Billboard International Coin Machine Directory
WHO'S WHO IN THE COIN MACHINE WORLD 1963-1964

Featuring THE ANNUAL MUSIC MACHINE SURVEY
Why you get more for your money with a Rowe AMi phonograph.

+ You get Three-in-One programming. Change from 200 to 160 or 100 selections—or right back again—whatever the location needs. NO EXTRA CHARGE.

+ You get the orbital sound of Stereo Round* without using additional remote speakers. NO EXTRA CHARGE.

+ You get a genuine diamond stylus good for 50,000 plays. NO EXTRA CHARGE.

+ You get tremendous location personalization. NO EXTRA CHARGE.

+ You get automix as standard equipment. Plays both 45's and 33⅓'s...intermixed. It's mechanical, too—no tubes to give out. NO EXTRA CHARGE.

+ You get an accumulator that holds up to $3 in nickels, dimes, quarters and half dollars. NO EXTRA CHARGE.

+ You get a 5-year warranty on the search unit, a 2-year warranty on the mechanism. This is the only phonograph with such a money-making guarantee on moving parts. NO EXTRA CHARGE.

+ You get an easy changeover to play albums at 25¢ a side. NO EXTRA CHARGE.

Add all these "NO EXTRA CHARGES" to the realistic low price of a Rowe AMi phonograph, and you've got yourself a deal. See your Rowe AC Services distributor today and let him tell you the full story.

*Pat. pend.

ROWE AC SERVICES
18 South Michigan Ave. Chicago 3, Ill.
SELL MORE WITH CELEBRITY by ROWE
more locations, more products, more profitably

I've never tasted a better cup of coffee.

Man, this is service... anything from a full-course meal to a snack.

I just love the appearance of our brand new van.

I go for the idea of round-the-clock service—day shift, night shift, or any time between.

Did you see that Industrial Design magazine selected the Celebrity line as the most outstanding in the industry?

How do you save the Rowe bill channer? Change a dollar bill just like that, all automatically.

What are they saying about Rowe vending equipment?

TURN THE PAGE FOR ALL THE FACTS

TURN THE PAGE FOR ALL THE FACTS
### Rowe Bill Changer

**Available with Rowe Vending Equipment**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Model 227</th>
<th>Model 277</th>
<th>Model 287</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight</td>
<td>25 Amp.</td>
<td>25 Amp.</td>
<td>10 Amp.</td>
</tr>
<tr>
<td>Capacity</td>
<td>250 lbs</td>
<td>250 lbs</td>
<td>100 lbs</td>
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<tr>
<td>Height</td>
<td>72'</td>
<td>79'</td>
<td>72'</td>
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<tr>
<td>Width</td>
<td>38&quot;</td>
<td>38&quot;</td>
<td>38&quot;</td>
</tr>
<tr>
<td>Depth</td>
<td>23&quot;</td>
<td>23&quot;</td>
<td>17&quot;</td>
</tr>
</tbody>
</table>

### Specifications
- **414 lbf. Shipping Weight**
- **120 Cans Pack**
- **120 Cases Net Weight**
- **120 Cases Shipping Weight**
- **Shipping Weight**
- **Preheat Storage Area**
- **Shipping Weight**
- **Dimensions**
  - **Width**
  - **Height**
  - **Depth**
- **Weight**
  - **Liberty Nickels, Dimes, Quarters**
  - **Up to 25 Amps**
  - **Pieces and Cakes (up to 25 Amps)**
  - **Candy, Crackers, Gum (up to 25 Amps)**
  - **Nickel Change maker**
  - **120 Cases**
  - **Shipping Weight**
  - **Net Weight**
  - **Totalizer and 0 Cents**
  - **Totalizer and 1 to 15 Cents**

### Change Combinations
- **4 Change Combinations**
- **5 Change Combinations**
- **10 Change Combinations**
- **25 Change Combinations**

### Methods of Payment
- **Automatic**, **Manual**, **Coin Mechanisms**
- **Credit Cards**, **Debit Cards**
- **Gift Cards**, **Mobile Payments**
- **Contactless Payments**
- **Internet Access**

### Retail Locations
- **Arizona**, **Colorado**, **Kansas**, **Maine**, **New York**, **North Dakota**, **Utah**, **Virginia**, **Canada**

### Rowe AC Services
- **2821 Blackstone Ave., N.E., Atlanta, Ga.**
- **1269 S. Figueroa Ave., Los Angeles, Calif.**
- **3820 7th Ave., New York City, N.Y.**
- **1313 S. W. 82nd Ave., Miami, Fla.**
- **1717 N. 38th Ave., Kansas City, Mo.**
- **1245 N. 37th St., Milwaukee, Wis.**
- **1115 4th St., Columbus, Ohio**
- **358 W. 36th Ave., Denver, Colo.**
- **5201 S. Memorial Dr., Tulsa, Okla.**
- **1115 W. 3rd St., Houston, Texas**
- **1115 N. 3rd St., Nashville, Tenn.**
- **3819 Old NW 7th Ave., Miami, Fla.**
- **1115 4th St., Columbus, Ohio**
- **2180 West Lake Blvd., St. Louis, Mo.**
- **40 Waltham St., Boston, Mass.**
- **340 19th St., Miami Beach, Fla.**
- **2315 Olive St., St. Louis, Mo.**

### Rowe Bill Changer
- **Accepts Nickels, Dimes, Quarters**
- **Pieces and Cakes (up to 25 Amps)**
- **Candy, Crackers, Gum (up to 25 Amps)**
- **Nickel Change maker**
- **120 Cases**
- **Shipping Weight**
- **Net Weight**
- **Totalizer and 0 Cents**
- **Totalizer and 1 to 15 Cents**

### Rowe AC Services
- **2821 Blackstone Ave., N.E., Atlanta, Ga.**
- **1269 S. Figueroa Ave., Los Angeles, Calif.**
- **3820 7th Ave., New York City, N.Y.**
- **1313 S. W. 82nd Ave., Miami, Fla.**
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- **2180 West Lake Blvd., St. Louis, Mo.**
- **40 Waltham St., Boston, Mass.**
- **340 19th St., Miami Beach, Fla.**
- **2315 Olive St., St. Louis, Mo.**
# THESE SINGLES WILL MAKE MONEY FOR YOU!

