
Shuffle alleys.....	18.67
Ball bowlers.....	13.75
Target rifles.....	18.48
Quiz machines.....	34.28
Shuffleboards.....	12.14
Soccer games.....	17.17
*Special novelties.....	25.47
*(Most mentioned were: periscopes, helicopters and drive games.)	

The most popular games used in tavern locations (by frequency of mention) were:

Pool tables.....	50%
Shuffle alleys.....	24%
Pingames.....	13%
Bowlers.....	11%
Shuffleboards.....	2%
Special novelties.....	1%

Popularity rating of games in restaurants and diners is:

Pingames.....	59%
Target rifles.....	10%
Pool tables.....	9%
Baseball games.....	8%
Shuffle alleys.....	7%
Special novelties.....	3%
Bowlers.....	2%
Quiz machines.....	2%

52% of the operators polled reported operating some games on 2-25¢ and 25¢ play (other than pool). Most frequently mentioned games was shuffle alley on 2-25¢ novelties on 25¢ and some mention of bowlers and pins on 2-25¢.

50% of the games operators polled for "merchandising techniques they use to stimulate increased play" responded with the following (again in the order of frequency):

Tournaments (on pool, shuffle and bowler; both intra-location as with "high score" and "100 name bowler cards) and inter-location with organized tourneys. Other of the more interesting answers were as follows:

- I give 10% off the top of the Cash Box to barmaid and other location help who promote the machines.
- I give free games to kids pretty frequently.
- I give free drinks when a player scores "genius" on a quiz game.
- I have my locations give complimentary plays at their discretion.

Anti-merchandising remarks were as follows:

- I do very little because of our state laws.
- I get no cooperation from other operators for tournaments.
- 37% of the operators said their games collections were UP as compared to the previous year.
- 35% estimated games collections remain about the same.
- 28% stated their collections were off.

UNBELIEVABLE PROFITS INDY 500



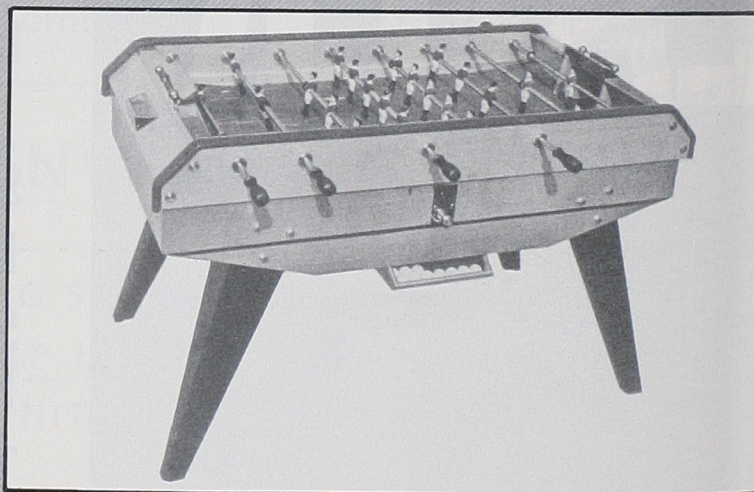
- \$ Thrills of actually driving in a speeding racing car.
- \$ Driver must constantly beware of other racers: He must swerve, slow-up, speedup or CRASH!
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1969 AMUSEMENT MACHINE ROUTE SURVEY

Asked to list one single complaint in the manufacture of today's games which they'd describe as "chronic" the answers were:

- No meters in all pingames.
- The parts, especially the plastic parts, wear out too soon.
- Flimsy construction and poor serviceability.
- All glass should be the same size.
- Build a slug rejector that will kick out Canadian coins every time.
- Factories rush to get games out and skimp on quality control.
- Some Pinball manufactures lack creative talent.
- The ball return on some pool tables jams.
- Pinball and shuffle alley playfields wear out too soon.
- The service manuals are very poor.
- Pool tables are badly crated sometimes.

Incidentally, 56% of the operators reported no complaints at all.

One gent thought high prices were his biggest technical problem. Another told us to "keep the drunks off the assembly line; they miss little things;" a third admitted "they generally do a real good job in view of the rush to meet their orders."

We had very little reaction to the question asking for "one single game model that made the most money during 1968. About 40 operators said "pool", which wasn't what we were looking for. Therefore, the rather loosely compiled popularity poll ran as follows:

- Quiz Machines (no preference mentioned)
- Williams Pit Stop pin
- ChiCoin's Gun Smoke
- Williams Doozie
- Williams Ding Dong
- Helicopter (no preference mentioned)
- Gottlieb Kings & Queens
- Gottlieb Spin-A-Card
- Williams A-Go-Go
- Bally Rockmakers
- Williams Miss-O
- United Delta
- Midway Fantastic
- Williams Derby Day
- ChiCoin Criss Cross Hockey
- ChiCoin Safari (1969 game)
- Official Baseball

Not much reply either to the question asking "what type of game would you like to see produced that's not available right now." They suggested:

- A new roll-down game.
- A three-foot bowler.
- A good golf game (never a good one made yet).
- Bring back some of the 1940 features to pinball.
- A truly good car ride, appealing to all ages, with as much realism as possible.
- A good boxing machine like Midway had at the 1968 MOA.
- A two or four player version of Tropic Isle.
- 81% of games operators stated they demand no front money in collections.
- 19% have some locations relinquish front money.
- 36% of the operators say they are buying more games than in the past.
- 33% say they buy about the same amount.
- 31% admit to buying less.

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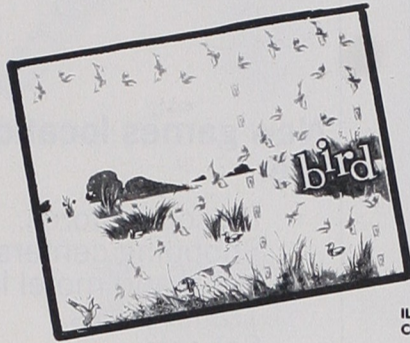
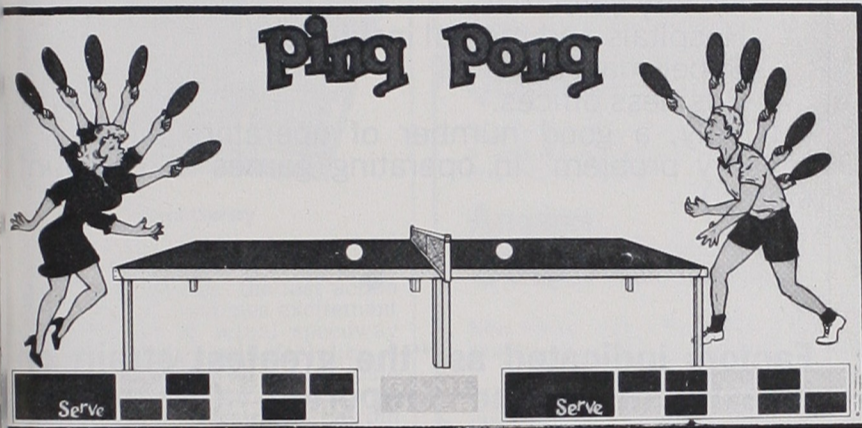


