



Argentina

During the next ten years, the Argentine record industry will triple its volume and the tape and cassette market will increase by ten times. The prediction is from Hugo Persichini, manager of Phonogram and president of the Argentine Chamber of Record Producers. The statement is not surprising and follows a 30% raise in the market's volume during the past months and an extraordinary increase in the sales marks registered by top selling records. While in other countries the hits have been losing sales, except in seldom cases, the Argentine hits have doubled their sales mark and 100,000 copies of an LP is currently a usual figure for top level artists of albums like Sandro or the RCA teen selections. In the singles field, the view is exactly the same: the 150,000 single is often attained and 50,000 to 80,000 sales for a single, something that a few years ago would astonish any record producer, is now a usual thing.

What is even more important, from the International point of view, is the development of a series of artists who obtain sales and chart positions in other countries. About twenty years ago Argentina dominated the Latin American countries, but during the last decade the Mexican industry occupied the top positions. During the past three years, local artists have regained positions and currently are well known in countries like Colombia, Venezuela, Mexico, Central America, Puerto Rico and even the Latin part of New York and other cities of the United States. In the local charts, the participation of foreign artists has decreased from 80% to about 40%, simply by this strengthening of the local production, the building of new recording facilities, and the appearance of the indie producer as an institution.

Now, the next step is the U.S. and European market. Some artists have been attempting, during 1968 and this year, to record in other languages, mainly English, Italian and French. It is hoped that in the near future this will be obtained with an acceptable degree of quality. The songs are being prepared in Spanish, but with an eye on the English-speaking market. Several of the recent hit songs ("El Extranero del Pelo Largo," among them) have also been recorded in English and launched here. Some indie producers, like Kleinman, are establishing their own copyrights on hit tunes so as to be able to negotiate

them directly or at the MIDEM. This week, Kleinman-controlled tunes take at least five of the top twenty in Argentina and are all originals, which could mean strong potential in the States. Other composers and publishers like Palito Ortega are looking more at the European market. It has been reported by French artist Antoine at the Rio Song Fest, that he will include one of the recent Palito themes, "Voy Cantando," in his next LP. Ortega's songs have been recorded in Italy, France, Germany and Yugoslavia and could, at any moment, break into the charts in Europe. Somebody from the Ortega organization, possibly Clanort, could be at the MIDEM next January.

The traditional pubberies are also reviewing their policies. Lipesker, of Korn Publishers, reported a couple of weeks ago that his company has substantially increased its local production, signing several writers and establishing contacts for the release of their songs in the European market. This week, the Korn slice of the local top twenty shows a good increase, maybe as a result of this change of attitude. It is evident that the publishers will have to work even more with local copyrights in the future, unless they decide to risk competition with active indie publishers like Ortega or Sandro who appear regularly in the charts via his Ansa outfit which is owned with his manager, Oscar Anderle.

What's coming next? The main deficit in the Argentine industry is a lack of Internationally-minded people who are capable of negotiating their product in other countries, outside of the Spanish-speaking area. The appearance of a generation of young and aggressive people which will be able to obtain, on the local level, the results mentioned above, will surely result in some companies that will be able to market their product abroad. As we commented several times before, the road is open but nobody has yet acted directly. The near future may show this. If so, there may be strong news about Latin America in the world market very soon. If the MIDEM and other international meetings, like the song festival, keep growing in importance, the two hundred million people living in Latin America will be added to the dazzling movement in the record world, instead of being isolated.



Belgium

At Inelco in Brussels the activities around **Andree Simons**, a new 19 year-old poetic star-songstress, are becoming more intense every day. This is not only because of the local press' enthusiasm but is also due to a television appearance in September. Andree now has three shows in October and two more in November. Besides France, this new RCA star is now being released in Switzerland and possibly in Canada. Since the top hits "In The Year 2525" (Zager & Evans) and "In the Ghetto" (Elvis Presley) the top places on the hit charts have become familiar to RCA and next in line at the top of the Belgian charts are "Suspicious Minds" (Elvis Presley), "Deep Water" (Grapefruit) and "Sugar, Sugar" (the Archies). Inelco is also particularly proud to introduce the new LP by Flemish star folksinger **Miel Cools**. Advance bookings are already fantastic. Belgian singer **Julos Beaucarne** was signed by the RCA label recently and Inelco is now recording a new album by this artist. Artone released "UM um um um um um" by the Swedish group **Ola & the Janglers**. The record is well received on the radio and in the dancehalls. It certainly will become a Belgian topper. A few years ago "Um um um um um um" was a hit for **Wayne Fontana and the Mindbenders**. On November 13th the

Dutch group the **Shuffles** ("Sha I Need You") will be in Belgium TV appearances. In December **Transit Authority** comes to Belgium. The group's double LP, "Transit Authority," is selling extremely well here. The track "I'm A Man" especially, is played quite a lot on the radio and in the dancehalls. A Man" is a long version of former **Spencer Davis** hit. G phone has released a new single, the famous **Wallace Collection** record is entitled "Dear Secretary," and it was the **Hitgolf and Formule J (RTB)** the week. The flip side is **Suzanna**, and like the A-side is penned. The **Wallace Collection** appear at the **Olympia (Paris)** October 27th to November 2nd. November they perform at the **Belgique** theatre with **Sacha**. On October 24th and 25th they come to Belgium for an appearance at "Theater 140". On November they come back for TV appearance on "Andere Koek," a progressive program. Their LP "Nice" was released a few weeks ago. "Anim Music" is a classical record by **Mishry** released on Decca. This singer will visit Belgium in January next year.



Mexico

Within a matter of minutes, two international attractions arrived at Mexico City's airport and in no time at all made the charts in Mexico. From Miami, the Brazilian singer-composer **Elizabeth (RAFF-CISNE)** whose "Estoy Loca por Ti" is now a top seller was the first. She will do TV and night clubs. Elizabeth was introduced to the members of the press, radio, and TV at a cocktail party at the Emperor Room of the Plaza Vista Hermosa Hotel. B.J. Thomas was also met at the plane's door by Discos Orseon execs, press people, and fans. **B.J. Thomas** is down here, booked by the El Forum night club.

The launching of the soundtrack LP of **Walt Disney's "Los Tres Caballeros"** ("The Three Caballeros") on Epic, CBS/Columbia International Division, marks the beginning of a deal between the Disney Enterprise and Epic. This agreement couldn't have had a better start, as the picture is having a re-running in some of the local theatres.

Back in town, **Monna Bell**, the Chilean singer rooted in Mexico, was awarded the title of the best female vocalist at the IV Song Festival held in Rio de Janeiro a few days ago. Monna will cut some of the Festivals themes for Discos Musart. Speaking

of Discos Musart, a **Johnny R** LP, "Touch of Gold" was released under the direction of **Jesus G** A&R Director with the promotion **Guillermo Arriaga**, International promotion manager of the firm.

The latest of Discos Capitol are LPs, as follows: **Cesar Costa** on Capitol Pop Line; **Anthony Quinn** Capitol International; "The Supreme Perform **Rodgers & Hart** and **vin Gaye**" on Tamla Motown, on the firm's sidelines; locally produced by **Alfredo Marcelo Gil**, A&R Director, is a single, debut of the singer **Manuel Adrian** with "Te Volver" and "Sentir - Amor" and music by **Carlos Pena Alfaro**.

Discos Musart and film producer **Gonzalo Elvira** previewed for press, "Cantando a la Vida", the of **Massiel's** motion pictures. It shows a completely new **Massiel**, as she sings better than ever, and even sings beautifully in English referring to the motion picture's Discos Musart, representative of Spanish label **Zafiro** in Mexico, launched an EP with "Tira la P y Deja la Flor" a new song of **Massiel's** top number one picture.

Mexico's Best Sellers

This Week	Last Week	Title	Artist	Label
1	1	Me Quiero Casar Contigo	Roberto Carlos	CBS
2	6	*Te Vi Llorando	Marco Antonio Vazquez	Peerless
3	3	*Amor De Estudiante	Roberto Jordan	RCA
4	2	Estoy Loca Por Ti	Elizabeth	Raff
5	4	*El Modesto	Los Polivoces	Orfeon
6	5	In-A-Gadda-Da-Vida	Iron Butterfly	Atlantic
7	8	Orgullosa Maria	(Proud Mary)	Credence Clear
		Revival	Liberty	
8	7	Regresa	(Get Back)	The Beatles - Apple
9	9	Herido	(I've been hurt)	Bill Deal and The Rondell
			Polydor	
10	10	La Balada De John And Yoko	The Beatles	Apple

*Asterisk locally indicates production record



During his recent New York nightclub debut, CBS Argentina recording artist, Sandro, was feted at a cocktail party given by CBS International at the Chateau Madrid. Sandro (center) is pictured with Pete Rosaly, Manager, Latin American Artists and Repertoire, CBS Records (left) as they greet singers Julian Montero from Puerto Rico (back to camera) and Rolando LaSerie from Cuba (2nd from right).

