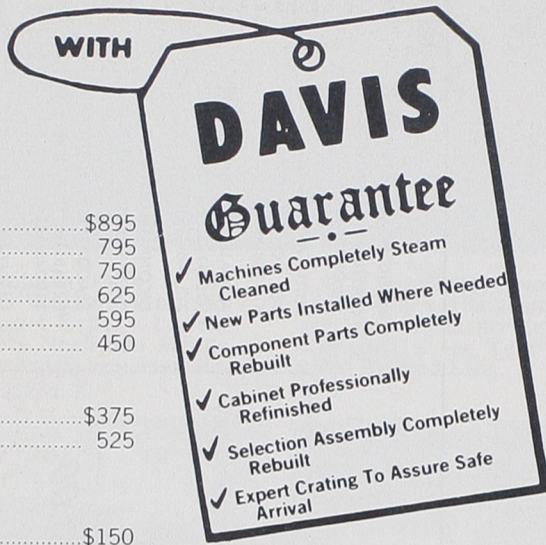


# NEW DAVIS FALL PRICES

Quality reconditioned equipment  
Looks and operates like new



WITH

<b>Seeburg Phonographs</b>	
SS160.....	\$895
Fleetwood.....	795
Electra.....	750
LPC-480.....	625
LPC-1.....	595
DS-160.....	450
<b>AMI Phonographs</b>	
M-200.....	\$375
N-200.....	525
<b>Wurlitzer Phonographs</b>	
2300.....	\$150
2510.....	225
2600.....	275
2700.....	375

**WORLD EXPORT**  
**Davis** **Corp**  
DISTRIBUTING  
Exclusive Seeburg Distributors  
738 ERIE BOULEVARD EAST  
SYRACUSE, NEW YORK 13210  
PHONE 475-1631  
AREA CODE 315

# CashBox Round The Route

## EASTERN FLASHES

**GOTHAM GOINGS ON** — Lots of talk here in New York as in surrounding areas regarding announcement that Cameron Musical Industries, Ltd. has gone public. The official notice was in last Thursday's (9/18) New York Times. There are 100,000 shares available at a cost of \$3.00 per share. We wouldn't be surprised if quite a few people connected with the industry will be following subsequent events closely. And quite a few may want to buy shares as well! One reaction we got from a representative of one of the phonograph manufacturers was that this was definitely a good thing for the industry. We also checked with Joe Gordon himself, president of the company, and former Seeburg Corp prexy, at his Port Washington, Long Island Headquarters. But, since the Securities and Exchange Commission hasn't ruled as yet on the securities involved, he could make no comment. Rest assured, we'll be printing reactions from people in the industry next installment of this column.

**BERLIN BOUND** — Winging his way to Europe this week was our own Ed Adlum. He's Berlin Bound for the coin machine exhibit at the Kongresshall there. Wife Tippi planed there earlier last week to visit her folks in Kiel. Expect both Eddie and Tippi to return on or about Sept. 25.

**CATCHIN' FLORIDA SUN** — Received a call from John Bilotta who was down in Miami combining business with pleasure for a brief stay in that sunny climate. Where does John get all his energy, we wonder, especially since he was such a dynamo at the MOA Expo only a few short weeks ago. John was bubbling over with praise for Gottlieb's 2-player 'Lariat,' which he reports is doing a whole lot better at 2-25¢ play than 10¢ models. From Westchester comes word that the Westchester Operators Guild held a very productive meet this week. It was well attended and served to kick off the fall season with a dinner. Meanwhile the New York State ops are girding for their Homowack weekend which is scheduled for Oct. 3-5. This is shaping up as a good one. Though Ben Chicofsky issued his last call weeks ago, who knows? Someone may be able to round up a ticket for you. As cooler weather began to hit the New York area, thoughts turned from summer vacations, arcades, etc to the future and the many new machines which will be available in the fall market. Many have already been seen at the MOA Expo but others will be coming up in the near future and operators are looking to the future. The long awaited Add-A-Ball decision on Long Island should be coming down shortly and this, too, is a matter for discussion among operators. All in all, as the cool weather comes in, we can look forward to a year which may be very interesting.