ILLUSTRATION OF BIRD SHOOT GAME WITH REMOTE PLAY-CONTROL UNIT



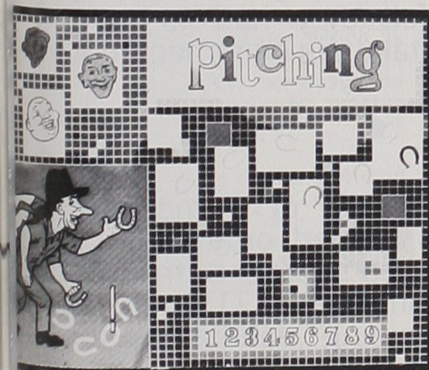
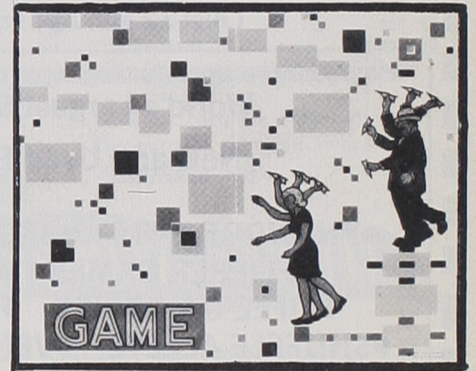
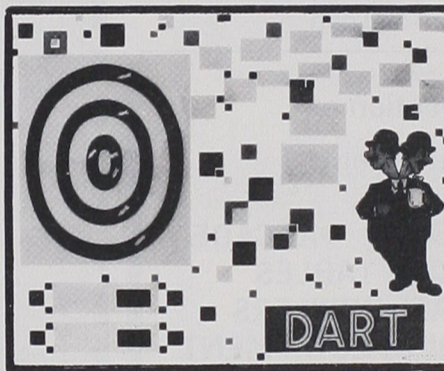
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1969 AMUSEMENT MACHINE ROUTE SURVEY

74% of the operators think the earning power of today's games is SUPERIOR to the older machines they operated, when they were new. 26% think today's amusement games are inferior (earning wise).

New games locations listed (in order of frequency) are:

- Discount stores.
- Shopping centers.
- Hotel and motel lobbies.
- Trailer parks.
- Schools.
- Factory cafeterias.
- Hospitals and mental institutions.
- Super markets.
- Business offices.

(Oddly, a good number of operators cited a "gray robbery problem" in operating games at discount type stores.)

Factors indicated as "the greatest strain on the investment dollar" reported (in percentage strength) are:

Cost of equipment.....	50
Location loans.....	25
Location gifts.....	11
Cost of labor.....	8
Government taxes.....	2

76 percent of the operators said they reconditioned games and/or pool tables for resale to homeowners (pool tables were most frequently mentioned;) and in many cases, operators felt they had to amend their answers with "but first we take the coin mech out".

Concerning the effective life of a machine at a given location, before it's rotated or traded-in, the following answers were compiled in order of frequency:

"When the earnings fall off," stated 71%

According to the remaining estimates, the grove feels the location life of a shuffle alley is between 5 - 7 months; the life of a pingame at a location between 4 - 6 months; a gun between 2 - 3 months; a pool table between 1 - 2 years.

Some interesting amendments to this question about machine's earning life expectancy at any one given location were:

- Upon the request of the location.
- When the new games come out.
- If the cash box is full, it's crazy to move a machine just because it's been there awhile.
- I change pool tables every time the cloth gets bad.
- One year at a good location, two at a medium one, three at the poor stops.
- Until the things just plain wear out.

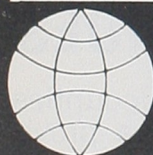
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CC Speedway

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Sam Woldberg and Sam Gensberg, dynamic co-heads of ChiCoin have come up with a fool-proof, trouble-free design that should make 'Speedway' an operator's winner. Gone are the film, belts and photo-electric cell which were the source of many headaches. This game features speed and full color visual effects which are controlled by the gas pedal.

The accent is also on skill as the safest driver at the fastest speeds rolls up the highest score. To add to the excitement, there are realistic racing car sounds that are linked to the speed and occurrence of accidents.

Everything about 'Speedway' is fast, especially the playing time which is adjustable. Another plus for operators is the coin chute which can easily be converted to 2 for 25¢ or even quarter play.

'Speedway' packs its thrills and coin garnering features into a compact size. The game has a base area of only 28" x 40". Naturally, it will be on display at the MOA convention, along with a yet-to-be-released ChiCoin 1-player pin game, "Action."

Nicastro Resumes
Presidency

Louis J. Nicastro is back at the Seeburg helm. He has resumed the position of president and chief executive, replacing David Goldstein, a vice president of the Commonwealth United Corporation.

Nicastro served as president of Seeburg prior to its sale to Commonwealth last August. At that time, he was named chairman of Seeburg and a director of Commonwealth. He left the company on April 1, 1969.

TWO-PLAYER C.Q.

ASTRO-COMPUTER



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PAR GOLF	\$110	BULL FIGHT	\$150
MUSTANG, 2-PI.	155	ROCKET #3	250
HULA-HULA, 2-PI.	195	CAMPUS QUEEN, 4-PI.	335
KICKER	185	WORLD CUP	385
TRIUMPH S.A.	250	DIXIELAND	320
GOLD STAR S.A.	265		
BELAIR S.A.	285	UNITED	
MEDALIST	310	ULTRA S.A.	\$175
TEXAS RANGER	205	TIGER	195
GOTTLIEB		CORRAL	310
SHIPMATES, 4-PI.	\$175	MAMBO	220
KINGS & QUEENS	165	PYRAMID	285
ICE REVUE	180		
CENTRAL PARK	195		

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Phonographs, Vending and Games.
Established 1934



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And I want to thank all my factory suppliers for making '69 a great year for N.Y.S. Operators.

Keep Those Great Machines Comin', Like . . .