With London Records currently championing the Canadian recording industry with "Which Way You Goin' Billy" by the **Poppy Family**, now No. 1, most of the major radio stations, they enter an extremely strong single. Montreal lark **Ginette Reno** entitled "Don't Let Me Be Misunderstood". Resident of London Records of Canada, **Fraser Jamieson** and the label's product administrator, **Miss Alice Purdy**, touted **Miss Reno's** potential on a recent trip to the UK and found an overwhelming acceptance plus a re-release date for the single on Parrot. U.S. reaction was also enthusiastic and arrangements made for the single re-release in the U.S. The **Royal Scots Greys** (The British Tournament & Attou) were in Montreal for two dates Sept 30 and Oct 1 pulling excellent and free days in Toronto at Maple Leaf Gardens with the same crowd pull (2-3) and in Ottawa (5-6). London took advantage of this showing to lean heavily, promotional-wise, on the LP release "British Tournament And Tattoo," resulting in good sales in all three cities. **Chuck Berry** into Ottawa's Civic Centre (11) and **Mantovani's** appearance at the Alumni Hall at the Eastern University, London, drew a capacity house.

After being wiped out twice in one year by fire, the **Von Zubans** (Mr. & Mrs.) have found a new location again in Sudbury, Ontario and will soon begin stocking. **DMG Sound Studios** bow in the Lakehead with **Chuck Williams** and **Don Rashey** at the helm. During the past several years **Grahey** and **Williams** were operating out of Hollywood, producing several majors, their most notable work being single and album product by the **49th Parallel**, who have seen national action on their lid of "When Die" and are showing good returns on their initial LP release.

RCA's Ontario promotion manager **Scott Richards** busy promoting the latest **CTL/RCA Rob McConnell** and the Boss Brass LP, "Boss Brass No. 2". This 17 member group is booked back to Toronto's Savarin for 2 weeks commencing Oct 20. The **Carlton Show** and have just completed a session at RCA's Toronto studios with release expected the latter part of October. They are currently touring western Canada and open at Toronto's Horseshoe Tavern (3) for 2 weeks. **Lana Cantrell** into the Beverly Seaway Nov 3 for 1 week. **Henry Breau**, currently happening with his LP "Live At Shelley's Mouse Hole", moves into the Pornographic Union in Toronto Nov 12 through 16 and the 19th through 23rd. **George Hamilton IV** still hot with his "Canadian Pacific" LP release signs into the Horseshoe for one week commencing Nov 24. Country artist **Charlie Pride** will be appearing with **Wilf Carter** at the Kitchener Arena Nov 27, and at Toronto's Massey Hall Nov. 28.

Quality Records has launched a massive promotion to back up their recent full scale entry into the Canadian content business with their budget line under the Birchmount banner. The label's big guns **Lee Farley** and **Harold Winslow** have come up with a deal that gives the retailer 54% gross profit based on the suggested retail price of \$1.98. The promotion is effective from Oct 15 through Jan 15 of next year with no payments made until March of next year. All product is 100% returnable. Having this deal is the Ringside label. Quality is also offering "A Taste of Birchmount Pop" with cuts from several of the albums offered in the deal. Those retailers qualifying for the deal can purchase this sampler for 99 cents. **Lithical Meadow**, the Ottawa group who have been receiving top promotion from Quality are now showing national strength with their lid of "The Day Has Come". Disk placed 6th in the Annual Moffat Awards - "Best of the Year Record".

Patricia Porter, office manager of Quality's Winnipeg operation sends news that action is swinging toward country around the Peg with top action

showing on the **Johnny Cash** lid of "Get Rhythm" and "Invitation To Your Party" by **Jerry Lee Lewis**; both on the Sun label. **Jeannie C. Riley** making lotsa noise at both pop and country stations with her outing of "Things Go Better With Love", and much interest is being given the Dot release of "Children" by **Diana Trask**. **Harlow Wilcox** has made a big splash in the west with his deck of "Groovy Grubworm" with **Richie Havens**, "Rocky Racoon" and "Walk On By" by **Issac Hayes** following close behind. Branch manager **Chuck Porter** reports "Life And Death In G & A" by **Abaco Dream** creating top interest and rating listings from the Lakehead through Saskatchewan. "And That Reminds Me" by the **Four Seasons** should make the top 10 before too long. **The Cowsills** showing good form in their climb up the charts with their latest "Silver Threads And Golden Needles". The hot hot Canadian disk for the territory is **Andy Kim's** "So Good Together". **Joe Cocker** has a heavy seller with "Delta Lady" and **Booker T & MGs** catching good sales with "Slum Baby". Coming out of left field and expected to hit the charts soon are "You'll Never Walk Alone" by **Brooklyn Bridge** and **Flaming Ember's** "Mind Body & Soul."

Polydor's creative and aggressive Ontario branch manager **Dieter Radewski**, has a novel promotion for kicking off the label's new budget series, Polydor Special. He's offering 3 of the \$2.98 (sugg. list) LPs for the price of \$6.98 (sugg. list). Included in the budget series are "The Music Of Leroy Anderson" by **Kurt Wege** and his Orchestra, "Dancing Percussion" by **Kurt Edelhagen** and his Orchestra and others. Perhaps the most interest will go to the 3 record set of the **Bee Gees**, "Rare, Precious & Beautiful". Polydor taking advantage of the past publicity **Mireille Mathieu** received on the **John Davidson** Tver and have released her Barclay LP "Sweet Souvenirs Of Mireille Mathieu" a mixture of English and French songs. Polydor receiving good sales return on their new twin-record set samplers on the Bluesway and Riverside labels. They are allowing 2 for the price of 1 with a suggested list of \$5.98. Some of the artists included on the sets are **Jimmy Reed**, **Otis Spann**, **John Lee Hooker**, **Wes Montgomery**, **Thelonious Monk**, **Charlie Byrd** and many others.

Heading for Phonodisc's winner's circle is **The Flying Maching's** "Smile A Little Smile For Me" which has now broken out across Canada. **CKLG** in Vancouver is credited with first breaking the disc. **Duke Baxter's** VMC lid of "Superstition Bend" Baxter's first time around was an all-out success in Ontario and this one is showing early indications of a repeat performance. **Shorty Long's** Tamla Motown lid of "A Whiter Shade Of Pale" beginning to shape up.

Compo's field promotion manager **Allan Matthews** enroute to Vancouver for the Awards dinner to be held in the Vancouver Hotel. Much sales action happening for the United Artists LP release of "Sunday Concert" by **Gordon Lightfoot**. The **Rick Nelson** lid of "She Belongs To Me" showing early indications of catching chart action. **The Irish Rovers** move in with another single on Decca "Winkin' Blinkin' And Nod" along with the Brunswick release of "Soulful Samba" by **Young Holt Unlimited**. Hitting hard across Canada is the **John & Anne Ryder** deck of "I Believe In Tomorrow".

Tom Northcott, **Ralph Harding** and **Jack Herschorn** bow their **STUDIO 3**, which they bought lock, stock and console along with Western Records' chief electronic engineer **Bob Felthousen**, to oversee the Hollywood record star builder's installation in its new home in Vancouver. Included in the set-up is a 12 channel Universal Audio mixing console with individual reverberation and high and low frequency equalization on each channel, a **Sculley 8** and 4 track tape recorder as well as an

Japan's Best Sellers

International

This Week	Last Week	Artist/Label
1	1	Ningyoo-No Ie, Mieko Hirota (Columbia) Publisher/Watanabe
2	2	In The Year 2525, Zager & Evans (RCA Victor) Sub-Publisher/Shinko
3	4	Magokoro, Ryoko Moriyama (Philips) Publisher/Shinko
4	3	Smile For Me, The Tigers (Polydor) Publisher/Watanabe
5	6	Aquarius, Fifth Dimension (Liberty) Sub-Publisher/Taiyo
6	5	Kinjirareta Koi, Ryoko Moriyama (Philips) Publisher/Shinko
7	10	Love Me Tonight, Tom Jones (London) Sub-Publisher/Revue Japan
8	12	Namida-De Iino, Jun Mayuzumi (Capitol) Publisher/Ishihara
9	8	The Ballad Of John And Yoko, The Beatles (Apple) Sub-Publisher/Toshiba
10	9	Doshaburi-No Ame-No Naka-De, Akiko Wada (RCA Victor) Publisher/Top Music
11	13	Naze-Ni Futari-Wa Koko-Ni, K & Brunnene (CBS Sony) Publisher/Fuji Shuppan
12	7	Francine-No Baai, Noriko Shintani (Denon) Publisher/Aoyama Ongaku
13	11	Akogare, Eiji Nagata (Toshiba) Publisher/Toshiba
14	15	Honky Tonk Women, The Rolling Stones (London) Sub-Publisher/-
15	14	Shiroi Sango-Sho, Zoo Nee Voo (Columbia) Publisher/Pacific Music

