

Seasons Greetings

To All Our Friends and
Customers in the USA
and Overseas



At This Festive Season
May We Extend Our Sincere Thanks
For All Your Patronage

Vic Haim

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BELAM

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Round The Route

EASTERN FLASHES

'TIS THE SEASON — The show-rooms along coinrow are all decked out with boughs of artificial holly in celebration of the holidays. From the offices at MONY to the route shops in Westchester and out on the Island, the tinsel and holiday bunting make work these festive days just a little brighter for all. We at Cash Box would like to take this opportunity to wish all our friends a joyous Christmas and a Happy New Year. From both Ed's in the coin section, have a happy!

FROM THE SUNSHINE STATE — All Tech's Aaron Goldsmith just might receive the best Christmas present of anyone in the business this year. His wife is expecting their very first baby on, believe it or not, Dec. 25th. We wish them the best . . . Season's best come up to the New York trade from Jack and Sadie Mitnick in Miami . . . Another New York expatriate, Sol Tabb, sends his greetings up from N. Miami to all old friends in big town.

IT'S A BOY! — We are proud to announce the birth of a son to Mr. and Mrs. Ed Adlum of Cash Box. Their first boy — to be named **Kenneth** — arrived late last Monday night, weighing in at a hefty 8 lbs 11½ oz. Mother and baby are doing real fine and daddy couldn't be more pleased.

FROM JERSEY — Season's greetings to all from Mary Cusano, Nick Melone and the entire staff at American Shuffleboard. Nick tells us their best present has been the tremendous number of orders for the brand new 9' Eagle home shuffleboard table, especially since many have been sold by their coin equipment dealers to homeowners. . . . Eastern Novelty prexy Bert Betti returned from a visit to the Coast last Monday. In addition to a call on Sol Mollengarden at the firm's L.A. branch office, Bert and his Missus spent a few days at the home of an aunt and uncle in Palm Springs, then took a delightful drive up to San Francisco. The Betti's also stopped off in Las Vegas to catch part of the Billiard Congress meeting. Bert info's other coin table execs at that meeting included Earl Feddick of Valley and Charlie Bailey of Fischer.

HERE AND THERE — Westchester operators will be interested to know that the Interstate United Corp. has acquired Mamaroneck's famed Washington Arms restaurant. The familiar Westchester eating and drinking landmark is famous for its colonial decor and menu. It was established 47 years ago. This makes more than 30 first class restaurants Interstate has bought within the past couple of years, including Chicago's Fritzel's — major watering spot for coin factory execs out there. . . . Chatted briefly with General Vending's Arnold Kaminkow who passes along his and wife Ruth's holiday greetings. . . . Home pool table sales are hitting the big mark out at Royal's Cincinnati office, according to Joe Westha Westerhaus, Jr. who says holiday gift-giving has taken to the slate-top tables. Royal handles a number of non-coin brands of pool tables and Joe sincerely urges other dealers to promote the home products. "You make good money," he says. . . . Once again, may we wish you all Merry Christmas and a Happy New Year.

HOUSTON HAPPENINGS

The annual Houston Coin Machine Operators Holiday party, Dec. 17th in Banquet Room on Joe Matranga Spaghetti House, 3700 Irvington Blvd., was a howling success from every angle. Good cheer (bottled and otherwise) was everywhere in evidence. Eating started at 6:30 p.m. and meal ticket provided charge for main event which lasted until —? . . . That buy your own grub move proved a sensible one on part of arrangement committee. Association treasury would have been knocked for a loop had it shouldered total tab for that many celebrants. Just highlights of the shindig would be too lengthy to mention and maybe blurred in spots as reporter too was pleasure bent rather than news seeking. Even some of the more sedate participants did (anyhow attempted) a light fantastic. Purpose of the party was an evening of clean fun and frolic and that's what happened. Only noted Official Action was a wish that EVERY MEMBER AND HIS FAMILY ENJOY A HEALTHY HAPPY AND PROSPEROUS NEW YEAR. . . . Marvin Dickey, newcomer in record field, recently opened a neat retail record and tape outlet in 7000 block of Lyons Ave. His potential sales area includes heavily populated Denver and Harbor additions. . . . Tempus fugit! Beautiful Cathy Von Reydt, daughter of Hans Von Reydt (Rowe International regional sales mgr.) and wife Maria, is now a freshman Art Major at San Houston University. Seems like only yesterday since Cathy habitually gave the primary school bus driver some sort of flower as she boarded bus. . . .