MIDWAY SEA RAIDER

More than just another rifle, Sea Raider is a specialty item which can out-earn the finest pingame. I want every one of my customers to have at least two or three on the route. To make it easier, I'll give every Upstate N.Y. operator who orders one from me at the MOA Show a \$1,000 bill (Confederate). No joke, tho . . . if Sea Raider doesn't gross \$1,000 in the first six months, I'll make up the difference and the signed bogus bill you get at the Show will be your proof. See me at the Show . . . Johnny.

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STAN'S JUKEBOX PICKS

Of The Week

POP

One Woman
STEVE ALAIMO—Atco 6710

Blue Horizon
ETERNITY'S CHILDREN—Tower 498

Carry Me Back
THE RASCALS—Atlantic 2664

Sugar On Sunday
THE CLIQUE—White Whale 323

And That Reminds Me
FOUR SEASONS—Crewe 333

Make Believe
WIND—Life 200

Rain Maker
UP AND ADAM—Earth 100

What Kind Of Fool
Do You Think I Am
BILL DEAL—Heritage 817

Jean
OLIVER—Crewe 334

Honky Tonk
RAY ANTHONY—Ranwood 829

R&B

Love Of The Common People
THE WINSTONS—Metromedia 121

Jealous Kind Of Fella
GARLAND GREEN—UNI 55143

Let A Woman Be A Woman,
Let A Man Be A Man
DYKE & THE BLAZERS—
Original Sound 89

Darling Be Home Soon
MAXINE BROWN—Commonwealth 3001

Why Not Give Me A Chance
O.V. WRIGHT—Backbeat 607

San Francisco Is A
Lonely Town
JOE SIMON—Soundstage 2641

Backfield In Motion
MEL & TIM—Bamboo 107

Doing Our Thing
CLARENCE CARTER—Atlantic 2660

The Weight
**DIANNA ROSS & THE SUPREMES
& THE TEMPTATIONS**—
Motown 1153

C & W

Before The Next Teardrops Falls
JEAN WATTSON—Wide World 1002

Ruby Please Bring Your Love
To Town
BEN COLDER—MGM 14076

A Girl Named Sam
LOUIS WILLIAMS—Starday 877

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CashBox Location Programming Guide

THIS WEEK'S TOP RECORD RELEASES FOR COIN PHONOGRAPHS

Adult Locations

MATHILDA (2:36)

JACK JONES

No Flip Info. Kapp 2022

EVERYBODY'S TALKIN' (2:26)

LEROY HOLMES ORCH. & CHORUS

The Bridge At Remagen (2:52) U.A. 50581

WEDDING BELL BLUES (2:22)

LESLIE GORE

No Flip Info. Mercury 72969

GET YOURSELF A DREAM (2:30)

DE ANGELIS SINGERS

If I Could Be A Kite (2:20) ABC 11176

JUSTINE (2:29)

JERRY GOLDSMITH

Carnival Happinings (2:27) Mon. 1159

COMPARED TO WHAT (3:21)

ROBERTA FLACK

Goodbye (4:07) Atlantic 2665

C & W

SHIP IN THE BOTTLE (2:33)

STONEWALL JACKSON

Thoughts Of A Lonely Man (2:31) Columbia 4-44976

MY BIG IRON SKILLET (2:11)

WANDA JACKSON

The Hunter (2:26) Capitol 2614

I'LL STILL BE MISSING YOU (3:02)

WARNER MACK

Sunshine Bring Back My Sunshine (2:25) Decca 32547

THANK YOU FOR LOVING ME (2:00)

BRENDA BYERS

Night Life (3:25) MTA 176

Teen Locations

SUSPICIOUS MINDS (4:22)

ELVIS PRESLEY

You'll Think Of Me (4:02) RCA 9764

MOMMY AND DADDY (2:10)

MONKEES

Good Clean Fun (2:14) Colgems 5005

BOREDOM (2:50)

PROKOL HARUM

The Devil Came From Kansas (4:33) A&M 1111

CAN YOU DANCE TO IT (3:55)

CAT MOTHER & THE ALL NIGHT NEWSBOYS

Marie (2:47) Polydor 14007

CAROLINE, CAROLINE (2:50)

SEA TRAIN

Suite For Almond (2:37) A&M 1106

THE KETTLE (4:19)

COLOSSEUM

Plenty Hard Luck (4:20)

R & B

THE WEIGHT (3:00)

**DIANNA ROSS & THE SUPREMES
& THE TEMPTATIONS**

For Better or Worse (2:36) Motown 692

I DON'T KNOW (2:52)

BABY WASHINGTON

I Can't Afford To Lose Him (2:27) Cotillion 44047

IT'S A HANG-UP BABY (2:35)

Z. Z. HILL

Suppertime (4:11) Atlantic 2659

LET A WOMAN BE A WOMAN —
LET A MAN BE A MAN (2:33)

DYKE & THE BLAZERS

Uhh (2:39) Original Sound 89

check your local One Stop for availability of the listed recordings

Who's Where & What's To See On Trade Show Floor

CAGO — One of the complaints usually aired against any trade show points roughly to: "why should I go away across the country to see the machines I can see at home?" Well, this year's MOA Exposition is a different response to that, with over a dozen top new specialty games promised to make their debut on the show floor.

A tour of the Sherman House Hotel's games room will reveal some start-up pieces and a good number of new table models. The much discussed Funtronics radio-controlled wall games will be on display and demonstrated by factory representatives.

Harry Leyser's A.C.A. display (in the music room) will show their brand new Indy 500 car racing game and a newly-designed Prestige 160 phonograph.

Whitcoin's Speedway car game, coming fresh on the heels of their exceptionally successful Drive Master, will highlight that firm's display, along with other current pieces and a preview model of a new single-player pinball called 'Action'. Bally's present equipment lineup will be spotlighted, along with a fresh new Bally big ball bowler.

Williams Electronics' will present their current lineup, including the new table shuffle alley and a preview of a new-to-be-release pingame.

Nutting Associates will unveil their new machine called the Astro Computer (a horoscope game). Allied Leisure Industries, along with their very popular Unscramble, will unveil a new shot of the popular word game, plus another piece still wrapped in secrecy at press time. Nutting Industries will unveil a new hockey game called the A-Game which they are importing from England, along with the I.Q. computer quiz game. Auto Photo Co. will display their new studio for the first time in many years. U.S. Billiards will preview a new version of their Pool Bowl table game, along with their complete lineup of coin tables.

Richard Industries, another new entrant in this year's game factory competition, will show their new Pok-Arena cue stick-roll-down-card game. Cointronics promises one of the biggest surprises of the show with a new console type amusement game along with its popular Apollo coin line.