Local

This Week	Last Week	Artist/Label
1	1	Ikebukuro-No Yoru, Mina Aoe (Victor)
2	2	Iijanai-No Shiwase Naraba, Naomi Sagara (Victor)
3	3	Kanashimi-Wa Kakeashi-De Yattekuru, Mariko Ann (Victor)
4	4	Koi-No Dorei, Chiyo Okumura (Toshiba)
5	5	Showa Blues, The Bluebell Singers (Grammophon)
6	6	Onna, Shinichi Mori (Victor)
7	-	Ai-No Kiseki, Ruriko Asaoka (Teichiku)
8	7	Kyoo-Kara Anata-To, Ayumi Ishida (Columbia)
9	8	Hoshizora-No Romance, Pinky & Killers (King)
10	-	Mayonaka-No Guitar, Kaoru Chiga (Columbia)

Album

This Week	Last Week	Artist/Label
1	1	Ryoko Moriyama/College Folk Album, Ryoko Moriyama (Philips)
2	2	West Side Story, Sound Track (CBS Sony)
3	5	Paul Mauriat Costom Deluxe, Paul Mauriat Grand Orch. (Philips)
4	4	Memphis Under Ground, Herbie Mann, etc. (Grammophon)
5	-	Umi, Kouji Ishizaka (Toshiba)



The Poppy Family from Vancouver, currently enjoying national chart action on their London lid of "Which Way You Goin' Billy" have signed an exclusive recording contract with London Records of Canada Ltd. Signing took place at London's headquarters in Montreal with **Fraser Jamieson**, president of London Records Canada, signing for the company (left) and **Terry Jacks**, leader of the group signing for the Family. **Jamieson** announced at the signing that the "Billy" single would be released on the London label in the U.S. and on Decca in the UK. Tentative arrangements have been made to fly the group to London's Decca studios and the taping of their initial album release.

Amplex 2 track tape recorder. There are various limiters, compressors and program equalizers and three live acoustic echo-chambers of varying characteristics, as well as many other features. Studio 3 is a subsidiary of

Libra Industrial Corp, a Vancouver based holding company which also comprises New Syndrome Records, Capilano Records and four publishing companies, Gondola, Jack and Jill, Gastown and Vancouver.

Ya Gotta Have a Program

With all the talk, and thankfully, quite a bit of action on raising the price of jukebox music to 2-25¢, there still remains a large bloc of tradesmen stubbornly resisting what is obviously inevitable. For a wide variety of reasons, these operators refuse to give up the dime and get with the trend. As a result, they're throwing away as much as \$8 in additional collections each trip, often more.

By their resistance, these people tend to hold back their fellow operators who might move a little quicker if they didn't have to "break the ice." It's that good old "let Joe do it first" attitude that's preventing the price hike in many communities, and unfortunately, if Joe ain't around, it's a stalemate situation.

Perhaps the best recommendation for breaking the stalemate, provided operators really do want to get the route onto 2-25¢ music, is to set a program. It's a tough thing to pick and choose among your location to see where to raise prices and where to leave them alone. It's much better to follow a sensible program with an ultimate 2-25¢-only goal set for a specific time. And the simplest program is this—buy each new jukebox set on 2-25¢ pricing, put it in the better stop as usual, and if the boss squawks, tell him "this is the only way the new machines come." Either he takes it on 2-25¢ or he doesn't get the new box. Naturally, this can only work really effectively if the same program is followed by all the major operators in the area. Such a blanket policy can be established at an association meeting. Where no association exists, hold a special operators meeting. Naturally, local distributors can do their part by pushing the program.

This program would eventually get every juke on the route on 2-25¢ play. Better operating companies depreciate their phonographs on the established five year structure. Therefore, let's call it the "five year plan"—a set-up you couldn't call ideal but one that would eventually work.

The phrase "try two for a quarter play" was once appropriate, but the word **try** doesn't apply anymore. Now it's "**Go!**", and go quickly. Face it lads, nearly every phonograph will be operating on 2-25¢ play before long; why not **go** now? Besides, when 2-25¢ music becomes the rule, some of the guys will be experimenting with straight 25¢ pricing, and those still hanging onto the dime by then will really be out in the cold.

There are a number of other price-boosting programs, such as dividing the route in four geographical parts and attacking each sector in turn. Another—when you change a music box at any location, **new or used**, bring it in on 2-25¢.

For the benefit of those who would love to raise their music price but still fear the "wrath of the location," just remember that 25¢ means little to anyone today. Really, think how often you yourself toss away a quarter without a second thought—it even costs a quarter tip for the "john" in some of the better hotels and night spots, just to "do what comes naturally."

The average guy who plays the jukebox, invariably does it on impulse—almost, let's say, because the machine "is there." It's so simple to spend money today, especially in a tavern where the customers usually amass all their loose money right on the bar. It's the most natural thing to pick a quarter out of that bunch of change and bills to play the jukebox. They've been doing it for years for three plays, and they'll do it just the same for two.

National's New Center A Handsome, Compact HQ



Above is the newly opened multi-million dollar production and administration center of National Shuffleboard and Billiard Co. It is located in Green Brook, N.J. and provides expanded facilities for manufacturing,

sales, administration, warehouse and shipping. The new factory consolidates activities of three separate plants previously maintained by National.

Ptacek Will Address Va. Ops



Lu Ptacek

MOA has announced that newly elected president Lu Ptacek will make his first public appearance since taking office when he addresses the Music Operators of Virginia convention. The meet will be at the Hotel Jefferson in Richmond, Va. on Nov. 21 and 22.

In his speech Lu is expected to spell out his plans for MOA for the year ahead. Among the topics touched upon will be the continuation of the MOA public relations program which has now gone into Phase II. The aim of this will be to encourage more participation by MOA members.

Meanwhile, the MOA board of directors has scheduled its next meeting for

San Francisco on March 5-7, 1970. Officers and directors are urged to attend. At the meeting there will be discussion of election procedures and structures are to be reviewed and revised where necessary to accommodate larger companies seeking membership. MOA insurance program will be updated.

The Exposition format will also be studied with a view toward making the 1970 Exposition, known as Expo Se O the most successful MOA gathering ever. The Exposition is scheduled for the Sherman House in Chicago on 16-18.

Bally-Midway Complete

The Bally Manufacturing Corp. announced the consummation of its third acquisition in two months, Midway Manufacturing Co. The deal has an annual sales of \$4 million.

In conjunction with the announcement, Bally president Bill O'Donnell reported that the company's board of directors had declared a special dividend of 5¢ per share payable Dec. 15 to shareholders of record Nov. 3. O'Donnell said the cash dividend was "another measure of growth and progress made at Bally this year and our expectations for the future."

Earlier this month, Bally completed its acquisition of Bally Continer Ltd., the largest distributor of coin-operated amusement and game equipment in Europe. On Aug. 1, Bally acquired Lenc-Smith Manufacturing Co. of Cicero, Ill., maker of cabinets for coin-operated equipment.

Sturm Quits As FAMA Exec. Dir.

TALLAHASSEE, FLA—Julius Sturm, executive director of the Florida Amusement and Music Association for the past 3½ years, has announced that he is leaving the association, effective the last day of this month.

The announcement and a parting message from Sturm were contained in the October issue of the FAMA newsletter. In his statement Sturm cited certain difficulties and differences of opinion regarding his association with FAMA, but he noted that "It is with mixed feelings I depart."

Going on, he commented: "I am cognizant of the many friendships I have established with mem-

bers of the association from all parts of the state, and the work I have formed to build this association one of the strongest, if not the strongest, in the nation. I wish FAMA and its individual members much success in the years ahead."

In other Florida developments, FAMA Legislative Committee, which is headed by Harvey Duckett, recommended that the association should seek legislation making it a felony to possess and carry keys to vending machines. It further urged that the organization study the possibility of a state license of \$100 to \$300 annually

**Congress Approves
Eisenhower \$ Coins
But Debate Rages**



The Eisenhower Coin

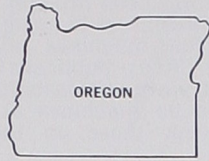
WASHINGTON, D.C. — Congress voted last week to coin a new dollar which would honor former President Dwight Eisenhower. The resolution touched off a fiery debate among Senators and representatives regarding the silver content of such a coin. In addition, there was renewed discussion on the need for increased production of 50¢ coins.