**LIBERTY'S ALL-TIME HIT SERIES**

**35 DOUBLE-HIT RECORDS!**

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Order</th>
<th>TITLE</th>
<th>Order</th>
<th>TITLE</th>
<th>Order</th>
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<tr>
<td>CRY ME A RIVER</td>
<td></td>
<td>A HUNDRED POUNDS OF CLAY</td>
<td>$54512</td>
<td>TAKE GOOD CARE OF MY BABY</td>
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<tr>
<td>COME ON-A MY HOUSE</td>
<td>$54500</td>
<td>TOWER OF STRENGTH</td>
<td></td>
<td>PLEASE DON'T ASK ABOUT BARBARA</td>
<td></td>
</tr>
<tr>
<td>JUSIE LONDON</td>
<td></td>
<td>GENE MCDANIELS</td>
<td></td>
<td>BOBBY YEE</td>
<td></td>
</tr>
<tr>
<td>TONIGHT YOU BELONG TO ME</td>
<td></td>
<td>CANADIAN SUNSET</td>
<td>$54513</td>
<td>RUN TO HIM</td>
<td>$54524</td>
</tr>
<tr>
<td>GONNA GET ALONG WITHOUT YOU</td>
<td>$54501</td>
<td>LIKE YOUNG</td>
<td></td>
<td>SHARING YOU</td>
<td></td>
</tr>
<tr>
<td>NOW PATIENCE &amp; PRUDEENCE</td>
<td></td>
<td>EDDIE HEYWOOD</td>
<td></td>
<td>BOBBY YEE</td>
<td></td>
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<tr>
<td>SITTIN' IN THE BALCONY</td>
<td></td>
<td>ENDLESS SLEEP</td>
<td></td>
<td>LOVET DOVEY</td>
<td>$54525</td>
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<tr>
<td>HALLELUJAH, I LOVE HER</td>
<td>$54502</td>
<td>JODY REYNOLDS</td>
<td></td>
<td>LING-TING-TONG</td>
<td></td>
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<tr>
<td>50 EDDIE COCHRAN</td>
<td></td>
<td>WESTERN MOVIES</td>
<td>$54514</td>
<td>BUDDY KNOX</td>
<td></td>
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<tr>
<td>SUMMERTIME BLUES</td>
<td>$54503</td>
<td>COME SOFTLY TO ME</td>
<td></td>
<td>HURT</td>
<td>$54526</td>
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<tr>
<td>TEENAGE HEAVEN</td>
<td></td>
<td>MR. BLUE</td>
<td>$54515</td>
<td>WHAT'S A MATTER BABY</td>
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<td>EDDIE COCHRAN</td>
<td></td>
<td>THE OLYMPICS</td>
<td></td>
<td>TIMI YUKO</td>
<td></td>
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<tr>
<td>'C'MON EVERYBODY</td>
<td>$54504</td>
<td>COME SOFTLY TO ME</td>
<td></td>
<td>CHIP CHIP</td>
<td>$54527</td>
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<tr>
<td>SOMEOTHIN' ELSE</td>
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<td>MR. BLUE</td>
<td>$54515</td>
<td>POINT OF NO RETURN</td>
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<tr>
<td>STARDUST</td>
<td>$54505</td>
<td>RUNAROUND</td>
<td>$54516</td>
<td>THE MOUNTAIN'S HIGH TELL ME</td>
<td>$54528</td>
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<tr>
<td>DEEP PURPLE</td>
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<td>CONFIDENTIAL</td>
<td></td>
<td>DICK &amp; DEEDEE</td>
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<tr>
<td>BILLY WARD &amp; THE DOMINOS</td>
<td></td>
<td>THE FLEETWOODS</td>
<td></td>
<td>THIS TIME</td>
<td>$54529</td>
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<tr>
<td>I'M AVAILABLE</td>
<td>$54506</td>
<td>TRAGEDY</td>
<td>$54517</td>
<td>TEARS FROM AN ANGEL</td>
<td></td>
</tr>
<tr>
<td>FREIGHT TRAIN</td>
<td></td>
<td>THE GREAT IMPOSTER</td>
<td></td>
<td>TROY SHONDIEL</td>
<td></td>
</tr>
<tr>
<td>MARGIE RAYBURN</td>
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<td>THE FLEETWOODS</td>
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<td>UP A LAZY RIVER</td>
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<tr>
<td>QUIET VILLAGE</td>
<td>$54507</td>
<td>WALK—DON'T RUN</td>
<td>$54518</td>
<td>AUTUMN LEAVES</td>
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<td>ENCHANTED SEA</td>
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<td>RAM-BUNK-SHUSH</td>
<td></td>
<td>SI ZENTNER</td>
<td></td>
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<tr>
<td>MARTIN DENNY</td>
<td></td>
<td>THE VENTURES</td>
<td></td>
<td></td>
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<tr>
<td>DREAMIN'</td>
<td>$54508</td>
<td>PERIODIA</td>
<td>$54519</td>
<td>SUPPER'S STOMP</td>
<td>$54531</td>
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<tr>
<td>LITTLE BOY SAD</td>
<td></td>
<td>BLUE MOON</td>
<td></td>
<td>BALBOA BLUE</td>
<td></td>
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<tr>
<td>JOHNNY BURNETTE</td>
<td>$54509</td>
<td>THE VENTURES</td>
<td></td>
<td>THE MARKETS</td>
<td></td>
</tr>
<tr>
<td>YOU'RE SIXTEEN</td>
<td></td>
<td>WITCH DOCTOR</td>
<td>$54520</td>
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<tr>
<td>BIG RUG WORLD</td>
<td>$54509</td>
<td>THE BIRD ON MY HEAD</td>
<td></td>
<td>OLD RIVERS</td>
<td>$54532</td>
</tr>
<tr>
<td>JOHNNY BURNETTE</td>
<td></td>
<td>THE MUSIC OF DAVID SEVILLE</td>
<td></td>
<td>MAMA SANG A SONG</td>
<td></td>
</tr>
<tr>
<td>DEVIL OR ANGEL</td>
<td>$54510</td>
<td>RAGTIME COWBOY JOE</td>
<td>$54521</td>
<td>WALTER BRENNAE</td>
<td>$54533</td>
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<tr>
<td>RUBBER BALL</td>
<td></td>
<td>ALVIN'S ORCHESTRA</td>
<td></td>
<td>MY KIND OF GIRL</td>
<td></td>
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<tr>
<td>BOBBY YEE</td>
<td></td>
<td>THE CHIPMUNKS</td>
<td></td>
<td>PORTRAIT OF MY LOVE</td>
<td></td>
</tr>
<tr>
<td>STAYIN' IN</td>
<td>$54511</td>
<td>HEART TO HEART TALK</td>
<td>$54522</td>
<td>MATT MONRO</td>
<td></td>
</tr>
<tr>
<td>MORE THAN I CAN SAY</td>
<td></td>
<td>SAN ANTONIO ROSE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BOBBY YEE</td>
<td></td>
<td>ROB WILLS &amp; TOMMY DUNCAN</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 15% DISCOUNT
- DEFERRED BILLING
- FREE TITLE STRIPS