## MILWAUKEE MENTIONS

**MILWAUKEE** — The entire ten game schedule of University of Wisconsin football games, for the '69 season, will be carried by WEMP-Milw. (and the statewide Wisconsin network), starting with the Oklahoma at Madison game 9/20! Operators in the area are once again urged to contact their assemblymen, in support of trailer bill #642, which would exempt phonographs, amusement games, etc., from the 4% Wisconsin state sales tax. Clint

Pierce, Sam Hastings, Jim Stansfield and Bob Rondeau are keeping abreast of the situation and would be happy to furnish operators with any additional information they might require. Business is "super" at United, Inc. — and that's the word Russ Townsend used! He tells us overall sales to date have already exceeded last year's total and there's no sign of a let-up! The distrib's Wurlitzer "Americana III" promotion (in its final stages at this writing) has proven a huge success! Russ added, of course, that he and Paul Jacobs are looking forward to the release of the new Wurlitzer model! Bob Rondeau of Empire in Menominee tells us they're just about wrapping up the Empire Triple E Program (offering operators an opportunity for a trip to Nassau). Response was fantastic, according to Bob! John Jankowski of Radio Doctors clewed us in on some hot operator singles, like Boots Randolph's "Down Yonder" b/w "Hey Jude" (Monument), "September Song" by Roy Clark (Dot), "Groovy Grubworm" by Harlo Wilcox (Plantation) and a re-issue of "Get Rhythm" b/w "Hey Porter" by Johnny Cash on the Sun label!

## HOUSTON HAPPENINGS

More optimistic outlook here, among operators anyhow, since Labor Day, ending of vacation period, cooler weather and considerable light rain. Past Summer officially tabbed as hottest and driest one since 1954. Ralph D. Cragen, Wurlitzer Regional Sales Mgr., established bases at Gulf Coast Distributing Co. Houston and San Antonio offices while touring Texas territory. Hugh C. Knots, Division Mgr., Commercial Finance Co. of Houston and Vernon W. Lewis, Vice Pres., Commercial Finance & Leasing Co., San Antonio, were recent business callers at Gulf Coast Distributing main office in Houston. These people fill important slots for Wurlitzer Texas distribution. Houston entertainers and local TV celebrities Don Mahoney and Jeanna Clare have signed three leases for Barrel O' Chicken restaurants in as many Woodco centers here. Rollan Lowery, Art's Music and Cigarette Service, shopping for working stuff in local Seeburg dealership. Cigarette machine operators and other retailers got a break when a recently approved compromise tax bill increased state tax on cigarettes 4.5 cents a pack instead of the five cent a pack as was written in original bill. George Jamail, head of Central Sales, Inc. (Rowe AMI) bucked 102 degree weather while visiting in Austin and San Antonio last month. George said business was fair for Rowe AMI distribution as well their Gottlieb, Chicago Dynamics, Midway, and Valley Irving Kaye amusement game lines. Plan to get out on Rice Blvd. directly and find out if Don Siegel, Earl Hoot, Pete Flato, Gus Sundman (big chief at San Antonio office), et al have made their first million \$\$ at distribution of Rock Ola phonos and Brunswick coin operated pool tables. Dick (Turk) Farrell, one of the all time fine N. L. baseball pitchers and Texas Wurlitzer sales promoter past two off baseball seasons, still doing a middling fair bull pen job for Philadelphia Phillies. In two recent appearances tossed five scoreless frames against Houston Astro, former teammates. A prominent local sportswriter, speaking confidentially, rated ability of pitchers who have labored for Houston Astros in this order: Dick Farrell; Mike Cuellar, 21 game winner so far this season for Baltimore; Don Wilson and Larry Dierker, still throwing for Houston.

**IF you are reading  
someone else's copy of  
Cash Box  
why not mail this coupon  
today!**

**CASH BOX  
1780 BROADWAY  
NEW YORK, N. Y. 10019**

Enclosed find my check.

- \$25 for a full year (52 weeks) subscription (United States, Canada, Mexico)
- \$45 for a full year (Airmail United States, Canada, Mexico)
- \$55 for a full year (Airmail other countries)
- \$35 for a full year (Steamer mail other countries)

NAME .....  
FIRM .....  
ADDRESS .....  
CITY ..... STATE ..... ZIP # .....