The coin machine industry stands to be affected if there is any considerable change in the make-up of coins. The Johnson Administration has recently proposed to eliminate the silver content of all U.S. coins—among them the currently circulating half dollar bearing the likeness of former President John F. Kennedy. The latter coin has a 40% silver content—the same content as proposed by certain senators for the Eisenhower dollar.

Since 1965, all quarters and dimes minted by the treasury have been composed mainly of copper, with a silver-colored copper-nickel alloy as cladding.

In a related development Richard W. Berk, Counsel of the National Automatic Merchandising Association, (Con't. on Page 80)

Oregon Ops Have Gone Far In One Year



With this issue we inaugurate another Cash Box feature. Each week we will do a profile of a different state association. This week, we focus on the state of Oregon, where operators have gotten together one of the fastest growing organizations. The Oregon association also has the distinction of being the newest organization of its kind in the country.

The Oregon Amusement and Music Operators Association was formed less than a year ago, on November 30, 1968 and now has a membership of 38 operators, or more than 80% of the total number of operators in the state. Starting with an original membership of 8 operators, the association has obviously grown by the proverbial leaps and bounds.

There are six directors on the Board with Nels Cheney of Sunset Automatic Music Company, Coos Bay presiding as chairman and president. Happy Ross of Ross & Raw Music Co. is fill-

ing the vice-president's post while Don Anderson of A & A Amusement Co. Portland, is service as secretary-treasurer.

Board members include Bob Fallow, La Grande; Whitey Schroth, Pendleton; George Gale, Prineville; Lee Applegate, St. Helen; Red Boyer, Grants Pass and Joe Whitsett of Medford. Three of the board members are elected for 3 years, two for 2 years and one for a one year term.

Although the Oregon association is spanking new, its members can already boast of an important victory in that they succeeded this summer in blocking the controversial Lang Resolution, also known as house bill 1659, which would outlaw pin games and any promotion aimed at increasing the play of like machines.

Another happy development for Oregon operators was the recent State Supreme Court decision ruling that a free game was not a thing of value and thus permitting bingo machines. The latter have been "very successful on a state level" since the ruling, according to secretary-treasurer Anderson.

As for 2 for 25¢ play, the situation in Oregon is complicated by the fact

that a number of operators in the state have been leasing phonographs directly to locations. Since this leaves the matter of pricing up to the location owner himself, the shift to 2 for 25¢ play has not been as dramatic in Oregon as in many other states.

One topic which is presently of much concern to operators is that of taxation. According to Anderson, representatives of the association plan to sit down with members of the state tax commission next month in an effort to work out an equitable solution. The operators are hoping that 2 flat rates of annual taxation can be established—one for music operators, one for all others.

The association holds general meetings every other month and board meetings monthly. On November 29, which will also be the first anniversary of the organization's founding, there will be an annual meeting which will be held in Portland, Oregon.

This has been a very productive year for the Oregon association. And there is every reason to expect that with its progressive leadership and rapidly expanding membership, it will continue to move forward next year and in the years to come.

Bally JOUST

STANDARD MODEL
ADD-A-BALL MODEL

5-DIGIT ★ 1 to 9 lit SCORES 10,000
EGO-BUILDING ★ 7-8-9 lit SCORES 5,000
SCORES ★ 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.

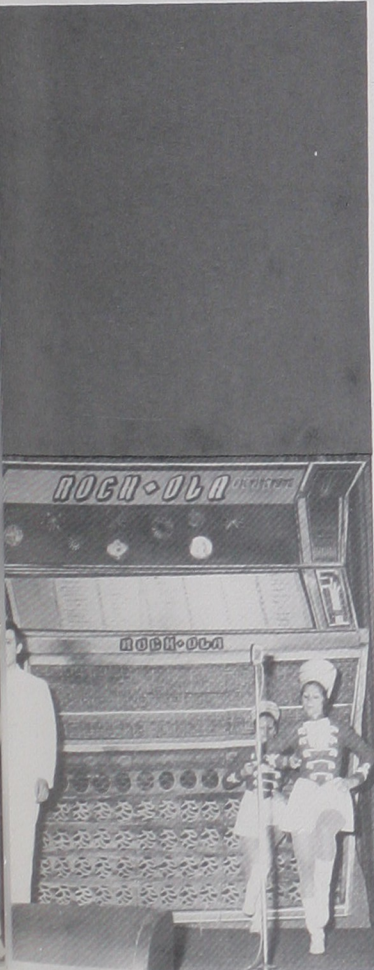
ROLLOVERS SCORE 100 WHEN NOT LIT
KICKOUT HOLE DELIVERS 1000
2 MUSHROOM BUMPERS RING UP 1000
2 MUSHROOM BUMPERS RING UP 100
LEFT OUT LANE GOOD FOR 1000

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



A huge painting of Rock-Ola's Model 440, has been used for two weeks this summer as a background for a musical revue on the stage of variety theatre in Antwerp, Belgium. The theatre is the famous "Ciecnne Belgique" which gives variety revues every day from noon to midnight. It is very popular with tourists who wish to get the real flavor of Belgium humor and music.

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

Congress Authorizes Dollar Coin; Debate Rages On Make-up

(Con't. from Page 79)

filed a statement on behalf of the organization with the House Banking Committee. Touching on the subject of coin make-up, Funk stated:

"The eddy current principle upon which slug rejectors are based is ideally suited to accept the existing 'clad' coins and those coins proposed in pending legislation. Any other alternative such as cupronickel or pure nickel for coinage composition would result in coins which are not compatible with this system and would pose the following insurmountable problems:

- 1) Present slug rejectors cannot be converted to a new coinage system.
- 2) No workable method or device exists which would separate such coins from the slugs or numerous foreign coins of like dimension but of inferior value. Technical experts at this time know of no approach which would allow such a separation.
- 3) Counterfeiting of cupro-nickel, pure nickel coins or other alloys would be relatively simple and

much less expensive than the virtually impossible duplication of clad "metal coins."

Commenting on the increased need for half dollar coins and the introduction of the Eisenhower dollar coin, Funk went on to say:

"While there is no public outcry at present, coinage, like other public services, does not cause consumer reactions until it has literally produced chaos. Manufacturers and operators of vending equipment are re-doing equipment to accept 50¢ pieces, because they have assessed the public's demand for higher priced vending products, because of general price and tax increases and because of reliable forecasts of new types of products which would be vended in the near future if 50¢ coins were in general circulation.

"At present, the vending industry has no equipment in use designed to take a dollar coin in return for merchandise. These coins in the past have not generally circulated in many areas of the country and, of course, their circulation has been non-existent all over American for many years. Therefore, the immediate appearance of the dollar coin does not rank in importance with the need for the 50¢ coin. However, the arguments based on the future growth of the vending industry support the need for such coins in the future."

Because of the controversy surrounding the minting of the Eisenhower dollar, there was no indication given by members of Congress as to when such a coin would come on the market. However, demand for it has been accelerating during recent months, largely due to White House pressure. The Administration had hoped for a much earlier authorization on the coin.

Much Ado About Fruits In Eng.

The fruit machine controversy in England continues to rage as more pressure has been brought on brewers to permit licensees to negotiate for and install fruit machines of their own choosing. Many publicans throughout the country are now insisting that they will have no machines at all rather than accept those on the brewers' terms.

In a report published in a recent issue of The World's Fair, the British trade paper, details are given concerning a row which has flared up between publicans and the Watney Mann brewers. The latter company recently ordered that pubs must have only Bell Fruit machines in their pubs and have all other makes removed. The publicans, in violent disagreement, have banded together, 300 strong, to protest this order. Claiming that the brewers are "nothing more than dictators," they have threatened a boycott of all fruit machines.

The publicans are also up in arms about profit sharing, insisting that the 30% which they receive actually leaves them with little or no profit. According to the present agreement, the brewery

receives 30%, with the remaining going to the Bell Fruit machine firm. In addition, the publican has to pay the license duty, income tax and most likely, an increase in the rate of valuation of between 25 to 100 pounds per year.

Security From Idra

LOS ANGELES — Idraguard, a subsidiary of Idra, Ltd. has introduced a new security system which hooks all the vending machines in a particular area to a central alarm system. The latter is maintained by an attendant, who can tell by electronic flashing lights when someone is interfering with a machine, either by attempting to break into it or using bent coins or slugs. The light also alerts the attendant if any machine needs to be re-supplied.

The Idraguard system has recently been tested with success at the Los Angeles Zoo.

AVAILABLE NOW!!