SEE YOUR **LIBERTY** DISTRIBUTOR NOW!
and over 200,000 pay-out machines have left the plant equipped with the most modern machinery. Löwen-Automaten is the sales organisation which together with its subsidiaries in the Federal Republic of Germany has 12 branch offices of its own and in addition a subsidiary in Belgium.

Some 60% of the market in the pay-out machine field, which has an increased economic importance in West Germany, is held by Löwen-Automaten. Seen from the social point of view NSM/Löwen-Automaten stands at a high level. Every 4th employee lives in a house recently built by the firm. Almost in front of the NSM plant there are quarters surrounded by own parks, playgrounds and stadium—and all that at Bingen on the river Rhine, one of the most beautiful sceneries of Europe, admired every year by millions of visitors coming from all over the world. The confluence of the rivers Nahe and Rhine is not only an attractive countryside but this is an area where grapes, famous all over the world, grow and where many a worker of NSM has his own vineyard where he spends his leisure time and the weekends. As already mentioned above, NSM is a ultra-modern plant established only 7 years ago.
There you find the latest semi- and fully automatically working instruments which enable a monthly production up to 400 juke boxes and 2,000 pay-out machines.

Special emphasis is stressed by NSM on the manufacturing of apparatus which are technically brought up to the highest level and which are made to operate for many years without any deficiencies. In a special "chamber of torture" newly developed machines are operated with coins which, prior to use were rolled in a pulp of beer, Coca-Cola and ash; the machines are sprayed with evaporated nicotine, poured over with sticky liquids, shaken, hit, exposed to heat and cold.

In short: these machines must operate for weeks and even months under extremely harder conditions without interruption than those when placed on locations.

These are the many ways the testing machines go through prior to taking a new type into mass production. At the end of the production line, however, each pay-out machine and each juke box carriage has to pass another 36-hour lasting permanent test, before being released by the final control and sold to the customer.

The machines are carried by own trucks to the subsidiaries of Löwen organisation, to major distributors at home and abroad, to the ports of overseas embarkation or directly to the airport.

An important link in this organisation is the customers service of the Löwen-Automaten whose members are made familiar with every new device in special instruction courses. Tools and special transportation are everywhere available if a machine should not operate properly.

The Löwen organisation not only sells NSM apparatus and other machines, it also holds a large share in the sale of American games and juke boxes in the Federal Republic of Germany.

Moreover, Löwen-Automaten is the German representative of Bally and the Löwen subsidiary, Messrs. Volbracht Nachf., is the sole importer of Chicago Coin.
manufactures and distributes throughout the world—

- CLASSICAL, POPULAR AND INDIGENOUS RECORDS OF ALL KINDS
- BY THE WORLD'S MOST OUTSTANDING ARTISTS
- UNDER THE WORLD'S LEADING TRADEMARKS

E.M.I.'s comprehensive marketing arrangements ensure that supplies of records are available in practically every country in the world including:


AUSTRALIA — E.M.I. (Australia) (Pty.) Ltd., Haymarket P.O. Box 352, Emitron House, 301 Castlereagh Street, Sydney, N.S.W., Australia.

AUSTRIA — Oesterreichische Columbia Graphophon Ges. M.B.H., Fuhrichgasse 2, Vienna 1, Austria.

BELGIUM — S.A. Gramophone N.V., Boulevard Maurice Lemonnier 171, Brussels, Belgium.


CANADA — Capitol Records of Canada Inc., 635 Queen Street East, Toronto 8, Ontario, Canada.

CENTRAL AFRICAN FEDERATION
Electrical, Radio & Musical Industries Ltd., P.O. Box 1449, Corner London and Bristol Roads, Belmont, Bulawayo, S. Rhodesia, Central African Federation.