Glamorous little Jane Peeler getting ahead at United Record Distributors as indicated by fact she now has own desk, name on it and all. . . . Visible for several blocks is a recently erected, electrically illuminated sign by H.A. Franz & company on block occupied by its holdings. The sign, similar to those used by major oil service stations, is mounted atop a twelve inch diameter steel pipe imbedded in concrete. Consists of three multi-colored lighted panels lettered thusly from top: Seeburg Music; H.A. Franz & Co., Background Music; Home Pool Tables at Wholesale Prices. It is first display of its kind for coinmatic industry in this city.

Our guest at one of the new model shows was an intelligent lady, active in Church work and Civic affairs. She seemed to really enjoy the evening. Among her comments, all favorable, were these: "Have never attended a nicer or more orderly Gathering. Noticed that many of those people drank only coffee or soft drinks. Young people were so well behaved."

UP AND COMING — Enjoyed seeing brand new home table product at the Irving Kaye factory. The line, just about to be released nationally, will compliment their Provencal home line by providing their dealers with what is termed a "competitively priced" item. They make fine looking tables at Kaye, which no one can deny. . . . Games ops will do themselves a favor if they check into Cointronics' brand new 'Lunar Lander' game. There's a separate story on it in this issue. It's timely and appears like great fun to play.

UPSTATE ITEMS — Johnny Cooper has announced the move of his operation headquarters to new digs at 550 Fillmore Ave. in Tonawanda, N.Y. Johnny's routes include Superior Dist., Superior Vending Service and Allied Vending Service. . . . Got word that Montreal's coin machine patriarch Romeo Laniel passed away recently. Romeo's numerous routes blanket that area with music games and vending equipment. Seems that everywhere you went in Montreal you'd see a Gottlieb pinball and a Smokeshop cig vendor, products he represented in that city. We're sure his many industry friends in the States will be shocked and saddened at the news of his death.

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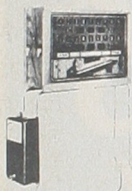
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Season's Greetings

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BELAIR S.A.	285
MEDALIST	310
TEXAS RANGER	205

GOTTLIEB

SHIPMATES, 4-PI.	\$175
KINGS & QUEENS	165
ICE REVUE	180
CENTRAL PARK	195

BALLY

BULL FIGHT	\$150
ROCKET #3	250
CAMPUS QUEEN, 4-PI.	335
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UNITED

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CashBox Round The Route

CHICAGO CHATTER

May we extend warm holiday greetings to everyone in the industry . . . World Wide Distributors has chalked up another very successful and well-attended service school on the Seeburg Apollo' phonograph. This latest session was held on Wed., Dec. 10 at the Sands Motel in Peoria. World Wide's Art Wood hosted and Seeburg's field engineer Sam Garvin conducted, while very enthusiastic assemblage of operators and service personnel listened and watched attentively and, as Art, puts it were especially impressed by the "no moving parts" principle geared to practically eliminate lengthy service calls . . .

Great to hear the familiar (and pleasant) voice of MOA's Bonnie York, who's back at her post, following recent surgery. Bonnie will maintain a more or less part time schedule for a week or so — but she says she's doing just fine and is mighty happy to be back . . . "Seven Up" continues to be a very hot item out at Williams Electronics, Inc. Production schedules are up to meet the demand. Incidentally, Williams hosted quite a Christmas party at the Wishing Well on Elston Ave. — cocktails, sit-down dinner and the works . . .

Received word from Walter Reed of NAMA's PR Dept. that the dates of the 1970 Western Conference and Exhibit of Automatic Merchandising, are April 3-5 at the Anaheim Convention Center in Anaheim, California. In as much as the Conference was formerly held at the Ambassador in Los Angeles, Reed asks us to make special note of the new site . . .

Chatted with Bally Mfg. Corp's promo manager Herb Jones — mostly about the success of the firm's current coin entry 'Bally Hoo.' It's been a consistent seller says Herb, and indeed one of their strongest items . . . Milwaukee-based Nutting Industries, Ltd., manufacturer of the coin-op I.Q. Computer, recently announced the appointment of Ward M. Johnson as director of marketing. Johnson replaces Gene Wagner, who resigned to devote more time to his other business interests, but will remain on the firm's board of directors . . .

Enjoyed hearing from Airtown Records' prexy Tommy Wills, who was in Chicago for a few days last week. He tells us the label has just released two more "jukebox medley" items, one featuring guitarist Cal Collins doing "Peg O My Heart" and "Sleepwalk", and the other Sonny Hines (who appeared on the MOA show last Sept.) doing a pair of Sam Cooke tunes "You Send Me" and "Bring It On Home". Tommy further advises that Airtown now has a roster of seven recording artists which it plans to expose on future jukebox releases . . . Chicago Dynamic Industries is readying sample shipments of its new "Super Circus" title gallery — so watch for it . . .