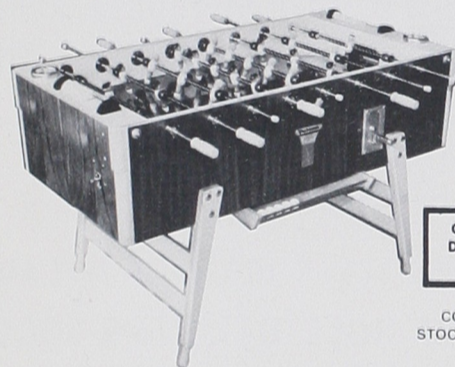
Bingo-type pinball games from Silver Sails, Golden Gate, Can Can, Bikini, Laguna Beach, Country Fair, Sea Island, Carnival Queen, Beach Time, Cypress Gardens, Sun Valley, Miss America, Show Time, Key West, Night Club, Broadway, Etc. Each machine intact, clean, to be crated securely. Replies confidential. Reputable, long-established organization.

Write to Box 856
Cash Box
1780 Broadway
New York, N. Y.



WEST BERLIN — Let it never be said that we pass up a chance to run a photograph of a pretty girl. Hence the above picture which was snapped at Germany's recent coin machine industry convention in West Berlin. The gal, whose name is Greta, was model and interpreter at the ChiCoin exhibit. She is shown "manning" the booth along with the company's Jerry

Koci. ChiCoin was the only American coin machine manufacturer to have their own booth at the show. Naturally there was plenty of talk, in German, English, etc., about the company's new 'Speedway' game which, judged by advance orders, is already shaping up as a winner.



Exclusive Importers

OF THE ORIGINAL GERMAN FOOTBALL GAME
DUESCHER MEISTER LUXUS BY ATOMATENBAU
FOERSTER FUERTH BAVARIA

COMPLETE GAME AND COMPONENT PARTS
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Memory Lane



Here's an oldie, taken in the late forties showing "Cape" or more formally Sen. Homer E. Capehart, Republican from Indiana taking time out "on location" in Washington to try out a Red Ball machine—a combination game of pool and pin ball distributed by the Hirsch Coin Machine of Washington. At the time, Cape was chairman of the board of the Packard Mfg. Co of Indi-

anapolis, Ind. According to our original caption the Senator is shown "making a perfect score on the Red Ball machine." When the photo was taken, many of the machines had just been sold off to the Veterans Administration in Washington for use in the various veterans hospitals throughout the country.

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New 2-Player
GRIDIRON
Fast-action
football
game!

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Once again, Seeburg leads the way with years-ahead engineering and features that mean more play, easier servicing, less maintenance . . . and bigger profits.

New! 10 Button Electronic Digital Selector for instant music selections ■ New! Exclusive Mixed Coin Accumulator allows multiple selections with mixed coins up to one dollar's worth of play (with bonus incentives) ■ New! Plug-In Pricing Programmer—it's fast, easy and requires no tools. ■ New! Exclusive Plug-In Microlog® Circuitry simplifies maintenance ■ Improved Dollar Bill Acceptor makes dollar play easier than ever for the customer ■ Plus . . . elegant new styling and Seeburg ultra reliability. See the APOLLO now, at your Seeburg distributor.

SEEBURG

The Seeburg Sales Corporation • Chicago, Illinois 60622

PhonoVue Pairings

Red Replacements:

SKI LODGE L-2919-R
Songs: Sookie Sookie Dunhill or We Gotta All Get Together (Columbia)
BOXED IN L-2919-S
Songs: So Right To Be In Love (Laurie) or Love Sure Is A Powerful Thing (Atco)
DUTCH DOLL L-2919-V
Songs: Take Care Of Your Homework (Stax) or Holdin' On (Atlantic)
STAR ATTRACTION L-2919-K
Songs: I'm Gonna Hold On Long As I Can (Tamla) or Baby It's You (Dunhill)

Blue Replacements

FAN IT L-2918-G
Songs: She's Not Comin' Home (Buddah) or The Train (Buddah)
BARE RABBIT L-2918-J
Songs: Cinnamon (Bang) or Doin' Our Thing (Atlantic)
CUT UP L-2918-N
Songs: Reap What You Sow (Bell) or Down Yonder (Monument)
SHUFFLE AWAY L-2921
Songs: Girl You're Too Young (Atlantic) or Inside Out-Outside In (Bang)



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THE CHOICE FOR
the Lowest
Prices
and
Best Equipment
ALWAYS

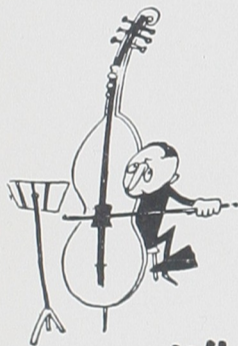
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CashBox Location Programming Guide

THIS WEEK'S TOP RECORD RELEASES FOR COIN PHONOGRAPHS

Adult Locations

NO ONE BETTER THAN YOU (3:04)

PETULA CLARK

Things Bright And Beautiful (2:02) Warner Bros. 7343

THE PERFECT WOMAN (2:55)

LORNE GREENE

It's All In The Game (3:00) Columbia 44971

THE APRIL FOOLS (3:03)

PERCY FAITH

No Flip Info. Columbia 44987

ALICE'S RESTAURANT (3:15)

THE NEW CHRISTY MINSTRELS

No Flip Info. Columbia 44577

CUPID (3:02)

JOHNNY NASH

No Flip Info. Jad 220

SEVEN LONELY DAYS (2:34)

ALIZA KASHI

A Sigh, A Tear, A Heartache (2:25) Jubilee 5678

C & W

I'M SO AFRAID OF LOSING YOU AGAIN (3:08)

CHARLEY PRIDE

A Good Chance Of Tear-fall Tonight (2:46) RCA 0265

BABY, BABY (I KNOW YOU'RE A LADY) (2:18)

DAVID HOUSTON

True Love's A Lasting Thing (2:24) Epic 10539

WHEN YOU'RE HOT, YOU'RE HOT (2:35)

PORTER WAGONER

The Answer Is Love (2:08) RCA 0267

WISH I DIDN'T HAVE TO MISS YOU (2:08)

JACK GREENE & JEANNIE SEELY

My Tears Don't Show (2:52) Decca 32580

Teen Locations

FORTUNATE SON (2:10)

CREEDENCE CLEARWATER REVIVAL

Down On The Corner (2:42) Fantasy 634

SUNLIGHT (3:07)

THE YOUNGBLOODS

Trillium (3:11) RCA 74-0270

HEAVEN KNOWS (2:25)

THE GRASS ROOTS

Don't Remind Me (2:30) Dunhill D-4217

INDIAN RIVER (2:42)

THE CASCADES

Big City Country Boy (2:48) UNI 55169

DON'T GO WALKIN' IN THE RAIN (2:27)

POPCORN REBELLION

No Flip Info. Smash 2249

FEELIN' GOOD (2:22)

RAVEN

Green Mountain Dream (4:36) Columbia 44988

R & B

ON THE DOCK OF THE BAY (2:47)

THE DELLS

No Flip Info. Cadet 5658

FRIENDSHIP TRAIN (3:30)

GLADYS KNIGHT & THE PIPS

Cloud Nine (3:05) Soul S-35068

OOH, OOH, OOH (2:55)

SAM AND DAVE

Holdin' On (2:35) Atlantic 2668

I WANT YOU BACK (2:44)

THE JACKSON 5

No Flip Info. Motown 1157

check your local One Stop for availability of the listed recordings

Metro Trade Sees NSM Phono Line; Area Distribs Gear for Sales Pgm.

NEW YORK—Approximately 40 metropolitan area coin tradesmen turned out for a reception inaugurating the local sales effort behind the NSM Prestige 60 and Consul 120 phonographs. Territorial distributors Abe Lipsky (Lipsky Distributors) and Larry Galenti (Int'l Mutoscope) hosted the showing, joined by Mickie Greenman and Willy Marchand of A.C.A. Sales and Services U.S. representatives for the German

ne). The phonograph showing was held in the Lancaster Hotel on Madison Ave. The event was actually an introduction to the relatively new jukebox line for many of the operators and mechanics who attended. Although the equipment has been displayed at the MOA Exposition, as well as at many regional distributors, the majority of New Yorkers actually got their first face-to-face look at the line at this affair.

Marchand, A.C.A.'s chief engineer, described the interior mechanism to the tradesman. Many were enthusiastic about what was termed "the technical simplicity" of the mechanism on the Prestige, especially its all-transistorized amplification.

Joe Bertolotti, Mutoscope vice president, called the unit the "Volkswagen jukebox"; not so much because it's a German product," Bertolotti stated,

"but because it's a simple machine, it's mechanically durable, it's efficient as all get-out and it's less expensive. I'm a conservative guy but I'm really excited about this jukebox," he boasted.

The distributors noted that a one-year warranty stands behind machine parts; further, that a complete parts inventory is available, with a catalog and technical manual due in shortly. Optional accessories for the unit, including a bill acceptor, will also be available shortly.

