

Rock-Ola's 442 Is Stellar Attraction At New York City Open House Showing

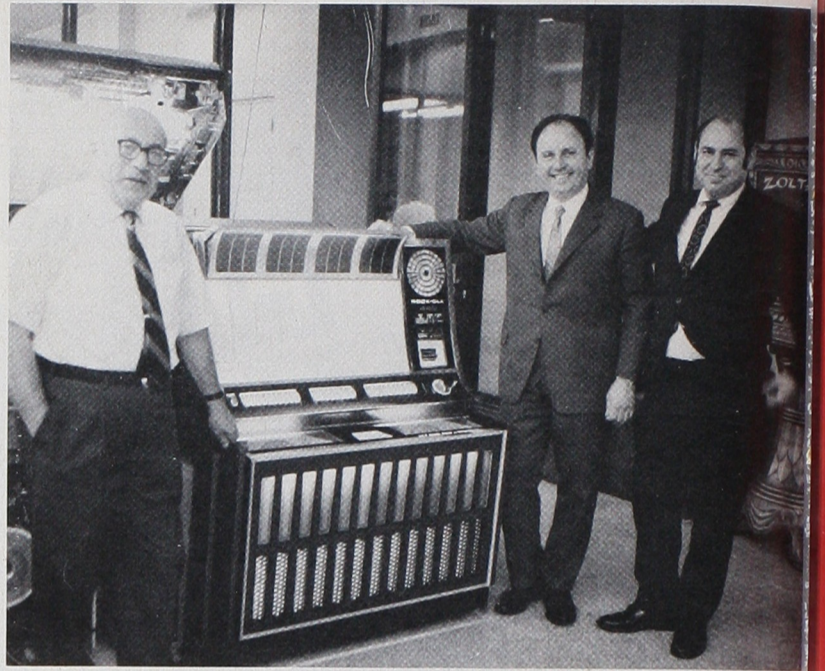
NEW YORK—Despite an Election Day slowdown of activity on the street last Tuesday, and an all-day downpour Wednesday, the Open House affair at Albert Simon, Inc. wasn't dampened one bit as the metropolitan area's music operators dropped in for a sandwich and an inspection of Rock-Ola's new 442 console phonograph.

Simon sales exec Al D'Inzillo, assisted by Harry Koepfel, Larry Kaufman and Larry Feigenbaum, hosted the operators to refreshments and demonstrated the new machine. Four 442 phonographs were displayed on the floor and all had an opportunity for a closeup inspection without getting in each other's way.

D'Inzillo said reaction to the new

Rock-Ola was "extremely gratifying". Features which excited the traders the most, according to the sales exec, included the up-top title selector panel, the ease of servicing provided by swing-out components and snap-out grill and, of course, the aesthetic beauty of the box itself.

A brief list of tradesmen who turned out for the showing included: John Tarpey, Marvin Feller, Al Denver, Mac Polay, Sy Haber, Neil Rosenberg, Phil Schwartz, Frank Galle, Shelly Simon (with his charming daughter), Al Babistein, Willie Gaines, Irv Wolf, Bruce Hochman, Al Miller, Fred Bradley, Willie Weiss, Jack Gavarin, Al Pulisi, Batsy Batista, Jimmy Durante and Marcus Klein.



At the Simon Rock-Ola showing above are (left to right) Harry Koepfel, Mauricio Mochkovsky (prominent Argentina operator up to New York on a recent trip) and Larry Kaufman.

**MORE PROFIT
LESS PROBLEM**

**NEW
ROCK-OLA
442**

**The Ultimate
Phonograph**

Robert E. Nims
A. M. A. DIST., INC.
New Orleans, La. 70130

**STAMP OUT
ME-TOO DESIGN**

**NEW
ROCK-OLA
442**

**The Ultimate
Phonograph**

Harry Hoffman
GENERAL VENDING
SALES CORP.
Baltimore, Md. 21201

**STAMP OUT
HUMDRUM TAKE**

**NEW
ROCK-OLA
442**

**The Ultimate
Phonograph**

Albert Simon
ALBERT SIMON, INC.
New York, N.Y. 10036

Gordon Winds Up Vendo Classes

(Cont. from p. 67)

throughout the U.S. through Vendo territorial sales representatives. MiAmCo has also announced plans to distribute the German-manufactured Harting Rendevous 140 selection console phonograph in the States.