RAD's Howard Reinhart will demonstrate his new cue stickpoint fitter machine. United Billiards will take the wraps off two new items: their new over Fox coin table line and a working prototype of an economy table called the Playboy. American Shuffleboard will demonstrate their much-awaited after drop chute mechanism on their pool table line. Brunswick Corp. will debut their brand new CB-7 coin table and also offer operators the en-

tertainment of pool experts Joe Blasis and Jimmy Caras, demonstrating their unique skills on the new Brunswick product. Midway will have their current games line on view, highlighted by the much applauded Sea Raider target game.

All in all, the games exhibits alone should occupy a full day of the visiting operators's time. With the new specialty items becoming all the rage these days (especially those on higher-play-pricing), every amusement com-

pany should insure that at least one member of the firm gobble up all the information available at this unique trade showing.

In the Music Room, the phonograph factories will concentrate on presenting their current equipment lineup. Seeburg will display their Tobacco Counter cigarette vending marvel, but reportedly will not preview any new music equipment.

Service and supply companies to display at the show have some new

faces with Vendors Exchange of Ohio and Nat'l Pok-O-Golf, both to demonstrate their version of the machine finishing process commonly referred to as "flocking". Models of music and vending equipment (and possibly a pool table) that have been recovered with Vendors Exchange' Color-Coating process, will be shown at that booth. The firm is in the market for regional distributor representatives who will be appointed to perform the process in a selected territory.

Have you ever seen a man knock a ball into the side pocket, a ball into the other side pocket, a ball into the near corner pocket, a ball into the other near corner pocket, a ball into the far corner pocket and a ball into the other far corner pocket, all on one shot?

Stop by Brunswick booths 36 & 37 any day during the Musical Operators of America Show at the Sherman House.

You'll see two of the most delicate pool shooters ever: five times World Pocket Billiards Champ Jimmy Caras and 1968 U.S. Open Champion Joe Balsis.

And the things they do with a pool cue you're not going to believe even after you see them.

Be sure to see these men shoot.

And, while you're there, take a peek at our all new Brunswick CB-7, the first really professional quality coin-op pool table.

But Lordy, don't let either one of them talk you into any games.

These men have a touch like a jeweler.

Brunswick

Consumer Division Brunswick Corporation

New U. S. B. Manager



STAN LEVINE

Meet Stan Levine, recently named General Plant Mgr at the U. S. Billiards factory in Amityville, Long Island. Stan will be a new face at the MOA convention, and he will be accompanied there by U. S. Billiards president, Al Simon; Al D'Inzillo and sales mgr Len Schneller.

Nutting Debuts 2-Player Quiz

Nutting Associates has announced its newest and most unique question and answer game, Computer Quiz Two-Player. This game combines the natural interest appeal of the Computer Quiz with the coin garnering power of a competitive game. The Two-Player is programmed at two plays for a quarter.

Unique features of the Two-Player include all solid-state electronic design, adjustable genius level, adjustable sound level, all new 16 mm film cartridge, front and rear service doors for easier access, and full one-year warranty. Initial field tests have re-

vealed the Two-Player has an ability to hold the player's interest to an unusual degree.

The game can be seen at Nutting's MOA booths 51 and 52. Shipment in quantity to Nutting Associates' distributors will begin in September.

Nutting will also debut a new horoscope arcade game called the Astro Computer. This is the first new horoscope styled game to come along in many years. According to sales mgr. Howard Bartley, it "should offer games operators a profitable machine at dime play."

Pool Champs Featured At Brunswick Booths

Brunswick this year will not only unveil a new pool table, their CB-7, but will offer visitors to the MOA convention an opportunity to see how pool can be played when a person really practices. On hand at booths 36 and 37, will be two of the finest pool shooters in the country: Jimmy Caras and Joe Balsis. They will be demonstrating some of the fancy shots which have earned them distinctions over the years.

Caras has won the title of World Pocket Billiards Champ a total of five times, while Balsis was 1968 U. S. Open Champion.

East Meets West



Rock-Ola in Chicago was host this week to three SEGA employees currently on a world wide tour of coin machine facilities and locations. From left to right in both photos are K. Wasai of SEGA Manufacturing and Procurement; Arthur Janacek, Rock-Ola's Export Mgr., N. Nakayama Mgr. of Bowling Centers and Die Langston, Staff Asst. to Management at SEGA. In photo below, Mr. Wasai is shown playing the Rock-Ola pin game "World Series" while the other look on.



Sabol Sales Topper At National Rejectors



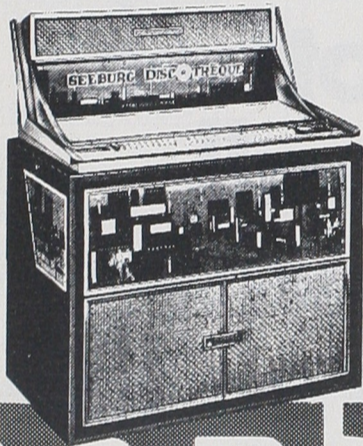
William R. Sabol

ST. LOUIS, MO., — William R. Sabol has been promoted to the new post of general sales manager for National Rejectors, Inc., a leading manufacturer of coin and currency handling equipment for the automatic merchandising industry. Eric L. Sokol, executive vice president of the company, announced today.

In his new position, Sabol is responsible for NRI's entire sales, service and marketing operations.

Sabol has been with National Rejectors since 1954 when he joined the sales department as a field representative. His career has advanced with him in the sales department, where he has held positions in the St. Louis, Chicago, and New York district offices of NRI. His most recent post was field sales manager, which he has held since 1967.

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To the Pool Table Operators of America From the People at United Billiards

Our factory belongs to you just as much as it does to us.

And why not? We're making products for you. Our dedicated craftsmen have but one goal in mind — to give you the very finest billiard products your dollar can buy. And your dollars have been buying lots of them.

Four years ago, we set out to build a better pool table. And at the right price. We've produced a top quality line that has established our reputation throughout the industry. We've got laurels but we never rest on them.

Now today, here at MOA, as we present our 1970 Crest and Silver Fox, you will see the absolute ultimate in 6-pocket table styling and design. Unquestionably, there is nothing on the market today that can compare.

We invite your inspection (and your compliments) at Booths 24-25-26-27-28-29.