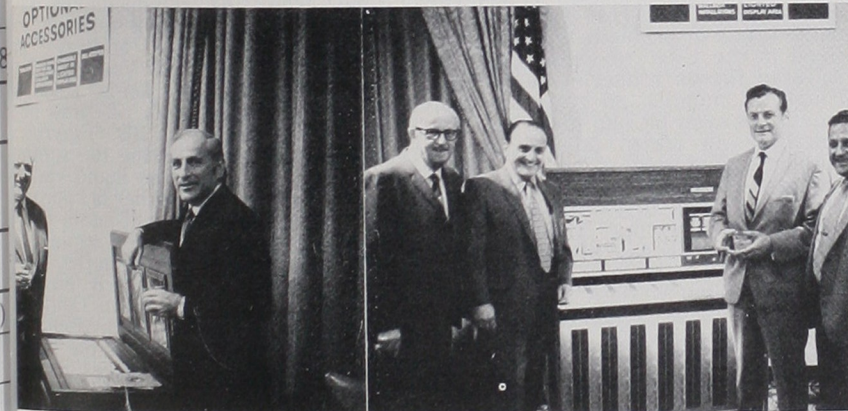
Mickie Greenman stated that an all-out sales effort is being mounted in this territory to get the Prestige out onto location. "It's now a matter of getting the trade accustomed to seeing the machine on location; they're already convinced it's a serviceman's dream," Greenman stated. The A.C.A. vice president also noted that his territorial scope has been extended throughout the East Coast, to more effectively traffic equipment and facilitate sales.

Assisting the distributors at the Lancaster affair were Mrs. Larry Galenti and her daughter Candy who received guests at the door. A lavish buffet was provided, backed up by a cocktail bar.



Larry Galenti (right) enjoys hearing compliments on the Prestige 160 voiced by Carl Pavesi to Mickie Greenman as they inspect the interior mechanism.

The Bridgeport boys join Abe Lipsky for a photo (and a cocktail) at the prestige. (Left to right) Eddie Hanko, Abe and big Louie Northrup.



Vestchester Guild president Carl Pavesi (right) gets the word on the Consul 120 from A.C.A. veep Mickie Greenman.

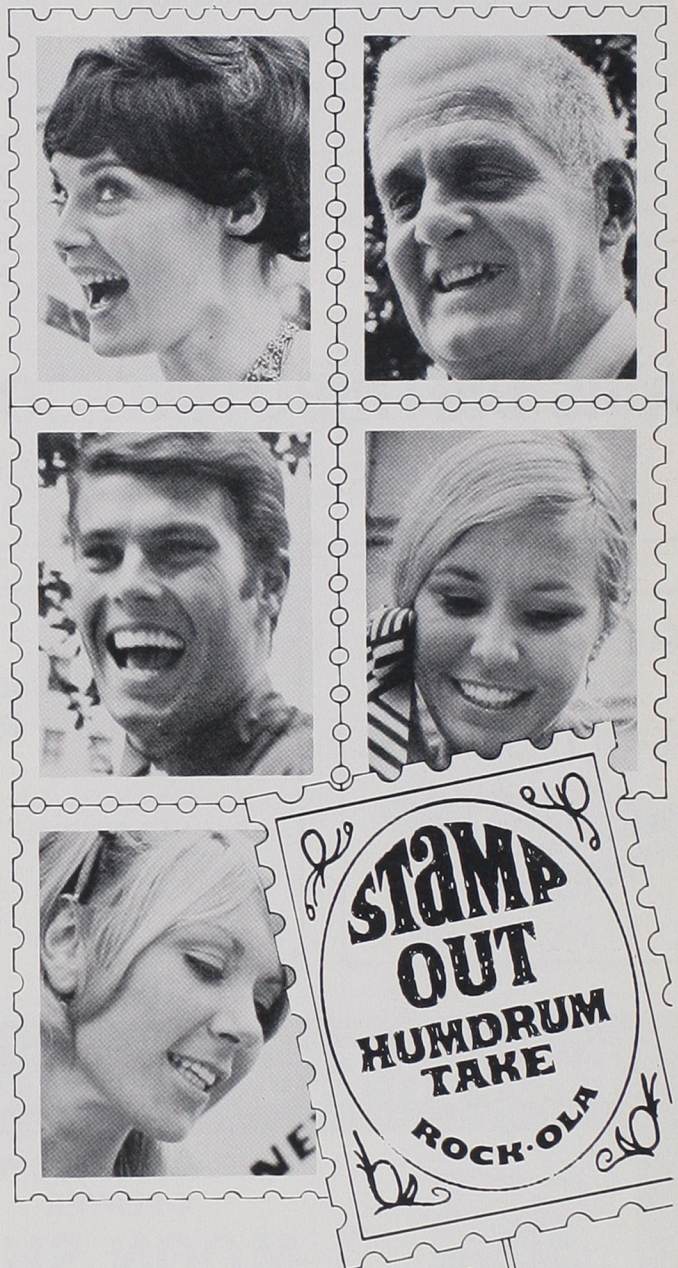
New York association leader Al Denver (right) joins Abe, Ben Chicofsky and Abe Weisberg at the Prestige phono.



ugarman International reps who drove over from Jersey for the showing are (left to right) Barry Feinblatt and Gene Lipkin.

Friendly competitors, with the accent on "friend", are (l to r) Larry Galenti, daughter Candy, his Missus and Johnny Bilotta.

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Take a tip from countless operators who have found it profitable to install Davis' fine rebuilt equipment in lower income spots while placing their new phonographs in their top locations.

Take advantage of the notable public acceptance of the great

Seeburg Console Series Set on 2-for-25¢ Play

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Seeburg Fleetwood	795
Seeburg Electra	750
Seeburg LPC-480	625
Seeburg LPC-1	595

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Rocket Colors Match, Target
Score Values Increase.

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Round The Route

EASTERN FLASHES

AROUND TOWN — Enjoyed a real nice affair at the Lancaster last Wed. evening, courtesy of **Abe Lipsky** and **Larry Galenti**. The distribs were partying it up in honor of the NSM jukebox line, now ready to role and backed up by mucho inventory and parts. **Mickie Greenman**, A.C.A. veep in these parts, was on hand with chief service engineer **Willy Marchand** who trekked out from the Oakland office. Mickie, incidentally, has been appointed sales vice president for the NSM line covering the entire east coast. **Stan Rayboy** and **Harry Green** brought in their brand new Funtronics Table Tennis game for the showing (Lipsky Distributors handles the line in New York). Stan info'd the new wall game has already been inspected by the New York Licensing Dept. and found A-OK. He expects formal approval of the piece this week. Quite a number of mechanics were also in attendance at the affair, along with operators who came from as far as Connecticut. Bridgeport operators **Ed Hanko** and **Lou Northrup** came by for the showing, then did the town in their customary fashion. Thursday found the Conn. ops down on coinrow, visiting with **Meyer Parkoff** and checking into the new Apollo console, as well as with other distribs. The lads are elated that Connecticut now allows the ladies to sit at the bar (effective Oct. 1st) and say the business at taverns is up already. **Al Denver**, **Ben Chicofsky**, **Carl Pavesi** and others were still talking about the tremendous affair that took place the previous weekend up at the Homowack. Ben, incidentally, says next year's anniversary weekend will be held sometime in May and he, Al and the rest of the association biggies are considering the possibility of holding it in the Bahamas or some other exotic spot. Would be a great idea.

WESTCHESTER ITEMS — Cortland Amusement's **Al Kress** says the machine break-in problem is hardly confined to the City, revealing that he's suffered fifteen robberies in the past couple of months. Al says his route truck was even hit one night but after installing an alarm on the vehicle, nothing's happened since. Westchester Operators Guild secretary **Seymour Pollak** info's the association held a meeting last Tuesday (Oct. 14th) up at attorney **Malcolm Wein's** offices in Portchester. Next meeting will be a dinner affair, and the date and location will be announced shortly. Enjoyed listening to Seymour reminiscing about his 40 years in the operating business. That's right, 40 years! Seymour began at his father's cigar store up in Tarrytown back in 1929 with a couple of amusements. Today he's got one of the finest music and games routes in the State. Seymour says his "friendly competitors" back in the early days included **Dick DiCicco** and the **Herman Brothers** from Brooklyn. **Carl Pavesi** just got delivery on a smart new 1970 Chevy so don't be surprised if you see him tooling by your way. Got to drive the bugs out, ya know.