Since the MiAmCo agreement was signed, the firm has already begun carving out its share of the phonograph market. Gordon has revealed that the Lum's Restaurant Chain (beer and peanuts specialists) have agreed to accept their very first coin phonographs at their installations after years of resistance to the jukebox. "We convinced them to take the Cameron," according to Gordon, "because its component configuration permits us to give them jukebox music without a console standing on the floor—something they didn't want. Secondly, we sold them on the machine's sound. The Cameron's separable speakers offer the truest stereo separation on the market, as well as the most exceptional fidelity," he declared. The first Lum's installation will take place this week in St. Louis.

Gordon also revealed that Holiday Inns of America has signed an exclusive agreement to utilize the Cameron in all their Johnny Holiday teenage-oriented restaurants. The new franchise chain will be aimed at the younger set in menu and decor and will offer jukebox music a la the Cameron.

Cameron's Dick Murphy assisted at the first Johnny Holiday installation phonograph last Friday in Memphis, in the chain's headquarters city.

Another inaugural Cameron installation took place last week in the Los Angeles Hyatt House. This is another franchise chain which will utilize the Cameron exclusively.

Gordon feels certain the day of the component phonograph has arrived in the coin machine business. "If you know your statistics, you're aware that the consumer public has gravitated to the stereo component phonograph for the home, as opposed to the console. They know you get an infinitely superior sound through a component set up," he stated. "Now the music operators will be traveling in the same component direction," he added.

Paul Rechtschafer, Capital Vending Pres Dies Suddenly

HARTFORD, CONN. — The coin machine industry was saddened this week with the news that one of the most well liked members had passed away.

Paul Rechtschafer, president of Capital Vending Services of Hartford, Connecticut, was found dead in his car Monday evening November 14. Cause of death was not immediately apparent and medical authorities called in to make an investigation. At press time there was no definite word on the cause.

Rechtschafer was a veteran of World War II, during the course of which he served with distinction in the Euro theater under the command of General George Patton.

The funeral, which was held on Tuesday, was attended by many prominent coin people from the Connecticut region. The deceased leaves a wife, Toby, and a daughter, Joan.

NSM Distrib. Cade Appointed

NEW YORK—Charles Cade, a prominent Philadelphia music operator with offices at 821 N. Broad St., has been appointed distributor for the NSM phonograph line in the Eastern Pennsylvania territory. Cade, who also distributes a line of vending machines, is being supplied with equipment immediately, according to Mickie Greenman, vice president of A.C.A. Sales and Services, U.S. marketing agents for the German line.

An introductory open house showing of the line will take place at the showrooms Nov. 14th (Friday) and the area's operators have been invited.

After we invented tomorrow

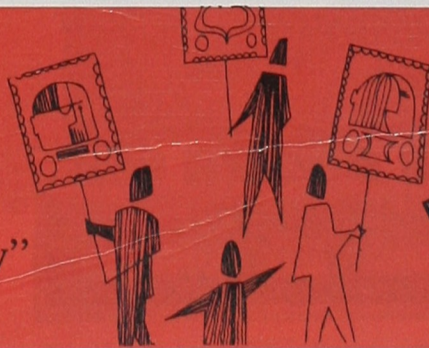


we invented something to put it in



ROCK-OLA

"we want you to take it easy"



See Here!

NGERY, PHILIPS AND CRAIGLE, INC

tember 29, 1969

K-1023—Introductory ad

g., black & red, Billboard, Cash Box

CK-OLA MANUFACTURING CORPORATION

This might be the best phonograph...ever!

Building better phonographs is an annual event at Rock-Ola.

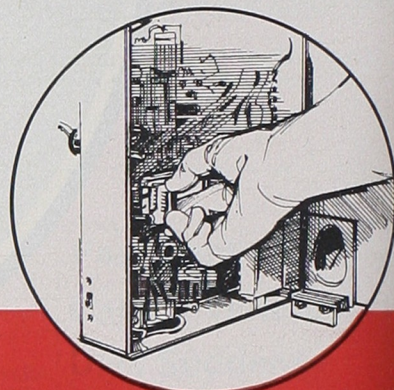
This year we outdid ourselves.

Rock-Ola/442 is tomorrow's phonograph today. New outside. New inside. New profile. New customer appeal. New operator service ease. It took the engineered ingenuity of Rock-Ola to put all together.

Radiantly brilliant color panels light up the room while a big new sound gathers a crowd. Rakish lines of highly finished wood-grain Bombay Teak Conolite side panels incased in polished chrome castings sweep in graceful contour to accent the most plush decor.

