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Round The Route

EASTERN FLASHES

MEETIN' N GREETIN' — Big tadoo of the weekend took place at Richmond's Jefferson Hotel where the Music Operators of Virginia held their eleventh anniversary celebration convention and trade show. All territorial distributors were slated to display their respective music and games lines for 10:00 A.M. to 5:00 P.M. Nov. 21-22, and a number of factory brass were expected to attend. Newcomers to the Virginia show this year, we understand, will be the NSM Prestige 160 and Consul 120 at the Southeastern display manned by **Bernie Inge** and company. **Mickey Greenman**, A.C.A. vice president, will be on hand to help in demonstrating the German-made music boxes. **Mickie**, incidentally, returned from a lengthy sales trip just prior to the Virginia show. Trip took him to Florida, West Virginia, Ohio and Pennsylvania where he conferred with distributors and potential dealers for the NSM line. By the way, **Mickie's** friends will be happy to learn his wife **Mildred** is back in the best of health.

BACK TO CHICAGO — A number of metro area gamesmen will be making the Parks Show Nov. 30-Dec. 3rd at the Sherman House Hotel in Chicago. **Larry Galenti** will stage another mammoth Mutoscope display, this time adding A.C.A.'s Indy 500 car race game to his lineup, again including the popular Photomatic and Plastimatic units. Rock-Ola factory execs will show off their coin music line at this year's Parks Show — a first!

THE JERSEY BOUNCE — American Shuffleboard chief **Nick Melone**, with **Mike Bozza**, drove down to Atlantic City early last week to attend another of the institutional conventions which have always provided a good market for their recreational products. American's home tables, rebound tables, 9' and 12' shuffleboards and other items are familiar pieces at countless military day rooms, hospital games rooms, nursing homes and dozens of other type institutions. American's sales chief **Sol Lipkin** was off himself to San Diego last week for an educators' convention . . . Be seeing all of Betson Enterprises' customers, suppliers and friends at this Sunday's (Nov. 23rd) gala open house celebration. This event will mark the beginning of the firm's 38th year in business. The affair runs from 1:00 to 9:00 P.M. and will offer food, refreshments, door prizes, gifts for the ladies, music and entertainment. Kids are welcome . . . **Irv Green** out to the Springfield Runyon offices last Tuesday to confer on plans to introduce the new Rowe music machine. Unit should be on the market by second week of December.

ON THE AVENUE — New York City has often been called Shuffle alley town and according to the volume of sales on United's recently released 'Beta' at Simon, Inc., the standard prevails. All shuffles at Simon's are shipped in on 2-25" play from the Williams factory and that's the way most of them go out to Simon customers' routes. 2-25" play makes more sense on the shuffles than on just about any other type of machine, including music . . . **Munves** will not be exhibiting at the Parks Show this year, the first time they've missed in decades.

Nothing succeeds like success and one of the hottest items ever assembled at the Irving Kaye Co. plant — the Provenal home table — is keeping sales manager **Howard Kaye** arm weary writing orders. Nice to hear the majority of orders for the home item are coming from traditional Kaye coin distributors. This is additional income for the dealers, not to mention a pure delight for the homeowner to have it in his recreation room.

CALIFORNIA CLIPPINGS

3400 PHONOGRAPH BOWS AT WURLITZER . . . The Wurlitzer phonograph 3400 recently made it's debut at a re-

cent showing. **Clayton Ballard** says t he was also very pleased with the service school that was held at the Roosevelt Hotel last week. **Leonard Hi** was again conducting the classes which consisted of introducing the operator to the new and simplified phonograph changer. Right now Wurlitzer is conducting schools all across the nation acquainting people with this new machine and its new equipment. The changer available in the 100, 160 and 200 selection. The machine was given a test run in Canada and Germany (with great results, we might add) before being on the market in the states. Speak of Clayton Ballard we hear that he and the family were snowed in for one night while vacationing at the cabin hideaway (we thought we would throw hideaway in to add a little spice to the column in the Angeles Crest mountains. **TI** spent a week up there and except temporarily being snowed in they had a ball. If you think that you are hearing a bit of a southern drawl when **Max Shiffer** answers the phones over the phone you may be right. **Maxine** is presently visiting with friends in Texas. She should be returning from her vacation in a few days. Also "hear" that **Liam Braid** has joined their sound department . . .

MUROAKA TRAPPED AT PEBBLE BEACH . . . We might also say many pebbles not enough birds. **George Muroaka** of Associated C Amusements said that at least the Monterey scenery & the weather was the greatest. We really caught **George** the run, because he and the **Harold Burds**, and the **Harold Tuckers** were getting ready to leave for the Bar M vah for **Kipp Arnold Leyser**, son of **Henry Leyser**, president of ACA in California . . .

HERE AND THERE . . . Hope **Bob Portale** of Portale Automatic Sales found a nice mixture of business pleasure during his long weekend in Reno . . .

UPPER MID-WEST

Nik Berquist and son **Roary** in town for the day visiting distributors. **Nik** looking to buy a good used pin . . .