UPSTATE ITEMS — **Big Johnny Bilotta**, back from the Wurlitzer distrib meet in Las Vegas, is all enthused about their new phonograph. "This one really sells music," says Johnny, and is readying a showing for his customers. Typical of old John, at approximately 1:00 last Wed. he was in Syracuse, thinking about the Mets-Baltimore game. By the fifth inning, the distrib was sitting in a box seat behind first base. Only John could pull this one off — and he didn't even have a ticket! Ask him to tell you the story. After the game, John taxied into the city for a meeting with **Irving Kaye**. Irv, incidentally, is tickled pink with his new Provencal home table line and is cracking the old whip at

the factory to get the tables out to distributor orders. The Provencal is done up in classic furniture style and certainly offers the homeowner a real status piece for the recreation room. Wouldn't doubt it at all if some of the folks gave up a bedroom to set up a billiard room for a table. **Jack Wilson's** New York State Operators Guild held their regular monthly meeting last Tues., when talk of the Homowack weekend took up half the evening. The 8-ball tournament progress was also high on the meeting agenda.

HERE AND THERE — American Shuffleboard's **Sol Lipkin** says he received a phonecall from **Chicago's Herb Perkins** while the latter was in town for the Notre Dame, Army game. Herb says he came in on a charter with other Notre Dame fans. **Al Adickes** due to stop by New York en route to the NAMA in New Orleans over the weekend. Rock-Ola slated their annual distrib meet to coincide with the NAMA, which Adickes, the German distrib, attended. **Wurlitzer's Merle Solomon** down to Atlanta late last week for the regional distrib meet. Northeast sales rep for **Wurlitzer Nat Hochman** into New York Friday for some promotional work on their new music machine.

CALIFORNIA CLIPPINGS

SEPTEMBER SONG . . . September will be remembered by C.A. Robinson and Company, not as the month which the Mets won the pennant (as we hope by this time the World Series), but rather as the best month that they have ever had in their history, from the standpoint of sales volume. **Hand Tronick** tells us thanks to the new Midway "Sea Raider" and the new Valley pool tables, both coin and home, sales activity has been at an all time high. Refreshments at C.A.R.'s "Playroom" had been limited, during the summer months at least, to the liquid variety. Now that the cool weather is approaching food plus drinks will again be the order of the day as they again start their very popular Friday buffet. Those Friday "meetings" at C.A.R. have become a veritable Southern California coin machine legend. And, Hank was very happy to report that the results have manifested themselves in most interesting distributor-operator relations have proven beneficial to all concerned.

We hear that **Al Bettelman** is still talking about the MOA convention. He and wife, **Leah**, enjoyed the show tremendously and they told us they just wish that sometime in the near future that the convention would be held in Los Angeles — quoting Leah and Al, "We feel that it would be most successful and would give us an opportunity of reciprocating for the tremendous hospitality that we received from all the wonderful people of Chicago, as well as **Fred Granger** and all the directors of the MOA. MOA execs, are you listening, also makes this pledge on behalf of Pico Blvd., "Los Angeles could give you the best convention you've ever had in the history of the business. If Miami objects, we can have the meeting in Los Angeles and the best yet in Las Vegas!!!"

HERE AND THERE . . . Speaking of here we heard that that ever popular man about phonorow, **Jimmy Wilkins**, formally of Paul A. Layman, has joined **Bob Portale** at Portale Automatic Sales. We wish Jimmy all good luck and hope that it will prove to be a happy association.



Cash Box Round The Route

CHICAGO CHATTER

CHICAGO—ICMOA has scheduled its Board of Directors meeting for Friday, October 23, at the Marriott Hotel in Chicago. Program will include a report on last year's activities, association's plans for '69-'70, and discussion of a proposed by-laws amendment to provide for a past presidents council. Meeting will begin at 2:00 PM. All Illinois operators are invited to participate — and bring their ideas and suggestions with them!

A prelude to the official "Wurlitzer Days" promo, which commences October 27, the factory hosted a 5-day series of showings-seminars here in Chicago, utilizing the facilities of the Park Hotel for sales personnel and the LaSalle Hotel for servicemen. Excellent attendance was recorded. A new model was displayed and Wurlitzer's Bob Bear, Merl Solomon and Burt Davidson hosted. Mort Leonard of National Coin Machine Exchange, who was very much in attendance throughout the sessions, is planning for National's big Wurlitzer show to start October 27 in the distrib's rooms at 1411 W. Diversey! **Attention MOA members:** the new Membership Directory will be published shortly. To assure a correct list (name, firm address, etc.) the ICMA office has provided post-cards to be properly filled out and returned to them — no later than October 31. Take heed, please!

Invitations are in the mail for what promises to be one of the grooviest showings ever held in the state of Nebraska! Star, of course, will be the new Rock-Ola phonograph! Hosts are Ed and Eddie Zorinsky of H. Z. Kling and Sales in Omaha. Festival will be held on Sunday, November 10, at the Town House. It should be a gem, according to Hymie! Opera-service personnel and guests from the areas of Nebraska, Iowa and South Dakota are expected to attend!

Ma Johnson Mohr of Johnson Printing in Rock Island reminds us of the Iowa Illinois Opera-Group 8-ball pool tournament get-away November 15-16 at Masonic Temple in Davenport. Fresh on the scene of a very successful showing of Seeburg "Apollo" phonograph at Chicago headquarters, World Dist. scheduled three additional showings to accommodate customers in the vast downstate Illinois area. The first was held in Peoria (1), second in Springfield (8) and third at the Motor Inn, in Rock Island. Excellent turnouts were reported for all three functions!

Southern Illinois WGN-radio press department comes word that the station will broadcast the '69-'70 Chicago Bulls football schedule of games, with Leonard and Vince Lloyd at the controls. At presstime a large number of coin people, from all levels, already enroute to New Orleans for attendance at the NAMA convention (18-21)...

Among singles scoring with operations in this area, according to Joe Loria at Lormar, are Dean Martin's

"One Cup Of Happiness" (Reprise), "When I Die" by Blood Sweat & Tears (Columbia), "Try A Little Kindness" by Glen Campbell (Capitol) and "Is That All There Is" by Peggy Lee (Capitol).

MILWAUKEE MENTIONS

United, Inc. will host a two-day showing of the new Wurlitzer phonograph, on Monday and Tuesday, October 27-28. Invitations are in the mail. Russ Townsend and Paul Jacobs were very impressed with what they saw at the Wurlitzer-hosted distrib showing in Las Vegas and are most anxious to unveil the new model for the local trade! Showing will be held at the 5600 W. North Ave. premises, however, Russ tells us United will shortly move its entire operation into new, more spacious quarters at 3417 N. 127th St. New building has twice the space and facilities of the firm's present headquarters!

The recent Milwaukee Coin Machine Assn. meeting in West Ellis was termed "very successful" by association prexy Sam Hastings. An excellent turnout of operators were on hand and much discussion was devoted to the current tax situation. Both the local and state (Wisconsin Music Merchants Assn.) organizations are working together towards passage of a trailer bill to exempt phonos, amusement games, etc. from the tax. State association prexy Clint Pierce is in constant touch with activities at the Capitol in Madison.

Chatted with Walter Bohrer, general manager of Hastings Dist. Co. and learned that the firm has tentatively set aside the dates of November 4 and 5, to host a showing of the new Rock-Ola phonograph! Big doings are planned — refreshments, luncheon and all the trimmings — to premier the new model!

UPPER MID-WEST

Congratulations to Mr. & Mrs. Noel Hefte, Grand Forks, becoming grandparents for the second time. Their daughter presented them with another baby boy. Mother and baby doing just fine. Ted Salvason Jr. in town for the day on a buying trip. Leo and son Doug, Rau, St. Cloud, leave this week end for a week in Wyoming hunting elk. Mr. & Mrs. Fritz Eichinger, St. Paul, left for Florida for a vacation on their yacht. Will be gone for several weeks.

Dean Schroeder back home after spending a week in northern Saskatchewan with several friends hunting moose. The weather was so bad, rain and snow and no sight of a moose, just a big fat zero. Doc Keintz in town for the day mentioned that his son Marshall has been in Viet Nam the past two months. Chubby Foertsch will also be hunting Elk when the season opens this weekend. Mr. & Mrs. Earl Porter and their friends in town over the weekend to see the play offs between Baltimore and Minnesota. Monday was the end and they drove home Tuesday afternoon.

Darlow Maxwell and Tony Ratchford in town for the baseball play off and very disappointed that it was over so quickly. John Zeglin, Clayt. Norberg, and Hank Krueger back from their hunting trip in Canada. Seems like they got their limit of geese and ducks. Vince Jorgenson, Mason City in town for a few days vacation. Mr. & Mrs. Gordon Runnberg in town for the day on a buying trip. Curtis Anderson, Bemidji, in town for a few days buying equipment, records, and parts. Mr. and Mrs. Ron Manolis, and friends in town for a few days shopping and taking in a ball game. Stan Baeder and Red Kennedy in the cities for a few days on business. Entertainment: Johnny Winter at Northrup Auditorium Sat. Oct. 18th. Chad Mitchell at the Colliwog Lounge, Sheraton Hotel.