Inside . . . more new ideas! Swing-out components. Integrated circuits. Stand-up programming. Snap-out front grill. Plus the most complete array of profit-building accessories ever offered.

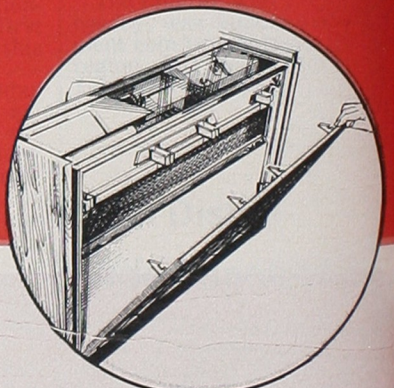
Is this the best ever? If it didn't have our confidence, it wouldn't have our name.



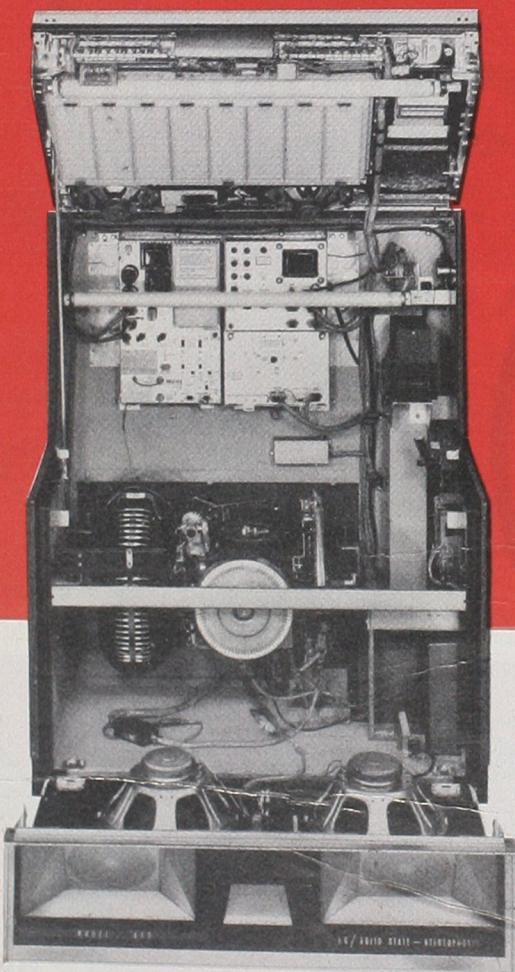
Swing-Out Components



Integrated Circuits



Snap-Out Grill



A dramatic new concept in styling and operator service features to give you more take with less trouble.



Swing-Out Components. New concept in service ease . . . swing-out, plug-in, lift-out design lets you get at amplifier, accumulator and credit unit for fast, easy on-location service.

Integrated Circuits. Now, the wonder of electronic miniaturization comes to phonographs. One IC serves as two channel amplifier, the other drives the 2-channel AVC system and volume control. Smaller circuitry. Shorter service time. Less heat.

Snap-Out Grill. Now, new design makes accessibility and cleaning easy. Entire front panel section including color panel and grill is designed for instant snap-out. The door removes easily by release of two snaps and chain.



ROCK-OLA
442

SINGLES
QUARTER
HALF DOLLAR

INTEGRATED CIRCUIT

ROCK-OLA / 442

the ultimate phonograph

160 Selections
Stereo-Monaural
33 $\frac{1}{3}$, 45's, LP's

Rock-Ola Manufacturing Corporation / 800 North Kedzie Avenue / Chicago, Illinois 60651