CHILE — Industrias Electricas y Musicales Odeon, S.A., Casilla 186-D, Santiago, Chile.

DENMARK — Skandinavisk Grammophon Akt., Hoffdingsvej 18, Copenhagen Valby, Denmark.

IRELAND — The Gramophone Co. Ltd., 23 Lower Dominick Street, Dublin 1, Eire.


FRANCE — Les I.M.E. Pathe Marconi, 19 Rue Lord Byron, Paris 8e, France.

GREECE — The Columbia Graphophone Co. of Greece Ltd., P.O. Box 297, Athens, Greece.


INDIA — The Gramophone Co. Ltd., P.O. Box 48, Calcutta 1, India.

ITALY — La Voce del Padrone, Columbia, Marconiphone, S.p.A., Via Domenichino 14, Milano (645), Italy.

JAPAN — Toshiba Musical Industries Ltd., Asahi Shinbun Building, 3, 2-chome, Yuraku-cho, Chiyoda Ku, Tokyo, Japan.

NEW ZEALAND — His Master's Voice (N.Z.) Ltd., P.O. Box 296, Wellington, New Zealand.

NIGERIA — E.M.I. (Nigeria) Ltd., P.O. Box 641, Jos, N. Nigeria.

PAKISTAN — The Gramophone Co. of Pakistan Ltd., P.O. Box 451, Karachi 1, Pakistan.

PORTUGAL — Valentim de Carvalho Ltda., Rua Nova do Almada 95/99, Lisbon, Portugal.

SOUTH AFRICA — E.M.I. (South Africa) (Pty.) Ltd., P.O. Box 11254, Johannesburg, South Africa.

SPAIN — Compania del Gramofono Odeon, S.A., Urgel 234, Barcelona (11), Spain.

SWEDEN — Skandinaviska Grammophon Akt., P.O. Box 27053, Stockholm 27, Sweden.

SWITZERLAND — Emiag Verkaufs A.G., Zweierstrasse 35, Zurich 4, Switzerland.

TURKEY — Gramofon Limitet Sirkeli, Posta Kulusu 579, Istanbul, Turkey.


WEST GERMANY — Electrola Ges. M.B.H., 149 Maaßweg, Cologne Braunsfeld, West Germany.

FOR ANY OTHER TERRITORY NOT LISTED ABOVE, JUKE BOX OPERATORS SHOULD WRITE FOR THE NAME AND ADDRESS OF THE NEAREST SUPPLY UNIT TO:—

ELECTRIC & MUSICAL INDUSTRIES LTD (Overseas Division)

HAYES - MIDDLESEX - ENGLAND
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THE "POP" RECORDING
THE BIGGEST PLAY ARE ON

JULIE ANDREWS/ THE BANJO BARONS/ TONY BENNETT/ HAROLD BRADLEY/ THE
DAVE BRUBECK/ CARL BUTLER/ THE BUTTONS/ ANITA BRYANT/ JOHNNY CASH/ THE
DON COSTA/ MILES DAVIS/ DORIS DAY/ TERRY DAY/ HANNAH DEAN/ JIMMY DEAN/
OF DIXIELAND/ THE DUTONES/ BOB DYLAN/ LES ELGART/ PERCY FAITH/ FLATT &
KEN GRIFFIN/ TAMMY GRIMES/ STUART HAMBLEN/ FREDDIE HART/ SKITCH
J'S WITH JAMIE/ MAHALIA JACKSON/ STONEWALL JACKSON/ WALTER JACKSON/
LAINE/ STEVE LAWRENCE/ JOHNNY MATHIS/ SKEETS MCDONALD/ ROBERT MERSEY/
HARMONICATS/ THE NEW CHRISTY MINSTRELS/ EMILE O'CONNOR/ OLATUNJI/
PHILLIPS/ ANDRE PREVIN/ RAY PRICE/ BILL PURSELL/ JOE QUIJANO/ JERRY REED/
BARBRA STREISAND/ PAUL TAUBMAN/ HANK TURNER/ LESLIE UGGAMS/ JERRY
WESTERN/ ANDY WILLIAMS/ JOHNNY WILLIAMS/ PAUL WINTER/ MARION WORTH/
ARTISTS THAT GET COLUMBIA RECORDS

B E L A M

S e e b u r g  •  R o c k  O l a
W u r l i t z e r  •  A M I
B A L L Y  B I N G O S
B O W L E R S
S H U F F L E S
G O T T L I E B  P I N B A L L  M A C H I N E S

for

PHONOGRAPH S
Seeburg • Rock Ola
Wurlitzer • AMI

BALLY BINGOS
BOWLERS
SHUFFLES
GOTTlieb PINBALL MACHINES

C I G A R E T T E M A C H I N E S  •  B O T T L E  V E N D O R S
I C E  C R E A M  V E N D O R S  •  P A S T R Y  V E N D O R S
C A N D Y  V E N D O R S  •  S O F T  D R I N K  M A C H I N E S  •  e t c.

contact

B E L A M E X  V E N D I N G  I N T E R N A T I O N A L  *

Mainly distributed through:

HOLLAND BELGIE EUROPE (Belgium)
Used Equipment
EUROPEAN MUSIC CO. (Belgium)
Used Equipment
NATIONAL MUSIC CO. (Belgium)
Wurlitzer, Gottlieb, Photomatic
Exclusive Distributors
L'AUTOMATIQUE DU LITTORAL (Belgium)
Choice Vend (Seeburg)
Used Equipment
EUROMATIC (Belgium)
Used Equipment
DELTA SPRL (Holland)
Used Equipment
HEINRICH HECKER (Germany)
Used Equipment
BRUNO NOWAK (Germany)
Used Equipment
FRANKEN AUTOMATEN (Germany)
Used Equipment
ETS. DICO & CIE (France)
Choice Vend—Gottlieb—Photomatic Distributors
INTER FRANCO SUISSE (France)
Used Equipment
ROVIROMA (Italy)
Photomatic
Used Equipment
EXCELSIOR (Belgium)
Choice Vend (Seeburg)
Used Equipment
HEINZI MANN (Germany)
Used Equipment
FRANCO, P & D (Philippines)
Used Equipment
HYMABOLAGEN (Sweden)
Exclusive Jet Spray Agents
MUSIC HIRE LTD. (England)
Used Equipment

RUFER & WALKER (England)
Used Equipment
N H VENTOURAS CO. (Greece)
Wurlitzer—Gottlieb—Exclusive Agents
MUSICOFRANCO (France)
Used Equipment
TECNOFRANCO (France)
Used Equipment
HANKIN (Australia)
Used Equipment
IMATEX (Perth, Australia)
Used Equipment
SH. IHA (Okinawa)
Used Equipment
TAITO TRADING (Japan)
Used Equipment
OSVALDO PARES (Puerto Rico)
Used Equipment
MUEBLERIA LA PALMA (Puerto Rico)
Exclusive Jupiter Distributors

51 Madison Ave. • N. Y. 10, N. Y. • MUrray Hill 9-5633-4-5
ANALYSIS OF THE
U.S. MUSIC MACHINE INDUSTRY

1962 Calendar Year

The juke box, once a purely American institution, is now a familiar sight in virtually every area of the civilized world and in some sections which have not yet reaped the benefits of civilization.

Summaries of music machine operating conditions throughout the world appear on the following pages. But the operator, whether he be in Finland or the Fiji Islands, still looks to the United States for leadership in the techniques of the trade. And while the role of the U. S. is not quite as dominant as it was a decade ago, economic conditions among coinmen throughout the world are dictated in some measure by what transpires in the U. S.

Billboard's annual survey of the U. S. music machine industry, as compiled from questionnaires sent operators by the Billboard Market Research Division, indicates that the operating end of the industry is healthy.

463,000 Phonographs

The 8,000 juke box operators in the U. S. have some 463,000 phonographs on location, 157,000 of which are stereo and 306,000 are monaural. The breakdown is now 34 per cent stereo and 66 per cent monaural. A year earlier, 78 per cent of all juke boxes on location were monaural, while only 22 per cent were stereo.

While an estimated 300 U. S. operators fell by the wayside, mainly through mergers, during 1962, the size of the average juke box route grew from 56 to 58 pieces, and collections rose noticeably.

Top Locations

For example, 28.6 per cent of all stops last year averaged more than $20 a week before commissions. This figure was 20 per cent each in 1960 and 1961.

And 24.3 per cent of the locations did from $16-$20 a week, as against 20 per cent the preceding year. For the first time in history, more than half of all U. S. locations (52.9 per cent) averaged more than $16 a week before commissions.

Locations doing $10-$15 a week accounted for 32.9 per cent of the total (as compared with 40 per cent in 1961), and only 14.3 per cent of the locations did less than $10 a week (compared with 20 per cent in 1961).

Poor Locations Dumped

With higher operating costs, Americans are finding out that some locations are unprofitable and are dropping them. And with better programming, they are getting more money from fewer locations.

U. S. operators are not making anything approaching full use of stereo. Some 36 per cent of operators having stereo boxes on location do not use stereo records at all, and the average number of stereo sides in those boxes using the dual-channel disks is 22.3. The over-all average—which includes both stereo and monaural boxes—is only 14.3 sides per box.

Some 95.3 per cent of all operators bought at least one juke box either new or used during the year, with the average operator purchasing 8.2 boxes. Some 81.2 per cent of all juke boxes bought during the year were stereo. Only 13.6 per cent of the operators did not buy a stereo juke box during the year.

Used Machines

Used machines were bought by 56.8 per cent of the operators, with the average purchase (in the group) of 4.5 units. About one used machine of five bought was stereo.

More than one in five juke boxes (22.4 per cent) is now capable of playing both the 33 and 45-r.p.m. speeds. All of these machines, of course, are stereo. Some 87.7 per cent of all operators have some dual-speed machines on location.

U. S. Music Machines Gross $452.4 Million

The average weekly take (before commissions) last year was $18.79 per juke box, an increase of $3.79 over 1961. With some 8,000 music machine operators averaging 57.9 boxes, this comes to $452,400,000 put into juke boxes during 1962. This figure, of course, is halved after commissions are deducted.

The average gross take before commissions comes to $1,106.73 per week per operator, with the average annual gross $57,549.96 per operator.

On a weekly basis, U. S. juke boxes took in an average of $8,699,770.

Taverns and bars are still the backbone of the operator's route, with 58.4 per cent of all machines in these establishments as compared with 53 per cent a year earlier.

Restaurants and diners accounted for 32.6 per cent of the total, while soda shops (primarily teen-age locations) accounted for 9 per cent.

49,000,000 Records

Juke box operators bought 49,000,-000 records during the course of the year, an average of 6,152 per operator. A year earlier operators bought an average of 6,078 records.

Some 45,300,000 of these (representing 92.4 per cent of the total) were 45 monaural singles. Another 3.1 per cent of the total (1,500,000 disks) were 45 stereo singles, and 3.9 per cent (1,900,000 records) were 33⅓ stereo.

EP purchases were also reported, accounting for 300,000 records or .6 per cent of the total.

As the Little LP (33⅓ seven-inch disks with three tunes to a side) made its debut late in the year, the record did not figure in the survey. It undoubtedly will next year.