UNITED BILLIARDS, INC.
Union, New Jersey

P.S. Just in time to make the Cash Box MOA Journal. We will also preview our brand new Playboy table at the Expo. Streamlined action, streamlined price. Playboy has all the performance features of the Crest in a range to fit every operator's budget. See it . . . and our sensational Bimbo 3-Ring Circus theater at the United display.

Lu Ptacek Analyzes Coinbiz 1969

CHICAGO — A. Lu Ptacek, Jr., owner of Bird Music in Manhattan, Kansas, and current secretary of MOA is the apparent front runner for the post of MOA president for 1970. He brings to this year's convention a list of credentials which include more than 30 years in the business, plus a distinguished career both in the Kansas organization and in MOA.

Lu is a member of the Kansas Amusement and Music Association, having served over the past decade in a number of capacities, including the offices of president, vice-president, secretary and treasurer. He has been on the board of directors of MOA since joining the organization in 1950.

Lu broke into the business in 1939 as a helper in his uncles' music company. By 1946 he had risen to the partnership level and in 1949, he became sole owner of Bird Music. The company has been in the full-line vending business since 1951 and has been doing its own distributing for the past ten years.

Commenting on the current industry situation, Lu cited two major problems: lack of qualified help and the high cost of operation and equipment. He suggested that qualified mechanics could be found within the business, particularly if MOA could establish certain guidelines which would aid in selecting them. He also pointed out that in order to attract more qualified men, higher starting salaries should be established.

Regarding the spiraling cost of operation and equipment, he maintained that the industry is failing to keep pace with the times — price-wise — and suggested that 25¢ and 2 for 25¢ might go a long way toward alleviating the problem.



A. Lu Ptacek, Jr. (left) receives the congrats of Lou Casola after being elected Secretary at last year's MOA convention.

Lu favored continued expansion of the industry's public relations program. "We have," he said, "what is probably the best p.r. program of any industry and, more importantly, we are going at it from the correct angle — furnishing the right tools for operators and working with them directly."

Lu's activities are not limited to the coin business. He is a member of numerous civic and social clubs in his community, among them the local Chamber of Commerce and the Serotoma Club of Manhattan.

NAMA Names Ten

CHICAGO — The names of 10 members of NAMA have been submitted as nominees for the 21-man Board of Directors, according to David D. Dayton, chairman of the nominating committee.

The election of directors will take place at the association's annual member meeting to be held on Saturday, October 18, at the opening session of the NAMA Convention-Exhibit in New Orleans, La.

The terms of 10 present directors will expire or be vacant and the committee has nominated 7 members who are operators and 3 machine manufacturers. Five of those slated presently are serving on the Board and their terms will expire at year-end unless they are re-elected.

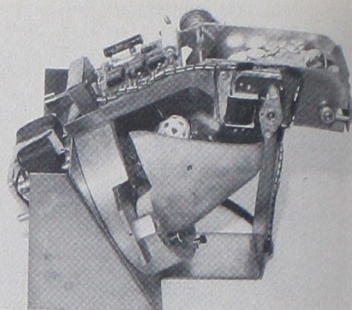
The following Board members were nominated for election:

John L. Burlington, The Vendo Company, Kansas City, Mo., presently serving as NAMA senior vice president; Ted R. Nicolay, Servomation Corporation, San Bernardino, Calif., presently serving as NAMA vice president; Alvin M. Corry, National Vendors, St. Louis; Robert D. Flickinger, Service Systems Corporation, Buffalo, N.Y.; and Wagner Van Vlack, Interstate United Corporation, Chicago. Each was recommended for a three-year term.

Nominated for election for the first time and for three-year terms were Charles E. Bertsch, Bertsch Vending Company, Warsaw, Ind.; and Merle Swanson, Kwik-Kafe of Nebraska, Omaha. Two-year terms were slated for Robert H. Breither, The Seeburg Corporation, Chicago; and Keith McCormick, Clark's Ferry Concessions, Seattle.

George H. Duckett, Automatic Mer-

New Product



A new bulk loader for bill and coin changers which can "digest" and sort large quantities of mixed coins in a matter of seconds is one of a number of innovations built into the new, advanced line of changers manufactured by Micro-Magnetic Industries, Inc. of Palo Alto, Calif.

The NMI bulk loader is of great economic value since it saves many hours by eliminating the tedious time-consuming task of sorting and stacking coins into coin magazines.

Nickels, dimes and quarters can be dumped into a big hopper inside the changer in just a few seconds. The mixed coins are motor-fed from the hopper into a rotary sorter and paid out electronically. Then, they are recirculated, ready to make more change.

To order, contact Micro-Magnetic Industries, 951 Commercial St., Palo Alto, California.

chandising, Inc., Tampa, Fla. was nominated for a one-year term.

Terms of NAMA directors begin on January 1 following the annual meeting.

8,000 Sq. Ft. Second Storey Added To Betson-Eastern-Betti H.Q.

NORTH BERGEN, N.J. — Completion of many months' construction at the combined headquarters building of Betson Enterprises, Eastern Novelty and H. Betti & Sons, has given the firm an additional 8,000 sq. ft. of inventory and shop space with a second new storey. The increased footage enabled firm president Bert Betti to com-

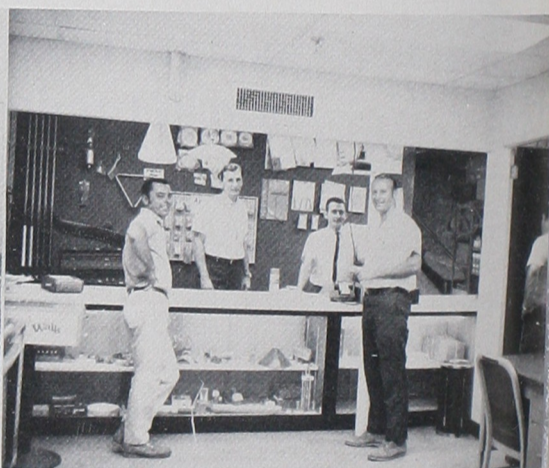
plete renovate his equipment showroom and parts Dept., now presenting one of the most expansive areas for equipment display in the country.

The new second storey, in addition to warehousing of crated new machines, serves as headquarters for the H. Betti & Sons route operation.