Pete Wornson and his father in town making the rounds. **Pete's** father way up there in years and as child as a youngster . . . **Maurice Ans** Madison, in the cities for a few vacation and doing some buying equipment . . . **Al Eggermont** in the cities as was **Al Kirtz** from I City . . . **Stan Woznak** and a group of buddies left last week for cabin up north for deer hunting . . .

Herb Peterson, Milbank, in town the day doing his buying and leaving the same day for home . . . **Schroeder**, Rochester, in town buying records and parts . . . **Mr. & Earl Ackley**, Trego, in town for a days giving Mrs. Ackley a chance to do some shopping . . . **Heard Sy Wiederholt** had a slight heart attack and spent several days in hospital getting a check up and in and around and back on the job . . .

Glen Addington, Bismarck, up in hunting deer last week and got a buck . . . **John McMahon**, in town was **Cab Anderson** from Hudson **Don Hazelwood**, Aitkin, in the city doing his buying . . . **Mac Hasvold**, **Pete Thompson**, Sioux Falls, in cities just for the day and on a business trip . . . **Lieberman M Co.** reports that the hottest game ever and still going strong are **Liams Grid Iron**, Expo, Phantom, Midways Sea Raider. Also the **burg Apollo's** are moving out operator's as fast as they can get them . . . **Mrs. Joe Durham** in picking up equipment . . . **St. Carmel Quinn** at **D and Jim's** and **Professor Irwin C** at the Manor . . .

CHICAGO CHATTER

With our gal Camille vacationing week in beautiful downtown Chicago, we scooped up the Chatterer from New York. Activity in the jukebox and games factories is frantic as Detroit in October the new cars are released. In the games makers go thru the product trauma dozens of times a year, but this particular week in Chicago brings more new product announcements than normally. Both Gottlieb and Seeburg have opened the lines on new flippers (see separate pages); the promotional roar at the introduction of Rock-Ola's 442 console resulted in an almost unprecedented amount of per-unit sales, which the plant is pushing hard to get out into the distributors; and Midway's shipping models on their new gun (if it's anything like Sea Raider, place your bets now). Production line workers at Chicago Coin are thinking, breathing and sleeping 'Speedway'. Actually, it's not much sleeping going on at the plant on a 6-day week, attempting to turn out Speedway's fast pace to supply the enormous coast-to-coast demand for this exceptional game. Vice president Avron Gensburg states the line will continue making Speedway's well into January. The units are stacked on the ChiCoin right now, absorbing every way the plant can make thru the year. Incidentally, a visitor to the ChiCoin offices last Wednesday met Karl Goetting, newly appointed regional import-export manager for the factory. Herr Goetting has already established offices in Frankfurt and ChiCoin sales staffer, will coordinate shipments from the States to the company's network of European distributors. ChiCoin's Swedish dealer, Wettergren of Wettergren Auto (Stockholm), recently showed complete games line at the Auto and Restaurant Fair at a well-attended display booth.

DeSelm at Williams Electronics announces the plant has begun another production run on the recently-released Expo two-player game. Trade reception has been excellent on the piece. Williams also reports pumping out those Gridiron 1 novelties. This game's not a great arcade piece but has a profitable perch at numerous locations where football fever affected the game's coin boxes favorably. The play of Gridiron is as close to the rules of football as you could get in an electronic game and real football buffs have but compliments for the Gridiron designers.

VENTIONERS — All the sales at Rock-Ola's vending division left for San Francisco last week to their can drink line at the National Soft Drink show, held at the Auditorium/Brook Hall. Rock-Ola manned the display booth in Dr. David Rockola, Donald Ed Doris, Hugh Gorman and Hincker. From the North offices of the Concessionaires comes a report delivered at recent convention in Washington that holds interest for vending men. Apparently, the concessionaires have determined that higher vending costs all along the line are eating their profits, limiting expansion and causing a greater need for vending equipment instead of service the customers. Assistant president Julian Lefkowitz on his own concession operation in Michigan and Ohio, he's found it necessary to seek greater automation services previously filled by attendants. Because of inflation, he says, "we are trying to do the volume of business as in years past, smaller, more tightly planned utilizing modern vending equipment, and pre-packaged products that require little handling to prepare."

HERE AND THERE — As the nation watched the progress of the Apollo 12 moonshot, Bernie Cohen and the sales promo lads at Seeburg had their eyes on the progress of their Apollo "1" console jukebox, released last month. The machine has been warmly received by the music operating trade, says Bernie, who proudly indicates the unit's eye-level Digital Title Selector as another "first" for the Seeburg Corp. "A space age machine with a space age name," boasts Bernie. Had fun watching Atlas Music's Stan Levin whip the pants off a few fellow Rowe distributors at the Cincinnati dealer meeting. Stan showed 'em how to make the object balls disappear, courtesy of an All-Tech coin table set up in the cocktail lounge at Cincy's Stouffers Inn.