EASTERN FLASHES

ON THE AVENUE, TENTH AVE. — Plenty of action on the street these weeks as the distributors bow the new 1970 phonograph lines. Center of attraction this week was Albert Simon, Inc. where a legion of ops and their service people jammed the showrooms for a sneak preview of the new Rock-Ola 442 jukebox before publicity breaks nation-wide. The lads not only dug the new machine but put the sentiment down on the old order blank, according to **Al D'Inzillo**, who's clearly tickled with the new showroom addition. **Larry Feigenbaum** and **Lou (Red) Druckman**, two of big town's best service guys, said the new machine is the "mechanic's dream jukebox". Got a big kick out of meeting **Mauricio Mochkovsky** of SACOA Diversiones, the big Argentine coin firm. Mauricio flew back to South America Wed., via brief stop in Brazil. He was in the States on an equipment buying spree and took along his charming wife to make a sometimes difficult chore more pleasant. Mauricio's headquarters is in the city of Mardel Plata, Argentina, where, among many other locations, he operates what is universally considered Argentina's largest amusement arcade. With 21,000 sq. ft. of floor space and too many machines to mention who's to argue the point. He also operates a popular gaming casino there. Chatted briefly with old pal **Lar Feigenbaum** who info's the Missus is off to England on another antique buying junket. Larry himself is a collector of such relics as old police badges and the like. If you ever want a good demonstration of SEGA's Missile game, ask Lou Druckman at Simon's to step up to the piece and show you how it's done. His skill is rather uncanny and he had a half-dozen operators amazed as he scored nearly every other shot. Over at Runyon's, **Irv Green** and **Morris Rood** took off for Cincinnati early Wed. for the Rowe distrib meeting Thursday and Friday.

UPSTATE ITEMS — By the time this issue hits the desks of coinbiz traders, the New York Operators Guild will have completed their second U.S. Billiards-Sanctioned 8-ball Tournament. Grand finals were held this weekend past (Nov. 8-9) at the Kingston Municipal Auditorium. A total of 64 locations sent their four individual tourney winners to the playoffs. Last year's event, held at the Newburgh VFW Hall, enjoyed excellent spectator attendance, despite a severe snowstorm. With the fine weather we're having, no doubt the Kingston hall was packed. Winners and other tourney info will be reported on next week. **Millie McCarthy's** NYSCMA meeting, held last Thursday in Albany, reportedly delved deeply into a current loan-bonus problem plaguing some operators in the State. More on this week next week. Our condolences to the family of operator **James 'Pie' Haley** who passed away week before last. This guy was one of the real pioneers in these parts and his many friends and business acquaintances will miss him. See separate story.

HERE AND THERE — **Steve Mason**, one of the best crooners in the biz, often referred to as the "**Bing Crosby of the Bronx**", has released a terrific pop location single on his Decatur label. Steve's got a medley of 'At Your Command' and 'Sweet Georgia Brown' on one side, b/w 'Poor Butterfly'. Sounds like the ideal disk for the adult places; a natural for the gin mills. Check your one stop to see if it's in yet. U.S. Billiards sales manager **Len Schneller** has just returned to Big Town after a three week road trip which included a visit to the NAMA in New Orleans and a swing thru the far West where he visited his distributors. Len's wife **Reba** joined him in California, particularly enjoying the San Francisco cable cars. Several of the factories closed down for election day,

including the mammoth Rowe plant in Whippany. Don't expect execs **Jim Newlander** and **Jim I** got much rest, with their big conference set for Cincinnati days later. Operator record of the week from **Jim Galup** sage from Galuppi Enterprises 'Midnight' by the Classics Imperial, "See Ruby Fall" by **Cash** on Columbia and 'I We Back' by the **Jacksons** on 1 Jimmy's also building up a fine sales operation out of his S and Albany branches.

Chatted with **Jack Williams** Ingham branch mgr for Her Music (headquarters in Nas Jack reports excellent year AMI phonographs especially the 100 selection compact mode offices in Birmingham, complete parts dept. and service help says the Hermitage office center of coin biz attraction bama. He also reports fine s All Tech and American tab is hoping that Alabama sta liberalize soon and open up activity in the coin table are Chatted long distance with **Jo man** of Pioneer Sales & (Milwaukee) who's most im with the new AMI music soon to break on the market. **ing Green** and **Morris Rood** Cincy last Wednesday for the distributor meeting also im with what they saw on the s the Stoffer's Inn products shc **Elliot Rosen** one of the Pho primary champions says with servation he has done more audio visual business in Phila than any other firm has done ever do. No boast, Rowe ex are tickled pink with the nu amount of PhonoVue projector has sold to Pennsy operators. contingent of Trimount sale; down to the Cincy Rowe show ed **Irv Margold**, **Marshall Ca Bob Jones**, **Dave Riskin** at **Brown**. Saw **Scotty Daddi** Rowe affair. He is back w Bush International organizatio ida) several months now and to get moving on the soon t leased Rowe music box.