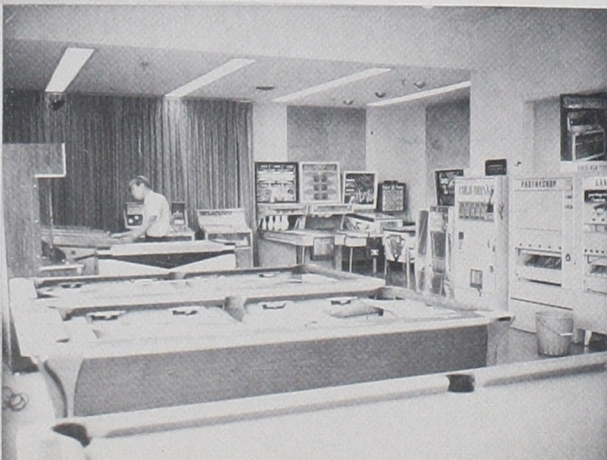
The broadened showroom is still fill-

ed with machines along every wall, owing to the wide number of equipment factories with Betson Enterprises, the distributing arm, represents. In addition, Betson's display of home tables remains an important sales item, and samples from the various manufacturers occupy considerable space.

Bett's Eastern Novelty Co. will again be displaying its lineup of slates, cu-sticks, balls, cloth and other accessories at the MOA Exposition (booth # 6-7). Accompanying the president will be John Rafer and Jerry Gordic from the Jersey office, and Sol Morigarden from their Los Angeles outlet.



Exterior shots of Betti's newly added second storey; at right, 2 of the lads of Flips Amusement join Johnny and Orlando at the new parts department.



Various views of Betti's expanded showroom.

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- PIN BALLS
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- UPRIGHTS
- BINGOS
- CONSOLES
- SLOT MACHINES
- POOL TABLES
- VENDING
- SOCCERS
- DIGGERS
- KIDDY RIDES
- ROTAMINT WALL MACHINES
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- AMI
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- AUTOBELL
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- CHICAGO COIN
- GOTTLIEB
- H.A. FRANZ CO.
- IRVING KAYE CO.
- KEENEY
- MIDWAY
- NUTTING ASSOCIATES
- NUTTING INDUSTRIES
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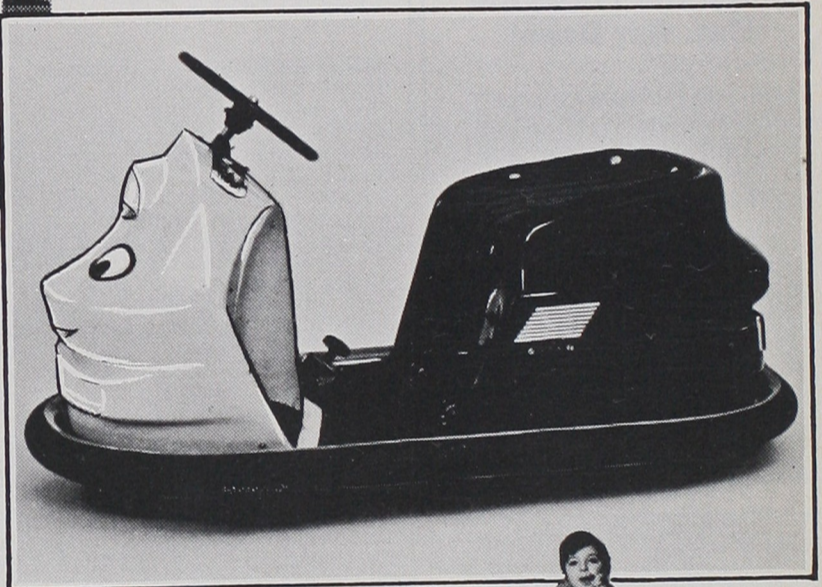
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Call For Reservations To N.Y. Catskill Outing

Time is running short for operators wishing to attend the combined convention of the Music Operators of New York, the New York State Operators Guild and the Westchester Operators Guild. The gathering is scheduled for the Homowack Lodge in Spring Glen, N.Y. on Oct. 3-5.

One of the highlights of the convention is expected to be the 1½ hour industry symposium which is set for Friday evening.

Ben Chicofsky, Managing Director of MONY reminds operators that they must move fast in order to secure reservations. He can be reached at MONY offices, 250 W. 57th St., New York, N.Y. 10019. Telephone number is 212-CI-5-7550.

Irving And The Mayor



An operator who has been waging his own public relations campaign for the industry is Irving Fenichel of Janels Music Corp., Brooklyn, N.Y. Here Irv is shown accepting the congratulations of Mayor John Lindsay during ceremonies inaugurating the Fourth Platoon system of the volunteer police auxiliary. Irv is a captain in the auxiliary.

CashBox Round The Route

EASTERN FLASHES

ONTO CHICAGO — In addition to the factory personnel hereabouts who will be jetting out to Windy City for the Convention this weekend, a number of local operators will also be attending. Al Denver, MONY prexy and a founding-father of MOA itself, will be on his way Thursday night with Ben Chicofsky, Max Weiss and Billy Kobler. Gil Sonin will be going out on Friday. George Holtzman, down vacationing at Atlantic City these two weeks, will drive out to the Philadelphia airport Thursday to catch his Chicago jet. Vic VanDerLeenden, Bill Kobler's partner, will also be going — the two ops will be on hand to discuss the merits of Color-Coating at Vendors Exchange booth #10, joining Milt Horowitz and the lads from Cleveland. Vic says he had his trucker ship out several machines, Color-Coated, for exhibition at the display. Joe Munves, who will not be exhibiting at this year's Expo, will be on hand nevertheless to meet and greet his friends and customers. The arcada-equipment wizard, no doubt, will still do plenty of business at the Show. Abe Lipsky and Larry Galenti (Mutoscope) are jetting out together Thursday evening. Larry, like Joe Munves, will not be exhibiting, saving his big punch for the October Parks Show where most of his customers attend. Chatted with Cameron International's Jack Gordon, still unsure as of last week whether he'd be at the convention this year. Pressing business might keep him locked to his desk but if time permits, he'll be out for one day at least. Len Schneller info's he, Al Dinzillo, Al Simon and plant manager Stan Levine will be on hand at their U.S. Billiards display (and what a program they have in store). Another 8-ball tourney like last year, only all conventioners will be eligible, a very hush-hush distrib meet (which will unveil some real fascinating merchandising ideas) will be held sometime during the three day event, plus a brand new coin game will be unveiled at their booth. Stan Rayboy, Gil Wallach, Harry Green of Funtronics will be joining Ray West from the Florida factory to introduce the national trade to their intriguing lineup of radio-controlled games at booth #. Don't miss it.