Stereo Disks

The 1961 stereo disks accounted for about 13 per cent of the total. Last year the figure was down to 7 per cent. This drop does not indicate any lessening of desire on the part of the operators for stereo music. It reflects primarily the disinclination of phonograph record manufacturers, distributors and one-stops to handle the product. Availability of product should change this figure substantially during 1963.

While one-stops are still the dominant factor in the sales of records to juke box operators, their share of market dropped from 83 per cent in 1961 to 76.9 per cent last year. During the same period, distributors upped their share of market from 13 per cent to 19.4 per cent. Retail record shops accounted for 3.5 per cent of the total.

Straight commission seems to be gaining as the method of compensation from operator to location. Last year, 83.4 per cent of the locations were on such an arrangement, compared with 77 per cent a year earlier.

Operators were able to get minimum guarantees of 5.7 per cent of their locations, and front money on another 5.9 per cent. Some 3.4 per cent of
MUSIC MACHINE SURVEY

all locations rented their juke boxes from operators.

Profit Picture
After operating expenses—including equipment amortization and taxes—55.9 per cent of all operators had a net profit of less than $5,000 for the year. This figure, of course, does not include profits from game operations, vending routes and other adjuncts to the business.

Some 20.6 per cent of all operators netted from $5,001 to $10,000, and 5.9 per cent netted from $10,001 to $15,000.

In the higher elevations, 10.3 per cent had from $15,001 to $20,000 in the till after all expenses, and 4.4 per cent finished from $20,001 to $25,000 in the black.

The real big operators—netting more than $25,000 a year—accounted for 2.9 per cent of the total.

Winners and Losers
There were more winners than losers. Some 48.1 per cent netted more from juke box operations in 1962 than they did in 1961, while 30.4 per cent didn’t do as well. The remainder held their own.

Average gain reported by those who upped incomes was $3,662, while the average loss was $1,741 among those reporting losses.

The operator who has nothing but juke boxes on his route is a rarity. Four out of five operators also operate games, with an average of 49 games per route. Another 37 per cent have cigarette machines, averaging 80 machines each in the group.

Another 16.5 per cent operate an average of 17 food and drink machines each, while 9.4 per cent of all juke box operators also operate kiddie rides.

And some 4.7 per cent have either background music units, stamp vendors or scales.

Planned Purchases
For 1963, some 70.6 per cent plan to buy dual-speed juke boxes; 22.4 per cent plan to buy 45-r.p.m. phonographs; 21.2 per cent plan to buy cigarette machines and 65.9 per cent plan to buy games.

Other planned purchases are: food and drink machines, 9.4 per cent; kiddie rides, 5.9 per cent; background music, 5.9 per cent.

HOW THE SURVEY WAS PREPARED

Billboard’s 1962 Analysis of the U. S. Music Machine Business was prepared by the company’s Market Research Division, under the supervision of Research Director Thomas E. Noonan.

Questionnaires were sent to some 6,000 operators—both subscribers and non-subscribers—and some 341 usable returns were received in time for tabulation. This comes to a 6 per cent return, about par for the course.

Market Research Division statisticians tabulated the returns, making sure that the geographical distribution and size of operations were in line with national averages.

All total industry figures were reached by projecting the results of the tabulated questionnaires to a grand total of 8,000 operators in business during 1962. This total operator figure was arrived at by a check of all major music machine manufacturers, the Billboard subscription lists (which include operator prospects as reported by distributors) and other industry sources such as presidents of operator associations.

Returns were received from 35 States, with no one State accounting for more than 15 per cent of the total. The seven States which did exceed 5 per cent of the total returns all ranked among the top 10 States in terms of population.

By regions, 24.7 per cent of the returns came from the Northeast; 16.5 per cent came from the South; 36.5 per cent came from the Midwest, and 22.3 per cent came from the West.

Of operators replying, 12.9 per cent had more than 100 machines; 27.1 per cent had between 51 and 100 machines; 29.4 per cent had between 26 and 50 machines, and 28.2 per cent had 25 machines or less.

Some operators (2.4 per cent) did not operate music machines at all, although they replied to the questionnaire. These returns, of course, do not count in the totals.

TOP-EARNING JUKE BOX RECORDS FOR 1962

TOP 10
Regardless of Category
1. I CAN’T STOP LOVING YOU
    Ray Charles, ABC-Paramount
2. THE TWIST
    Chubby Checker, Parkway
3. I LEFT MY HEART IN SAN FRANCISCO
    Tony Bennett, Columbia
4. STRANGER ON THE SHORE
    Acker Bilk, Atco
5. RAMBLIN’ ROSE
    Nat King Cole, Capitol
6. ROSES ARE RED
    Bobby Vinton, Epic
7. WOLVERTON MOUNTAIN
    Claude King, Columbia
8. ALLEY CAT
    Bent Fabric, Atco
9. LIMBO ROCK
    Champs, Challenge
10. THE STRIPPER
    David Rose, M-G-M

TOP STANDARDS

1. STARDUST
    Artie Shaw, RCA Victor
2. MOON RIVER
    Henry Mancini, RCA Victor
3. MISTY
    Erroll Garner, Columbia
4. WORDS
    Johnny Horton, Columbia
5. WHEEL OF FORTUNE
    Kay Starr, Capitol
6. I CAN’T GET STARTED WITH YOU
    Bunny Berrigan, RCA Victor
7. MACK THE KNIFE
    Bobby Darin, Atco
8. RAMBLIN’ ROSE
    Nat King Cole, Capitol
9. THEME FROM A SUMMER PLACE
    Percy Faith, Columbia
10. MOONLIGHT SERENADE
    Glenn Miller, RCA Victor
WHO'S GOT THE ACTION?
RCA VICTOR...THAT'S WHO!...WITH 11 HIT SINGLES!