CALIFORNIA CLIPPING

HOW GREEN IS MY VALLEY We are referring to green for and the Valley is for pool of course. According to **Hank** of C.A. Robinson the 1970 line of pool tables is continuing strong. Not only is the coin of but also the home tables are gaining in popularity. The 1 mains that many operators a chasing home Valley Pool for preferred location cu and receiving gratitude for s shall we call it good will? T also anxiously awaiting the of Bally's new four player pi "Ballywhoo" which should bing at any moment. Bally Beam" and "Joust" are conti show impressive sales.

Mr. and Mrs. Joe Tamul son "**Chip**" (who really r route) joined **Al Bettelman** a in the "Playroom" to toas return from an extended stay ka with three of their childa reside in the arctic climes of 49 Joe has been operating in E California for many, many He is politically active, having as a councilman for severa and brings to the public in R County area (which include Springs) an image of the coin operator as an outstanding of his community—public at it's best. Incidentally, mits very modestly that he get that bear, but **Marian**, t proudly asserts that he did g moose—or was that mise?

THE GOOD LIFE



NEW
ROCK-OLA
442

The Ultimate
Phonograph

Joseph Grillo
FLOWER CITY DIST., INC.
Rochester, N.Y. 14609

MONEY IS KING



NEW
ROCK-OLA
442

The Ultimate
Phonograph

David Stern
SEACOAST DISTRIBUTORS
1200 North Ave.
Elizabeth, N.J. 07201
Tel: (201) 818-3524

E PLURIBUS
MONEY



NEW
ROCK-OLA
442

The Ultimate
Phonograph

Bob Portale
PORTALE AUTOMATIC SALES
Los Angeles, Calif. 90015

HOORAY FOR
MONEY



NEW
ROCK-OLA
442

The Ultimate
Phonograph

Joseph Ash
ACTIVE AMUSEMENT
MACHINES
Philadelphia, Pa. 19130



Cash Box Round The Route

AGO CHATTER

re Dist. wrapped up their se-
Rock-Ola "442" showings with
events at their Grand Rapids
rofit offices. Harold La Roux
at the Presidential Motel in
Rapids (and we understand
ed it all with an impromptu
party). Jimmy Frye handled
oit affair with a shindig at the
ese Club. Both affairs were
lly very well attended and, of
the "442" very well received.
bins and Jack Burns repre-
Empire-Chicago at both Corp.
ager **Herb Jones** says orders
en flowing in steadily—and
o let up in sight. INFO-
r. firm for IAAP, is gather-
rial for a feature story on the
on activities in the nation's
ent parks. An excellent way of
the industry alive, so to speak,
e fall and winter season.

hwartz and Mort Levinson of
Coin Machine Exchange en-
e of their most successful
to date during the recent
Days festivities. Star, of
was the new "Statesman"
ph. A large number of oper-
m Chicago and suburbs at-
ie week long premiere. Mort
of orders for the new model
es to begin shipment very
Several operators from out-
ago proper, stopped by Na-
it week to view the "States-
ong them, **Gene Gendreau** of
Illinois. **Ralph Winquist** of
Jean Fiedler of Champaign,
wer of Morton and Cy Kase
kee. Mort also asked us to
he fact that the distrib has a
4-player in the new Gottlieb
which is selling up a storm
s in the crowd: Tony Bennett
e Rock-Ola factory last week
ed a little about "442" from
id **Doris** and ad manager
Hincker. Tony, who just
up a very successful engage-
ne Empire Room of the Pal-
e, has a new Columbia single
hur Park" b/w "Before We
ye". Also visiting was Lib-
ding artist Gary Lewis, who
new single out shortly.

isic Co. is a beehive of activ-
days. All departments are
speed ahead. The usually
t **Secore** was anything but,
asked about "Speedway",
urrently creating a big fuss
o Dynamic Inc. Plenty of
l, "unsolicited collection re-
terrific". Empire Dist's
rdon hit the road last week
e Rock-Ola "442" in Cham-
ria and the Tri-Cities.
some of the biggest sellers
Williams Electronics factory
with "Expo", "Grid-Iron".
Bill DeSelm tells us pro-
nedules have been stepped
rably to meet the demand—

ia of Lormar tells us local
are showing much interest
owing singles: "Going Out
ad" by **Frank Sinatra** on
our Nobody Till Somebody
l" b/w "Margie" by **Al**
Jar-gal, "See Ruby Fall"
Cash on Columbia and "St."
by **Dumpy "Piano" Rice**

de's **Howie Freer** says the
several hundred orders
the Seeburg "Apollo"
and they are trying des-
service customers as rapid-
le. The models acceptance
widespread, according to
despite daily shipments,
ficult keeping up with the
Incidentally, **Howie** and
rothy will be on hand for
Memorial Hospital's Israel
festivities honoring their
Eugene Folk, as man of