Talked with Howard Kaye this week and he promised that the Kaye's would have a surprise at the MOA. It's a new line of home tables that they feel is completely unique, unlike anything else on the market. Of course, they will also be displaying their Apollo, modified this year with new aluminum die-cast legs. Add to this their full line of accessories and fiberglass cue sticks and booths 64-70 should be really hopping. Howard also said that the Kayes would be offering the trade their hospitality suite. Chi-bound from Rowe's Whippany, N.J. factory will be Jack Harper, Joe Barton, Harold Hankins, Dan Denman, Jim Dittman, Jim Newlander, Walter Koch, Barney Barnard, John Moyer, Dick Muller and Jim Abato. Among the phonographs they will be displaying is the MM-3 CA, with silver panels, also with gold trim. Also on view will be the modified Riviera cigarette vending machine. After working on a virtual 24-hour a day schedule, the engineers at United Billiards have completed work on their new table, the Playboy, which Art Daddis and company will be unveiling at the convention. Art will also be pointing with pride to the Silverfox table which he considers to be the ultimate in 6-pocket billiard table, and to his "Bimbo," 3 ring circus machine. As an added feature, he will be raffling off three silverfox fur pieces for lucky visitors to the United display, which will be at booths 24-29.

CONDOLENCES — Allied Leisure Industries sales director Jack Mitnick flew up to New York last Tuesday with his wife Sadie to attend funeral services at Riverside Memorial for

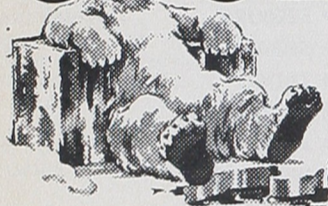
brother Howard, who died at the age of 78. Howard had been ill some years, Jack told us. Although he had never been a member of the trade, he was known to many of us through Jack May he rest in peace.

UPSTATE ITEMS — Announcement of the Sept. 27th marriage of Charlen Grillo and Ed Kazlauckas came from proud papa Joe Grillo. The couple will tie the matrimonial knot at 12:00 noon in St. Ambrose Church on Empire Blvd. in Rochester. Johnny Bilotta info's he's operating an amusement arcade in the New York State Fair, now being held in Syracuse. John, with son John, Jr. and Mike Steingass, are operating mostly the brand new specialty machine and the distrib says the hit of the amusement center is Midway's Sea Raider game. "It was the I.Q. Computer at our arcade at the 1967 fair and now it's Sea Raider," boasts John Bilotta will be attending the MOA Expo with his staff, including John Jr. and Mike.

CALIFORNIA CLIPPINGS

Santa Claus (alias Struve Distributing) Really Came to Town. Leo Simone was not kidding when he told Cash Box that everyone would get home a winner from their Sell-A-Thon sit down dinner. It was Jingle Bells in August. We were absolutely awed by the prizes that were displayed in the ballroom of the International Hotel in Los Angeles. There were a hundred prizes given away in all. The first prizes that were drawn included such items as all-expense paid weekend trips to Las Vegas, portable black and white and color television sets, golf clubs, luggage, silver coffee & tea sets, movie cameras with projectors and screen, color slide projectors, gold and diamond wrist watches, phonographs, coffee machines, a kitchen sink which included a blender, toaster, coffee maker, etc., a beautiful AM/FM radio and some other great prizes which are too numerous to name. The top ten prizes included an Eldorado Camero, a 3½ carat diamond ring, a mink coat, a two week trip to Europe, a two week trip to Japan, a mink stole and a huge color TV. After that night we can't help but wonder if there was anything left in the Struve kitty. Unfortunately since we were a guest of Struve (thank you Buddy Lurie and Leo), we were not eligible for any of the prizes but we did come home a winner. Sitting around so many beautiful things had us almost drooling. How it all came about was that Leo said that the rolls on the table were white inside, and a gentleman at the table disagreed and said some were brown inside and said do you want to bet, so being the big gambler we made the challenge and made the stakes 50¢. We opened the roll and sure enough it was white, and he forked over the nickel and said okay now you won something tonight. Let me tell you we really did feel better. Right now we are putting our pennies away so that next we can buy a piece of equipment and be in the running (joke). Even the people that did not win one of the prizes were given a gift. They got a lovely battery operated clock plus of course the steak dinner. Leo Simone was master of ceremonies for most of the gift giving, with an able assist at just the right moments from Buddy Lurie. Leo handled his role with so much verve and energy, not to mention some pre-given away before the stroke twelve. And don't worry since it isn't a Cinderella story, although it may have a happy ending. Not one that turned back into a pumpkin! Serious though, we have to hand it to Buddy Leo and everyone that helped put together the event. It was a job well done. If all goes well, look forward to seeing pictures of some of the winners in next week's Cash Box.

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Round The Route

CHICAGO CHATTER

Williams Electronics Inc. will be featuring its current line during MOA, a brand new item, described by DeSelm as "a novelty" type. That's all the information he divulges, so you'll just have to refer to the Williams display and look!

A fair city will be the gathering place for coinmen from all over the city — and overseas — starting Friday (5) when MOA Expo '69 under way at the Sherman House. The 3-day conclave promises to be one of the association's most successful shows to date! Advance reaction requests have been pouring in to the local MOA office and, as of writing, requests for banquet tickets indicate the big show on Sunday (7) will be a complete sell-out. We look forward to touring the area, seeing the fine lineup of equipment on display at the various booths, and, of course, greeting everyone who'll be coming in for the show! An open invitation to stop by Cash Box booth and say "hi"!

There's quite a bit of interest in the coin machine exhibition, to be held at the Congress Hall in Berlin, on September 16-19. Dr. Dave Rockola, resident of Rock-Ola Mfg. Corp., has already arranged the shipment of several pieces of equipment for display at the show. Chicago Dynamic's Avron Gensburg will participate with a ChiCoin display ised. Bally Mfg. Corp. will be represented by the firm's European agent Alex A. Wilms.

A picture in one of last week's issues of the Chicago Sun-Times quite a celebrity out of 8 months ago — grandson of Clarence Brown, a foreman in the World Wide Dist. division. Youngster was photographed in tears, at Wrigley Field, following a Cubs' defeat! A pleasant surprise is in store for visitors to the Chicago Dynamics Ind. MOA booth. It will display the brand new mobile type "game called "Speed" and a couple of new pingames. Here's an invitation from Secure to be sure and stop by!

A welcomed visitor to the Bally Mfg. factory last week was George Jenkins, formerly sales manager and time assistant to the late Ray Jenkins. Mr. Jenkins, who retired in San Antonio, Texas, made a tour of the plant and was amazed at the expansion and the many changes, etc. since his last visit! The newly released "Wild West" 2-player is generating a great deal of excitement at the Gottlieb & Co. premises. Alvin Gottlieb couldn't be happier over the reaction! Orders are really pouring in, he tells us! Great! Chatting with Empire Dist. vee- Joe Robbins who, along with Gil Kitt, Jack Burns, and the rest of the crew will be very much in demand throughout the MOA show, reporting their now famous bright suits! And a mighty handsome fellow they all make!