"REMEMBER DIANA": PAUL ANKA: 8170
"(I LOVE YOU) DON'T YOU FORGET IT": PERRY COMO: 8186
"ANOTHER SATURDAY NIGHT": SAM COOKE: 8164
"(THESE ARE) THE YOUNG YEARS": FLOYD CRAMER: 8171
"I'M SAVING MY LOVE": SKEETER DAVIS: 8176
"THE END OF THE WORLD": SKEETER DAVIS: 8098
"LONELY BOY, LONELY GUITAR": DUANE EDDY: 8180
"DAYS OF WINE AND ROSES": HENRY MANCINI: 8120
"I WILL FOLLOW HIM": PEGGY MARCH: 8139
"MORE": DELLA REESE: 8187
"LET'S GO STEADY AGAIN": NEIL SEDAKA: 8169

RCA VICTOR
*The most trusted name in sound*
NEW YORK'S FASTEST GROWING AND COMPLETELY STOCKED ONE STOP

Complete Operator's Service Available
for full details on our sincere devotion to your record problems.

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GEORGE WEISS, Mgr.
WIN RECORDS, INC.
856 Ninth Ave., N. Y.
JU 2-0130

FREE STRIPS. LOWEST PRICES AVAILABLE

A-1 RECORD SALES
659 TENTH AVE. Circle 6-1234 New York City 36

EXCLUSIVE SPECIALISTS FOR THE JUKE BOX OPERATORS
The One-Stop with a complete selection of Singles, E.P.'s, Standards and Background Music.

FREE TITLE STRIPS
Immediate Delivery
Mail Orders Our Specialty
WE SERVE JUKE BOX OPERATORS EXCLUSIVELY

TEN SELECTION—CATALOG—
MK161 Night Train/Johnson's Boogie
MK149* Shake Of Araby/Bye Bye Blues
MK147* Muskrat Ramble/Mama's Gone/Indian Love Call
MK145* Moonlight & Roses/Ain't She Sweet
MK132* Five Foot Two/Sweet Georgia Brown
MK127* Basin St., Blues/Stormy Weather
MK125 Melody Of Love/You Can't Be True Dear
MK113 Tuxedo Junction/Perdido
MK111 Fascination/Perdido
MK109 Moonlight Love/Tuxedo Junction

KANDY RECORDS
1520 Cleaverfield, Santa Monica, Calif. U. S. A.
(EMI-EMI-WIG-M-ENE-MING-Low)

TOP R&B
1. I CAN'T STOP LOVING YOU
   Ray Charles, ABC-Paramount
2. THE TWIST
   Chubby Checker, Parkway
3. BRING IT ON HOME TO ME
   Sam Cooke, RCA Victor
4. BORN TO LOSE
   Ray Charles, ABC-Paramount
5. STRANGER ON THE SHORE
   Acker Bilk, Atco
6. TUFF
   Ace Cannon, Hi
7. ROSES ARE RED
   Bobby Vinton, Epic
8. MR. POSTMAN
   Marvelettes, Tamla
9. SOMETHING GOT A HOLD ON ME
   Etta James, Argo
10. POPEYE
    Chubby Checker, Parkway

TOP C&W
1. WOLVERTON MOUNTAIN
   Claude King, Columbia
2. DEVIL WOMAN
   Marty Robbins, Columbia
3. WALK ON BY
   Leroy Van Dyke, Mercury
4. RUBY ANN
   Marty Robbins, Columbia
5. I FALL TO PIECES
   Patsy Cline, Decca
6. BIG BAD JOHN
   Jimmy Dean, Columbia
7. LITTLE BITTY TEAR
   Burt Ives, Decca
8. SHE THINKS I STILL CARE
   George Jones, United Artists
9. P.T. 109
    Jimmy Dean, Columbia
10. SHE'S GOT YOU
    Patsy Cline, Decca

Read Billboard Every Week for All of the News and Features of Significance to the World-Wide Coin Machine and Automat Industry

Billboard International Coin Machine Directory
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<th>Artist</th>
<th>Catalog Number</th>
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<td>&quot;Melody of Love&quot;</td>
<td>DAVID CARROLL</td>
<td>C-30004</td>
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<td>&quot;La Golondrina&quot;</td>
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<td>ERROLL GARNER</td>
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<td>&quot;It's Just A Matter Of Time&quot;</td>
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<td>&quot;Unforgettable&quot;</td>
<td>DINAH WASHINGTON</td>
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<td>SARAH VAUGHAN</td>
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<td>&quot;The Window Up Above&quot;</td>
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<td>&quot;Lonesome That's All&quot;</td>
<td>DAVID CARROLL</td>
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<td>&quot;A Perfect Day&quot;</td>
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<td>&quot;Battle Hymn Of The Republic &amp; Dixie, I&quot;</td>
<td>DICK CONTINO</td>
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</table>

Just a few from America's first family of fine recordings.
Billboard’s Music Machine Survey—1962 Calendar Year

Where Juke Boxes Are Located

- **Taverns & Bars**: 58.4%
- **Restaurants**: 32.6%
- **Soda Shops & Teen-Age Locations**: 4.1%

How Locations Are Paid

- **Straight Commission**: 83.4%
- **Minimum Guarantee**: 5.7%
- **Front Money**: 5.9%
- **Rental**: 3.4%
- **Other**: 1.6%

Average Weekly Take Per Machine Before Commission

- **Less Than $10**: 14.3%
- **$10-$15**: 32.9%
- **$16-$20**: 24.3%
- **More Than $20**: 28.6%
### Record Purchases