MILWAUKEE MENTIONS

Last Tuesday and Wednesday (4-5),
Hastings Dist. Co. hosted a showing
of the new Rock-Ola "442" phono-
graph, and enjoyed an excellent turn-
out of operators. **Sam** and **Jack Hast-
ings** are very impressed with the new
model — and they tell us operators
are, too! Stansfield Novelty Co.
is doing business at its new building,
located at 430 Nelson Place in La-
Crosse. Official move was made the
end of last month and a 3-day open
house celebration followed. **Jim Stans-
field** is proud of the new premises,
of course, and points out the fact
that the acre of land on which the
80 x 120' building stands has ample
space left over for any expansion
moves the future might hold! At
present, Stansfield employs 31 people
on a full time basis! The Mil-
waukee Coin Machine Association
held its monthly meeting last Tuesday
(4) with prexy **Sam Hastings** presid-
ing. A good attendance was recorded
and **Sam** tells us several prospective
members were on hand to lend their
support to the association's current
activities with regard to the tax situ-
ation. **Bon Rondeau** of Empire
in Menominee is very enthused about
the new Rock-Ola "442" phonograph.
Operator reaction during the recent
showing — and since — has been fan-
tastic, according to **Bob!** Once
again, radio station WEMP will broad-
cast all Marquette basketball games,
at home and away, with **Tom Collins**
doing the play-by-play announcing.
Schedule begins November 15 at 8:10
PM and runs through March 5.

UPPER MID-WEST

Earl Porter and his service man
Kenny Maron in town over the week
end and **Kenny** going to the U. of M.
for an eye check. **John Wilson**,
Seeburg Vending engineer spending
a few days at the Lieberman Music
Co. with the service men. **Bob**
Addington and several of his friends
got their limit of geese and ducks on
a hunting trip to Devils, lake, N.
Dakota. **Jim Blenker** going into
the Hospital this weekend for surgery.
Best of luck, **Jim** and get well quickly.
Also this week found **Sam Gavin**,
Seeburg music engineer at the Lie-
berman Music Co. for two days work-
ing with the service men. Mr. &
Mrs. **Henry Krueger** in the cities for
the day buying records and parts.

Clem Kaul in town visiting his son
and family and mixing in some busi-
ness. **Leo Rau** reports that he and
the fellows he went hunting with in
Wyoming came home with a buck for
each one. **Dar Holsman** and his
son drove into the cities for the day
as **Dar** needed some equipment to
take back with him. Mr. & Mrs.
George Mellem, Minot in town for
a few days vacation. **George** had not
been feeling up to par the past few
weeks and decided to take a few days
off.

Mr. & Mrs. **Forest Dahl**, Fergus
Falls, in town for the day, **Forest**
making the rounds. **Johnny Cooper**,
L. & I. in town for the day buying
parts as was **Gabby Cluseau** from
Grand Rapids. **Lew Basil** is home
convalescing after having surgery
last week. Everything went just fine
and it won't be too long before **Lew**
will be able to be on the job again.

John Brothers, Lektro-Vend sales
rep. visiting his distributor **Viking**
Vending Co. Thursday. **Herb Alpert**
and his Orch. and featuring **O. C. Smith**
at the Sports Center Nov. 21st.
Joe Topic Jr. in town for the day,
also **Bob Keese**, Forest Lake, **Clayt**
Norberg, and **Pete Wornson**. Mr.
& Mrs. **Gene Hoerth**, Aberdeen, in
the cities over the weekend and
making the rounds Monday morn-
ing.



Bert Betti, Jr. Pres.
BETSON ENTERPRISES, INC.
North Bergen, N.J. 07047

NEW ROCK-OLA 442

The Ultimate Phonograph



W. R. (Bud) Patton
PACIFIC COIN MACHINE
DISTRIBUTORS, INC.
Modesto, Calif. 95353



NEW ROCK-OLA 442

The Ultimate Phonograph



Don Siegel
LE CORPORATION
Houston, Texas 77005



NEW ROCK-OLA 442

The Ultimate Phonograph



Norman Goldstein
MONROE DISTRIBUTING, INC.
Cleveland, Ohio 44114

NEW ROCK-OLA 442

The Ultimate Phonograph

CLASSIFIED ADVERTISING SECTION

COIN MACHINES WANTED

WE ARE ALWAYS INTERESTED IN USED AND BRAND new phonographs, pinballs, bingos, guns, arcade, kiddie rides, slot machines, etc., all makes, all models. QUOTE FOB SEA VESSEL TO HOLLAND BELGIE EUROPE, SPRL., 276 AVENUE LOUISE, BRUSSELS.