Be Sure To Check Business Classification Above!

(Check One)

- I AM A
- DEALER .....
- ONE STOP .....
- DISTRIB .....
- RACK JOBBER .....
- PUBLISHER .....
- RECORD CO .....
- DISK JOCKEY .....
- COIN FIRM .....
- OTHER .....



# CashBox Round The Route

## CHICAGO CHATTER

CHICAGO — Following the wrap-up of a very successful MOA Expo, first order of the day for the amusement machines manufacturers in Chicago is to step up production schedules for the many new pieces of equipment which debuted during the show! The stories are buzzin', alright!

Among the big attractions at the Bally Corp. MOA exhibit was "Joust", the firm's "first 2-player flipper pinball game in nearly two years!" Sales manager Paul Calamari informs us deliveries are commencing this week!

From Bill DeSelm of Williams Electronics Inc., comes word that "Phantom Gun" is now in production so watch for it! Bill adds that ample shipments are currently in progress on "Grid Iron", the 2-player football game which was such a sensation at the show! Stop by your local Williams distributor and have a look in case you didn't see it at the Sherman House! . . . As of last Wednesday, Chicago Dynamic Industries began shipping "Action", its new one-player game — another star of the MOA show! Mort Secore tells us it really attracted plenty of attention! . . . September 24 will be a red letter day at World Wide Dist. Nate Feinman, Harold Schwartz, et al, will host the first Chicago showing of the dynamic new Seeburg "Apollo" phonograph! Howie Freer sees it as one of the most successful showings in World

Wide's history! Invitations are in the mail and operators from throughout the distrib's wide territory are expected to attend enmasse for the big unveiling! . . . Much excitement at D. Gottlieb & Co. over the release, this week, of "Mibs"! Another winner, says Alvin Gottlieb! Shipments are currently underway to the firm's network of distributors across the country.

**Attention hockey fans:** WGN-radio will broadcast the entire series of Black Hawks home games — plus two pre-season battles against Montreal (9/28) and Toronto (10/5)! Must add that WGN also carries the Chicago Bears football game action with Jack Brickhouse and Irv Kupcinet at the mike! . . . Ronnie and Larry Kaghan of Specialty Sales Corp. are enjoying the very pleasant aftermath of a most successful MOA show — lots of orders, lots of activity! Ronnie tells us the NSM Prestige 160 and Consul 120 models are doing extremely well; as is the United pool table line and the exciting Indy 500 Driving Game. Latter item, according to Ron, is on location at the Greyhound Bus Terminal and pulling in close to \$100.00 per day! Wow! Incidentally, there'll soon be a wedding in the Larry Kaghan family. Daughter, Barbara, announced her engagement to Arthur Marks! Our congrats to the happy pair! . . .

Midway Mfg. Co. expects at least another six weeks' run on "Sea Raider", in order to fill the current backlog of orders! A very big seller — to put it mildly! . . . Here's word

from Steve Polcyn of Interstate United Corp. that Louis Boras has been appointed regional manager of the Midwestern Division of the Business and Industry group of IUC. Mr. Boras, headquartered in Chicago, will be responsible for vending and food service operations in the states of Illinois and Indiana . . .

**Association news:** In addition to recording a good turnout at the recent meeting and welcoming three new members to the ranks, the fast growing Kansas Amusement & Music Association has scheduled all future annual meetings for November of each year, and slated an election of officers to top the agenda at the '69 confab. Secretary-treasurer Ronald Cazel will announce the date and location very shortly.