HOUSTON HAPPENINGS

The LE Corporation enjoyed a most successful and far above average attended combined open house celebration and new model Rock Ola phonograph showing on Nov. 3-7 inclusive in their new home, 2700 Milam St. at Dennis Ave. Along with new model 442 phonograph, complete line of Rock Ola vending machines, together with Smokeshop cigarette machines; Candyshop, Pastryshop, Snackshop vendors; Fischers, Irving Kaye, Valley, pool; Bally, Gottlieb, Midway amusement games were attractively displayed. Showing lasted all day with buffet luncheon and refreshments eleven until two daily. Personnel of firm presently composed of: Don A. Siegel, owner; Pete Falco, Bob McAfee, A. E. Hoot, salesmen; A. E. Hoot and Elmer Thompson, parts and service. Office is very capably manned by two cuties named Connie Collard and Sandy Cradit. Lending a hand with showing of pool and billiards was Noel Bayne, Fischer Mfg. Co., Tipson, Missouri. One prominent operator summed it up in words to affect that with Siegel's knowledge of pool, McAfee's coin operated phono know how, Falco's savvy of pool, games and phonos together with Hoots background as serviceman, the outfit will most likely do more than just stay in business.

Congrats to Michael Reeder and Chris Butler, sons of Russ Reeder and L. C. Butler, heads of Record Service Co. and Gulf Coast Distributing Co. respectively! Michael made first year at West Point U.S. Military Academy with flying colors and Chris finished his freshman year at Rice University easily enough. Both these institutions for higher learning are tops in their respective fields. Getting into either of them is a signal honor within itself, and staying there first year is a major chore.

W. L. (Bill) Morrison, sole and complete owner of Port City Music & Dis. Co., major operating firm on Washington Ave., making minute survey of all new model stuff as it goes on display. Also included in Bill's ownership is building and terra firma underneath. Another asset of new model showings (from yours truly angle) was a visit with long time acquaintance Jesse Herrera, owner Jesse Herrera Amusement Co. on North Side. Mr. and Mrs. Leon DeNina, owners Garden Oaks Amusement Company, expecting to be grandparents again in near future. Both were insisting, with not too much success, that their daughter-in-law sorter take it easy on consumption of delicious food at new Rock Ola model showing.

Gus M. Wueste, manager of Gulf Coast Distributing Co. branch office in San Antonio, presented the new Wurlitzer "Statesman" phonograph to musicians of that area during an Open House Showing Nov. 5-6-7 inclusive at his San Antonio headquarters. L. C. Butler, president of Gulf Coast Distributing and Ralph D. Cragen, Wurlitzer Regional sales manager, journeyed over from Houston and lent a hand with the showing and elaborate open house festivities. An overflow crowd on each of the three days was in evidence.



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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.

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FOR SALE: Shuffle Alleys — Cobra \$395; Firebird \$495; Delta \$695. MOHAWK SKILL GAMES CO., 67 Swaggertown Road, Scotia, N. Y. 12302.

BINGOS FOR EXPORT: Big Wheels, Zodiacs, Orients, 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.

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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.

FOR SALE: Target Pools \$385; Suspense \$375; Captain Kid \$125; Touchdowns \$165; Miss Os \$310; Fast Balls \$475; Apollos \$225; Beat Times \$295; Shangri-Las \$365; Rockmakers \$395; Spinner \$50; Beach Queens \$50; C.C. All American Basketballs \$100; MIDWAY: Captain Kid Gun \$200; DuKANE: Grand Prix \$165; ALL-TECH: Musical Ferris Wheels \$250; Batty Cars \$200; Twirley Birds \$250; Cross Country Racers \$265; Hiway Patrol \$150 — Computer Quizzes \$750. Also large stock of bingos. NEW ORLEANS NOVELTY COMPANY, 1055 DRYADES ST., NEW ORLEANS, LOUISIANA, 70113. Tel (504) 529-7321. CABLE: NONOVCO.

FOR SALE: BALLY BINGOS & BALLY SLOTS. ALSO for sale, Jennings, Mills, Pace slots and Uprights, Consoles. WANTED TO BUY: Uprights & Bingos. BALLY DISTRIBUTING CO., P. O. 7457, RENO, NEVADA. PHONE: 702-323-6157.

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FOR SALE — NEW IN CASE: 300 Jennings Double 10¢ Vendors. Retail at \$59.95 — 25.00 each. All types used Novelties. Call or Write: E. L. Simmons, DANVILLE AMUSEMENT CO., INC., 620 Westover Drive, Danville, Va. Phone 792-5044.

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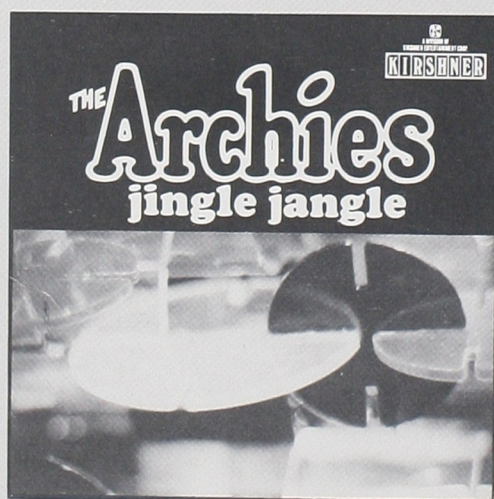
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