The money machine



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Section
Every
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In
Cash Box**



Profile On Lou Northrup



LOU NORTHRUP

This week's Cash Box profile subject Lou Northrup, vice-president of the Bridgeport Cigarette Vending Machine Co., Inc. of Bridgeport, Conn. Lou was in New York this week on a buying trip and he was kind enough to give us candid answers to a series of various questions.

How did you first become interested in the coin machine business?

It's really a funny story in fact, it's kind of unbelievable. Back in 1934 I was in a bus depot in Bridgeport waiting for a bus to take me to New York here I was going to look for a job. While I was waiting there, Herman Rich, who was one of the leading pinball operators in the area at the time, came in. He had his driver with him and they were having a difference of opinion. The guy announced he was quitting and just walked off. I got talking to Herman and he asked me if I had a driver's license. I said yes and the next thing I knew I was hired. I got \$5 a day for driving him around on his route. Pretty soon I started helping him repair machines. The following year I went to work for the late J.D. Fitzpatrick, also in Bridgeport. I stayed there for the next 12 years. After doing some time in the service during World War II, I started with my present company and we've been going strong ever since, my partner Alex Rampbitis, who's the president, and myself. We presently work out of Bridgeport and cover the neighboring towns of Danbury, Westport, Stratford and Milford.

Do you find there are any essential differences in operating in the Bridgeport area as opposed to other regions of the country?

I think one important difference is that here in Bridgeport we have an excellent association consisting of seven operators from the area. We work closely together and everybody cooperates with everybody else. Nobody is trying to move in on another fellow's territory and this makes for a much nicer working arrangement. Also we have great reciprocity with the state organization.

What type of machine seems to be the most lucrative for operators in your area?

I'd have to say the pool tables have been everything, with bowling alleys running second. As far as ping-pong is concerned, they're pretty much on their way out. Redevelopment has eliminated most of the choice locations for pinball games. I don't think we have more than a handful of quiz games around—they haven't caught on so much in this area.

What is the percentage of phonographs on 2 for 25¢ play in your area?

Believe it or not, I would say that 91% of the phonographs on my route are presently on 2 for 25¢ play. And this is the rule in Connecticut rather than the exception. The operators here just got together and decided that 2 for 25¢ play was the thing. Then it's just a question of going to the locations and asking the owners "Do you want to make more money or not?" Usually they come around to thinking along 2 for 25¢ lines. Personally, I don't see how anyone can operate at 3 for 25¢ play, especially today when records are running longer than ever. Why, some of the big hits are going three and a half to four minutes. Here in Connecticut, we have an added problem in that bars can only stay open until 1 a.m. Monday through Saturday and on Sunday night they have to close at 9. What this means is that you only have four or five prime hours a night, as opposed to a place like New York where the locations stay open till 4 a.m. and you can have as many as eight or nine big hours of phonograph play. I've found the best way to convert to 2 for 25¢ play is simply to tell the location owner that that is the way the new phonographs are made and that's all there is to it. Sometimes there's a little resentment at first but after the customer gets used to it and after the owner notices he's making more money from his machine each week, then usually that resentment disappears. In my opinion, it won't be very long before the entire state of Connecticut will be 100% on 2 for 25¢ play.

What effect will the new Connecticut law permitting women to sit alone at bars have on jukebox play?

The law just went into effect on October 1, but it should help matters quite a bit, since a lot of fellows will play the jukebox for a girl in order to strike up a conversation with her.

Which one factor would you say is the most important in deciding which brand of a particular machine to purchase for your route.

The number one factor is service. We want to be sure that if the machine breaks down it can be fixed quickly and competently.

What technique do you use in programming music for locations on your route?

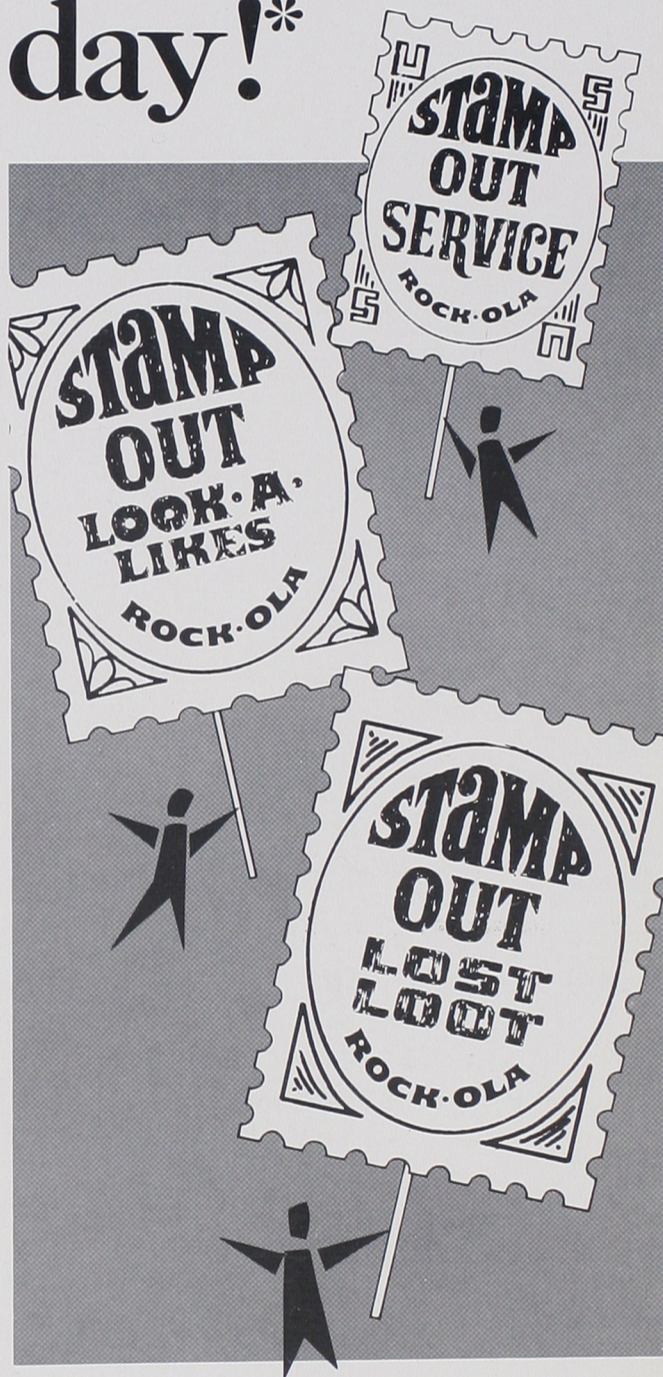
My partner and I choose the records after checking the trade magazine charts which are always right on top of everything as far as new releases are concerned. We like to know about them early so we can pick them up and get them out to the locations on our route as soon as we can. Then of course we're always happy to fill requests that we get. I've noticed lately we've been getting quite a few requests for country music. And the one-stops will always tip us off as to which singles are starting to break.

How's business?

Everything is going just fine for us. We have a number of different machines—mostly cigarette, jukeboxes and pool tables and we don't really have any complaints about the way they are doing. In general, I'm very optimistic. The only setback we've had is the loss of a lot of good locations due to the redevelopment program, but I've also found that along with progress often comes an opportunity to find a new location. For example, quite a few of the shopping centers which have sprung up in the Bridgeport area are now including play rooms or machine rooms where operators can put several machines and they will get good play, especially during the peak shopping hours such as on Saturday afternoon.

Thanks, Lou. Next week we'll be interviewing another operator from a different part of the country in order to get his views on the ever-changing coin machine business. These profiles will be a regular feature in future issues of Cash Box.

Rock-ola introduces the 21 hour day!*



*New Service Ease Gives You More Time To Make Money

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"we want you to take it easy"

Which artist will have the new hit single?

(Bet on all three.)



Paul Anka, "Happy" c/w "Can't Get You Out of My Mind" #47-9767. Producing another beautiful new ballad by a guy who's been a hit-maker for years. From his forthcoming album "Life Goes On" LSP-4250.



The Youngbloods, "Sunlight" c/w "Trillium" #74-0270. The world caught up to The Youngbloods with "Get Together." Now these warm, lovely cuts from their "Elephant Mountain" LSP-4150 promise even more action.



Charley Pride, "(I'm So) Afraid of Losing You Again" c/w "A Chance of Tear-Fall Tonight" #74-0265. The new giant of country music gives his unique treatment to two lovely ballads. Expect a hit.

RCA