## UPPER MIDWEST

The Earl Porter's, Mitchell, have returned from a weeks fishing trip in Canada . . . Einar Carlson and his two sons in town for the day on a buying trip . . . Art Berg and his grand-daughter keeping him company drove in from Fairmont, Art buying parts and records . . . Mr. & Mrs. H. H. Krueger in town for the day . . . Earl Ackley in the cities doing some equipment buying . . . The Leo Friedel's, Gettysberg, are home after spending 2 weeks vacationing in Colorado. . . Red Kennedy and Stan Baeder in town for a few days doing

some buying . . . Al Kirtz and Roy Fox in town for the day as was Huey May, Eau Claire, and Tom Roberts, Hurley . . . Don Hazelwood and Son, Don Jr. in the cities for the day. Don Jr. having returned from Viet Nam having been in the air force for two years and after a few hundred air missions is now working for his dad and glad to be home . . . Mr. & Mrs. Walt Hugeback, New Hampton, in town over the week end . . . Our deepest sympathy to D. K. Carter and family on the death of Mrs. Carter . . . Lyle Kesting in town today told us that his Dad Henry had passed away three weeks ago at the age of 85 years. Henry had been in the coin machine business 35 years ago and had retired and turned the business over to his sons 12 years ago but was still active and interested right up to the end . . . Neil Van Berkem and Jules Jahr in town for the day doing some buying . . . Hal Williams, and Jim Stolp, Greenbush in town this week as was Andy Theisen and Joe Topic Jr. . . . Appearing at the Minnesota State Fair were Leslie Gore, George Kirby, Johnny Cash, and Patti Page. They packed them in . . .

GARDEN CITY, MINN — Robert Harding, field service representative for the Wurlitzer Company recently conducted a service seminar here. Represented were 16 Wurlitzer operators from the midwest area.

A total of 21 service technicians attended the one day seminar, during the course of which the mechanism of the Americana III was reviewed.

# Gottlieb's MIBS

- 1 Proven tops in player appeal.
- 2 Magnetic attraction of red and white balls popping into rack in light box.
- 3 Scoring any of 12 lit rollovers pops balls up into rack.
- 4 Specials scored when indicated number of balls are up in rack.
- 5 Hitting three targets lights pop bumpers for super point scoring and bottom rollovers for special scoring.

**D. Gottlieb & Co.**

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

That Extra Touch of Quality and ORIGINALITY





STANDARD MODEL  
ADD-A-BALL MODEL

# Bally JOUST

**5-DIGIT  
EGO-BUILDING  
SCORES**

- ★ 1 to 9 lit SCORES 10,000
- ★ 7-8-9 lit SCORES 5,000
- ★ 1 to 6 lit SCORES 3,000

Light Big Bonus Bull's Eyes by crossing Rollovers 1 to 9 when lit, picking up an extra 10 per hit. 1, 2, 4, 5 and 6 are also spotted by hitting Spot Bumpers or Kickout Hole.

- ROLLOVERS SCORE 100 WHEN NOT LIT**
- KICKOUT HOLE DELIVERS 1000**
- 2 MUSHROOM BUMPERS RING UP 1000**
- 2 MUSHROOM BUMPERS RING UP 100**
- LEFT OUT LANE GOOD FOR 1000**

**30  
TRICKY WAYS  
TO BOOST  
SCORE**  
★

From the silly single step of the totalizer for kissing a rebound to a thrilling 10,000 for shooting ball through the rollover area when all Bonus Bull's Eyes are lit, JOUST is loaded with score potential. Plus wild action, suspense, repeat play appeal, which add up to biggest earnings in the 2-player class. Get your share. Get JOUST today.

★  
**FAMOUS  
FLIPPER-ZIPPER  
AND E-Z OPEN  
FREE BALL  
GATE**

**2 OR 1 CAN PLAY  
loads of fun either way**

See your distributor or write **BALLY MANUFACTURING CORPORATION • 2640 BELMONT AVENUE, CHICAGO, ILLINOIS 60618, U.S.A.**

We're ruddy well pleased  
to introduce the new  
soft rock English group.

## Grapefruit.

Bob Ware plays lead guitar, comes from Birmingham, and used to make plaster ducks for hanging on walls.

Mike Fowler plays keyboards and guitar and was once a porter in the Southfield fruit market.

George Alexander is on guitar and weighs nine and a half stone.

John Perry plays bass, comes from London, and meditates a lot.

Geoffrey Swettenham is also a Londoner, plays drums and does a bit of writing.

Grapefruit. Their first album is "Deep Water." It includes "Deep Water" as well as their first single "Thunder and Lightning."

As well as a lot of other exciting soft rock.

All of which we're ruddy well pleased with.



LSP-4215

Available on RCA Stereo 8 Cartridge Tape

# RCA