WANTED TO BUY OUT SELLING STOCKS ONE OR two years old Jennings slot machines, Wurlitzer juke boxes and Pinball games two or four players, make an offer to AUTOMATTJANST N STORGATAN 19 BJUV, SWEDEN.

WANTED: Midway Red Balls, Joker Balls and Joker's Wild Any Condition. Contact American Music Co. 219 First Ave. South Great Falls Montana, (406) 452-7301.

"BALLY BINGO FROM BROADWAY TO BEACH TIME. BILLIARD TABLES (SLOT), FLIPPER ONE, TWO PLAYERS. QUOTE 10-20 LOTS. F.O.B. AMERICAN PORTS. ATLANTIC NOVELTY MACHINE COMPANY, 73 LAMBETH STREET, KENSINGTON VICTORIA 3031 AUSTRALIA."

WANTED: R.C. Walters Coin operated salesboard cabinets. WRITE — Alex. Horner, 11510 Osage Road, Anchorage, Ky. 40223.

WANT — Pool Tables, Personal music equipment, Scopitone film, 69 - 68 model Phonographs new and used, Phono Vue attachments, Distribution of allied products. Write stating make, model, condition and best cash price. ST. THOMAS COIN SALES, 669 TALBOT ST., ST. THOMAS, ONTARIO, CANADA. Area 519-631-9550.

COIN MACHINES FOR SALE

USED WURLITZER PHONOGRAPHS, all 200 models, from 2700 up. Special quantity prices for wholesalers and exporters. CALL OR WRITE: UNITED DISTRIBUTORS, INC., 902 W. SECOND STREET, WICHITA, KANSAS, 67203.

FOR SALE: MODEL 14 AUTO PHOTO, EXCELLENT CONDITION. Call or write. New in original cartons. Hollywood Driving Range, 15 ball golf game. Close-out \$295 each. Cleveland Coin International, 2025 Prospect Ave., Cleveland, Ohio. Phone (216) 861-6715.

FOR SALE: PANORAMS—12 RCA 16mm Fully Equip. \$600.00 ea. B&W film used special—\$8.00. Approx. 400 ft. rolls color film, used special—\$25.00, approx. 400 ft. rolls. Beautiful Girls, All Money-Makers. Large selection. R. RICHTER, 1063 MARKET ST., SAN FRANCISCO, CALIF. 94103.

NEVADA FRUIT (SLOT) MACHINE PRESENTS THE NEW RAVEN ELECTRONICS' solid-state line of fruit (slot) machines. Keno and Mini-Bingos. Write for more information. 165 Bingos — All Models — Mills, and Jennings parts. Write or call anytime: NEVADA FRUIT MACHINE CO., P.O. BOX 5734, RENO, NEV. 89503. (702) 329-3932.

FOR SALE: Cobra s/a — \$450. Altair s/a — \$550. MOHAWK SKILL GAMES CO., 67 Swaggertown Road, Scotia, N.Y. 12302.

BINGOS FOR EXPORT: Big Wheels, Zodiacs, Orientals, Border Beauty's, also bingos from Carnivals to Bountys in large quantities. Cash payouts Winter Books, and slots. D. & P. Music, 27 E. Philadelphia St., York, Pa.

FOR SALE: Good Used Pinballs: Flying Circus \$95; Aloha \$95; Skill Pool \$125; Alpine Club \$125; Big Deal \$125. Also Shoot-A-Line and Barrel O Fun. Send 1/3 deposit to Guerrinis, 1211 W. 4th St., Lewistown, Pa.

FOR SALE: Two Panoram peep show machines with optional 25¢ or 50¢ coin chute. Continuous reel that holds 1,000 ft. of 16mm film. Operated with a time unit. PHIL GOULD - 224 MARKET ST. - NEWARK, N.J. Tel: 201—Market 4-3297.

CLASSIFIED AD RATE 20 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$500 CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

NOTICE — \$77 Classified Advertisers (Outside USA add \$52 to your present subscription price). You are entitled to a classified ad of 40 words in each week's issue for a period of One Full Year. 52 consecutive weeks. You are allowed to change your Classified Ad each week if you so desire. All words over 40 will be billed at the rate of 20¢ per word. Please count words carefully. Be sure your Classified Ad is sent to reach New York publication office by Wednesday, 12 noon, of preceding week to appear in the following week's issue.