Gus Tartol of Singers One Stop tells us local operators are showing much interest in the following singles: "Without Love" by Tom Jones on Parrot, "I'll Never Fall In Love Again" b/w "What the World Needs Now Is Love," by Dionne Warwick on Scepter, "My Sheri Amore" by Ramsey Lewis on Cadet, "Traces Memories Medley" by the Lettermen on Capitol and Walking in the Rain" by Jay and the Americans on United Artists . . . In Talking to various one stops in the mid-west, we find, as far as seasonal product is concerned, one of the most successful of this year's holiday outings is the Boots Randolph coupling of "White Christmas", on Monument.

MILWAUKEE MENTIONS

MILWAUKEE — We'd like to extend holiday greetings to everyone! Bob and Bev Rondeau of Empire (Melominee) returned from a weekend

in Chicago during which they attended the Bears-Packers game — and we all know the outcome of that!

Busy days at Hastings Dist. Co. Sam, Jack and Jim Hastings are working like beavers! . . . Here's a reminder that the Milwaukee Coin Machine Association will hold its next scheduled meeting on January 6, 1970. Non-members are invited . . .

Received the sad news that veteran operator Cliff Bookmier (Bookmier Sales) passed away on Thursday (11), at the age of 71. Considered one of the most prominent coinmen in the Green Bay area, Mr. Bookmier remained very active in the business until the time of his death, and worked closely with his son, Roger, who headed the company for the past eight years. Our condolences to the family . . . Center of excitement at United, Inc. is the Wurlitzer "Statesman". The demand for exceeds the supply, according to Russ Townsend, but "we're trying our best to keep up"! Russ added that, in addition to the Vendo cigarette machines line, United is now handling the candy machines and cold drink machines (canned and cup style) — with much success! . . .

John Jankowski of Radio Doctors tells us the following singles are attracting local operator attention: "Tie Me To Your Apron Strings Again" by Michael Parks (MGM), "Without Love" by Tom Jones (Parrot), "He'll Have To Go" b/w "Truck Stop" by Ray Anthony (Ranwood) and "I Who Have Nothing" by The Freeleaders (A&M).

CALIFORNIA CLIPPINGS

HOLIDAY ON PICO — Lest we forget (and we sometimes do), may we wish all the lads and ladies on Pico and throughout the state a Very Merry Christmas (and we'll save New Year wishes till next issue). It's been a good year for most in coinbiz. Dealers reported good sales throughout the past 12 months, with a dip here and there but nothing really crucial. The new machines, particularly some of those crazy novelty guns and games, helped dealer profits a lot, as certainly they boosted collections on the location level . . . Hear that Hank Leyser of ACA Sales and Service is currently at the NSM factory in Germany, conferring on production and delivery schedules on the Prestige machine which his firm distributes throughout the country . . . Big news from Mountain View's Cointronics factory is the introduction of their extremely promising Lunar Lander game. Ransom White, the young firm's president, said he showed the piece at the Parks Show in Chicago and walked back with enough orders from arcade people to keep the plant busy for quite a few weeks. Now, with samples going out to his network of coin machine dealers, the company should be really rockin' and sockin' in the sales . . .

Chatted with Dave Ralstin, Nutting Associates' new sales manager. Dave also showed his firm's games line at the Parks Show in Chicago and says reception was as great as year before when they brought out the popular Computer Quiz game. Now there's a two-player version of it, and an Astrology game to boot. All good items, says Dave, all booking good coinage at spots throughout the country.

PALO ALTO, CALIF. — Thomas D. Dowdell has been appointed Mid-Atlantic district manager for Micro-Magnetic Industries, Inc., Palo Alto, Calif., manufacturer of bill and coin changing machines and electronic cashiering systems, MMI President John B. Riddle has announced.

Dowdell, 38, is responsible for total sales and services for all MMI products in New York City, Ohio, Pennsylvania, Virginia and adjacent areas.

Season's Greetings!



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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.

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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: 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, Orions, Border Beautys, 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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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 — weighs 18 pounds — with automatic stops and tubes for different sizes. Apply SEIFERT MACHINERY CO. BOX 3421, PHILADELPHIA, PA. 19122.

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.

FOR SALE: 35 new and used Keeney Twin Dragon Uprights and some New Black Dragons, also 50 Bally Grand Stands and Kentuckys. Will buy Roulette Wheel and American Shuffleboards. SASKATCHEWAN COIN MACHINE CO., 1025-104th St., NORTH BATTLEFORD SASKATCHEWAN, CANADA. PHONE 445-2989 — AREA CODE 306.

SALE: Jukeboxes, pinballs, arcade, guns, baseballs, Kiddie rides, European football machines. For Export: Uprights, bingos, consoles, slots and punchboards. Contact: MYRON SUGERMAN INTERNATIONAL, 140 CENTRAL AVE., HILLSIDE, N.J. (201) 923-6430.