Entire Atlas Music Co. sales will be on hand at the Sherman House for the MOA doings. Joe Kline is everyone's looking forward to the big event! Attention sports fans! WGN-radio will once again air the 369 Chicago Bears football schedule starting with the Bears-Green Bay game on 9/21. Jack Brickhouse, Alvin Karpis, Lloyd Pettit and Chuck McMane will man the mikes. Meanwhile, let's keep pullin' for our great Chicago Cubs and hope for a World Series here! Right, Murph Gordon!

MILWAUKEE MENTIONS

MILWAUKEE — The upcoming MOA Expo, in the Sherman House Hotel, (9/5-6-7), is one of the main topics among local coinmen. Most plan to be on hand in Chicago for the big event!

Our congratulations to Sam Hastings, who was the recipient of a distinguished service award, for his countless accomplishments during a lengthy coinbiz career. Presentation was made by the Wisconsin Music Merchants Assn. at their recent conclave. Sam, by the way, has been in the coin machine business since 1932!

Here's a reminder from Russ Townsend of United, Inc. that there's still time to get in on the distrib's current Wurlitzer "Americana III" promotion, whereby operators have an opportunity to win either an organ or a piano! Russ adds that the new United Billiards' "Bimbo" is prominently on display at the firm and extends an invitation to "drop in and have a look at it"!

Paul Jacobs will be representing United at the MOA show this year. Next attraction at the Lake Geneva Playboy Club will be the Minsky's Burlesque Follies '69, opening Sept. 3. A new local FM station, WNUW (formerly WEMP-FM), debuted last week. Station manager is Russell Wittberger.

The recently debuted Gottlieb "Mini Pool" add-a-ball, is creating much excitement at Hastings Dist. Co., according to Jack Hastings. Local operators are really going for it! Still very strong are the Frigidaire ice machines which, Jack tells us, have been among the biggest sellers of the season at Hastings! Local group, The Love Society, who did so well in this area with their single "Let's Pretend", have just been signed to a recording contract by RCA! Great! They hope to begin work very shortly on a new LP release! We wish them every success.

UPPER MID-WEST

The Bob Addington's of Bismarck were in town for a few days still vacationing after spending a few days up north fishing and visiting relatives.

Bill Behm had to cut his vacation short as he accidentally stepped on a nail and had to stay off his feet. The Behm's were vacationing in Bemidji when the accident happened.

Curtis Eidenschink, Detroit Lakes, in town for a few days buying equipment, records and parts. Curtis reports that the resorts are filled to capacity and that business has been very good.

The Lakes Music Co. has moved into new quarters. Gabby Cluseau, Grand Rapids, in town for the day taking in a ball game.

Junie Kangas head of the games service department at Lieberman Music Co. is driving to Oregon for his vacation for two weeks.

Morey Waltman and wife in the cities for a few days vacation. Mr. & Mrs. Ronnie Manolis and their children in the cities for a few days. Mrs. Manolis taking the children shopping for clothes for school and taking in the Yankee-Twin ball game.

John McMahan, Eu Claire, in town for the day buying equipment. Clayt Norberg in town for the day picking up tickets for the Johnny Cash show at the Fair.

Mr. & Mrs. Jim Stearns, Minot, in town for a few days. Al Eggermont in town buying records and parts.

Charley Sersen and his grandchildren in town to take in ball game. The grandchildren are visiting them, Sersen's are from Ft. Collins, Colorado.

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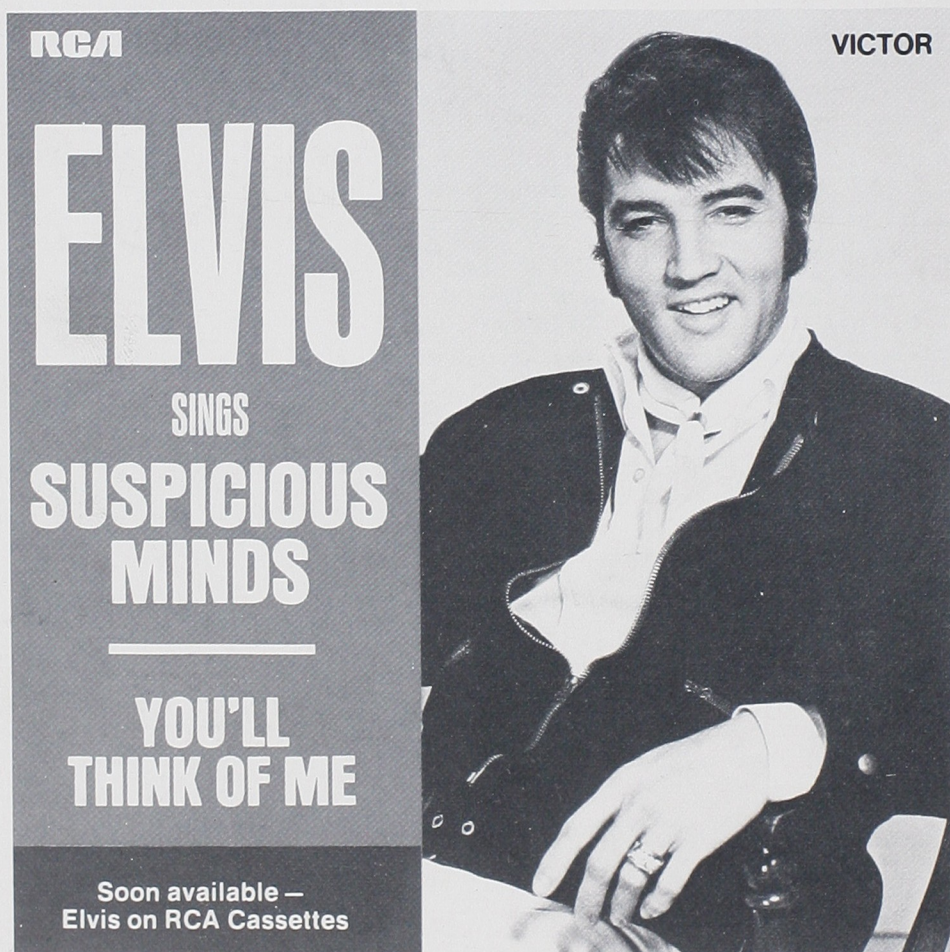
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