Classified Ads Close WEDNESDAY

Send all copy to: CASH BOX, 1780 Broadway, N.Y., N.Y. 10019

SPEED UP YOUR COIN COLLECTIONS — New portable coin sorting, counting and packing machine, combined as one unit — hand operated — portable — weights 18 pounds — with automatic stops and tubes for different sizes. Apply SEIFERT MACHINERY CO. BOX 3421, PHILADELPHIA, PA. 19122.

POOL TABLES—Large selection of all makes and models available. Completely reconditioned or in "as is" condition for immediate shipment at very attractive prices. Also large selections of pin games, shuffles, guns and music—Phone or write: EASTERN NOVELTY DISTRIBUTORS, INC., 3726 TONNELE AVENUE, NORTH BERGEN, NEW JERSEY, 07047 (201) 864-2424.

FOR SALE: 2 Player Preview, Gottlieb \$125 ea.; 1 Player Ice Revue, Gottlieb \$175 ea.; 1 Player Bank A Ball, Gottlieb \$170 ea.; 4 Player Happy Clown, Gottlieb \$175 ea.; 4 Player Dodge City, Gottlieb \$295 ea.; 1 Player Full House, Williams \$179.50 ea. All equipment A-1 condition. Send 1/3 deposit. CENTRAL MUSIC CO., P. O. Box 284, Killeen, Texas 76541.

FOR EXPORT: Late games, Phonos, Vending. Write for our latest listing. ADVANCE DISTRIBUTING COMPANY, 2820 North Grand Blvd., St. Louis, Missouri 63107 — (314) 652-1600.

FOR SALE: Seeburg V-200 \$75; AMI Cont. II-100 \$195; K-100 Halfback \$150; H-200, 33 1/3 & 45 \$125; Wurlitzer 2150 \$75; 2200 \$100. BIRD MUSIC DISTRIBUTORS, MANHATTAN, KANSAS, BOX B, or Phone 778-5229.

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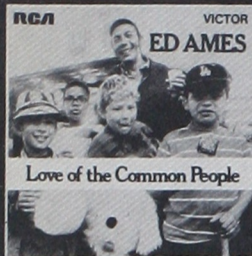
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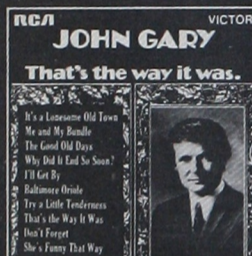
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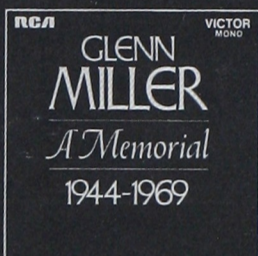
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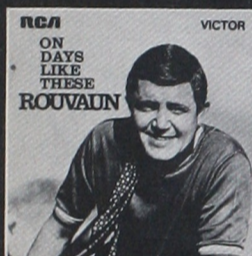
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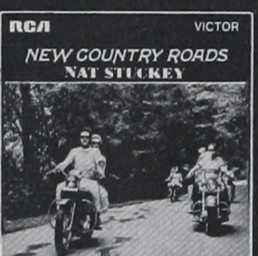
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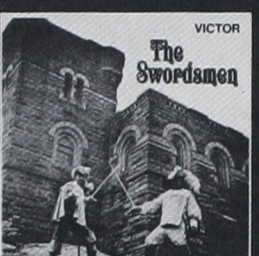
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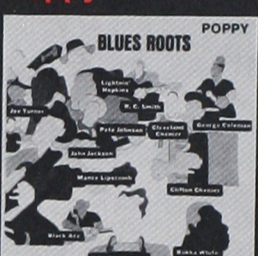
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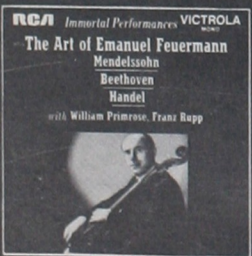
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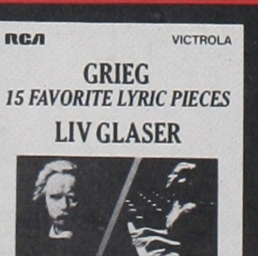
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