FOR SALE: All types guns, baseballs, novelty games on hand, completely shopped, ready for location. Write for list at low, low discount prices. Mike Munves Corp., 577 10 Avenue, NYC, NY 10036, Phone: (212) 278-6677.

PUNCHBOARDS, Attention operators! Tremendous profit selling ticket games, Tab deals, etc. To locations, Fast turnover, low cost. Bruce, 6930 Wisconsin Avenue, Chevy Chase, Md. 20015.

FOR SALE: Orient, Zodiac, Bahama Beach, Follies Bergere, Shoot A Line, Border Beauty, Golden Gate, Show Gal, Ballerina, Wms Blazer S. A. \$395; Rockola Princess Royal \$435; Rhapsody \$325; AMI JAL \$170; K200 \$180; Seeburg #220 \$225; Keeney Super Bell Twin, Twin Super Wild Cats, Bally Money Honey, Multipliers, Wms 8 Ball Flipper \$245. Keeney Twin Red Arrow, Twin Tim Buc Too, Trailblazer, CROSSE DUNHAM & CO., 225 Wright Ave., "F" Gretna, La., 70053.

FOR SALE: Two Panoramic 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.

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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: Airports \$435; Dominos \$325; Fast Balls \$450; Ball Parks \$375; Magic City \$200; Suspenses \$325; Shangri-Las \$300; Apollos \$200; Cosmos \$380; Beach Queens \$50; C.C. All American Basketballs \$95; SEGA: Rifleman \$325; Apollo Moon Shot Rifles \$390; Computer Quizzes \$700; Twirleybirds \$200; Hi-Way Patrols \$150. Also large stock of bingos. NEW ORLEANS NOVELTY COMPANY, 1055 DRYADES STREET, NEW ORLEANS, LOUISIANA, 70113. Tel (504) 529-7321. CABLE: NONOVCO

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FOR SALE: Bingo's all models up to Golden Gate. Also Jumbo's and Keeney Uprights. HENDON AUTOMATICS LTD., 50, CREWYS ROAD, LONDON, N.W.2. TEL: 01-458-5487.

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FOR SALE: Bally World Cup Soccer games A-1 condition — Price \$250.00. B.D. Lazar Company, 1635 Fifte, Pittsburgh, Pa., Tel. 471-7818.

FOR SALE: 16 Scopatone Machines with film. All operational. Call or write: MacKay, 204 Dromore Avenue, Winnipeg 9, Manitoba, Canada. Phone (204) 453-6609.

FOR SALE: RECONDITIONED BARGAINS: Smokeshop Starlite 850 Cigarette machine \$245; Satellite 850, \$295; Fawn 21 Col. (Mechanical) \$65; United Shuffles 8 1/2", 3 Way \$75; Gypsy \$145; Stardust \$145; Action \$195; Chicago Coin Starlite 8" \$195; Bally Lucky Shuffle 8 1/2" \$95. MICKEY ANDERSON AMUSEMENT COMPANY, 314 East 11th Street, Erie, Pa. 16503. Phone (814) 452-3207.

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.

FOR SALE: Cleaned and shopped: GOTT: King of Diamonds, Happy Clown, Cross Town, World Fair, Buckeroo, Central Park, Funland, Skyline, WILLIAMS: Alpine Club, Teachers Pet, Full House, Derby Day, Seeburg AQ-160, Rockola Rhapsody II. D & L COIN MACHINE CO., Box 1713, Harrisburg, Pa. (717) — 234-2235.

FOR SALE: Newly designed Valley Pool Tables coin and home now delivering to Pacific Northwest area — also parts and supplies. BUDGE WRIGHT'S WESTERN DISTRIBUTORS, 1226 SW 16th, PORTLAND, OREGON, 228-7565.

FOR SALE: Expertly reconditioned, Seeburg LPC1's \$545; LPC480's \$625; Electras \$695; Williams Fast Ball (like new) \$595; Midway Monster Gun \$275; Williams Student Prince \$495; Sega Basketball \$425. OPERATORS SALES, INC., 4122 Washington Avenue, New Orleans, La. Phone 822-2370 (504).

FOR SALE: Rowe AMI - Phono Viewers (only) 1 year old \$495. Complete with AMI Diplomat Phonograph — a beautiful package \$995. Film for this unit (need 20 rolls) \$9.00 per roll. Try one package and watch your bar locations come to life. STAN HARRIS & CO., 508 W. Venango Street, Philadelphia, Pa., (215) BA 3-5362.

BALLY BINGOS: Large Stock: as is complete From \$150: send for list: G. A. M. E. S., 350 High Road, London N. 22, England.

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