- **45 MONAURALS**
  - 92.4%
- **33½ STEREOS**
  - 3.9%
- **45 STEREOS**
  - 3.1%
- **45 EP’S**
  - .6%

### Where Records Were Bought

- **ONE-STOPS**
  - 76.9%
- **RECORD DISTRIBUTORS**
  - 19.4%
- **RETAIL RECORD SHOPS**
  - 3.5%

---

#### DIVERSIFICATION — OTHER EQUIPMENT OPERATED

- **AMUSEMENT GAMES**
  - 80.0%
- **CIGARET MACHINES**
  - 37.6%
- **FOOD & DRINK MACHINES**
  - 16.5%
- **KIDDIE RIDES**
  - 9.4%

---

#### DIVERSIFICATION — PLANNED PURCHASES IN 1963

- **DUAL-SPEED JUKE BOXES**
  - 70.6%
- **45 M.P.M. JUKE BOXES**
  - 22.4%
- **CIGARET MACHINES**
  - 21.2%
- **AMUSEMENT MACHINES**
  - 65.9%
- **FOOD & DRINK MACHINES**
  - 9.4%
- **BACKGROUND MUSIC**
  - 5.9%
Music With ACCENT...

"I LOVE YOU" (BOSSA NOVA)
Clarice Howard
AC 1084

"QUICKSAND"
b/w
"GEE GOSH, GOSH OH GEE"
Dianne Renner
AC 1088

"BLUE BOSSA NOVA"
b/w
"HALF WAY IN LOVE"
Jean Louise
AC 1089

"CALYPSO AT NIGHT"
b/w
"WHY, WHY, WHY"
LITTLE ROBBY
and the Empirics
AC 1087

Recording
6533 Hollywood Boulevard
Hollywood 28, Calif, HO 9-1621

CURRENT
BIG RELEASES!!

RONNIE SUMMERS
"I'm Sorry For You"
b/w "Ballin' The Jack"

CHAMP BUTLER
"A Thousand Times"
b/w "Bread"

BILLY WHITE
"Close Your Eyes"
b/w "Take My Hand"

FLO BENNETT'S ALBUM
On the Gift Label...
"HALF PAST LONELY"

OTHER RELEASES:
THE MASKED DEMONS
"Hi Surfin'"
b/w "Way Out"

LEE STONE
"Black Night"
b/w "A Heart Is Not A Toy"

RECORD RELEASING ENTERPRISES
1617 El Centro St., Hollywood 28, Calif.

TOP TEN ARTISTS
These artists earned the most money for juke box operators during 1962.

1. RAY CHARLES
   ABC-Paramount

2. ELVIS PRESLEY
   RCA Victor

3. CHUBBY CHECKER
   Parkway

4. TONY BENNETT
   Columbia

5. BRENDA LEE
   Decca

6. NAT KING COLE
   Capitol

7. CONNIE FRANCIS
   MGM

8. FRANK SINATRA
   Reprise, Capitol

9. ACKER BILK
   Atco

10. PATSY CLINE
    Decca
OUR OBJECTIVES

- QUALITY WORLD WIDE
- SERVICE
WE WILL CUSTOM DESIGN AND MANUFACTURE ANY COIN
MACHINE DESIRED—IN THE COINAGE OF ANY COUNTRY
About Jennings

The Jennings Company is justly proud of its 57 year old history of meeting the challenges of the amusement and vending fields.

The continual success of Jennings is a result of the combination of human resources and up-to-date equipment and facilities.

By retaining over 95% of its highly skilled machinists, tool and die, and production experts, through the years, and by securing the best new talent available, Jennings has been able to maintain its reputation for superb craftsmanship.

Expansion

Increased demands for Jennings products in all the categories, has resulted in an expansion of several machine and tool departments. Expansion will yield significant production increases in many categories.

New Products

Jennings has renewed its policy of introducing timely, new products to the amusement trade to keep pace with world wide demands.
About Keeney

Organized in 1916 to engage in the manufacture of coin operated amusement and vending devices, the J. H. Keeney Corporation has since expanded into numerous fields of intricate electronic and electro-mechanical devices.

Whether manufacturing complex electronic computing equipment for the U. S. government, or producing new electric upright or pinball models for the amusement trade, Keeney pledges the same high degree of quality control, technical know-how, and integrity of design.

Expansion

Keeney announces a new subsidiary to carry out research and development projects, headed by five graduate engineers including a director who is a registered M.E. –E.E.

New Products

With the introduction of added hydraulic, pneumatic, and electronic test equipment for their new research subsidiary, Keeney assures the coin machine trade that it can expect an even greater flow of new Keeney amusement machines to meet every need.
NEW PRODUCTS

3 WAY
Coin Changer

Commonplace in America wherever coin vending or amusement equipment is found, the Keeney 3 Way Coin Changer has proven itself to be dependable in operation, an eye catcher, and a big factor in higher profits. Features 3 separate coin changing mechanisms, available in any denomination or foreign coinage.

CHANGE-MAKER

Here is the answer to behind the counter coin changing problems:
- Interchangeable barrels in any combination
- Funnel tops for fast, easy loading
- Compact, Portable
- Adjustable to any coinage

BURGLAR ALARM

(with ACE LOCK)
- Protects coin machines
- Hundreds of other uses
- Heavy Duty
- Not to be confused with any other make

THE JENNINGS—KEENEY—MAR-MATIC GROUP for the
VENUS
PAYS FOR ITSELF
in less than
1 MONTH
In Line Combinations May Be
Scored Horizontally, Vertically,
or Diagonally
- Adjustable
- Four Corners Score Same as
  5-in-line
- Lease Plan Available

VENUS
"BINGO"
TALES UP TO 6 COINS
- only one 3-in line scores per card
- 3-in-line scores 4 each per card
- 4-in-line scores 20 each per card
- 5-in-line scores 100 on first card
- 5-in-line scores 120 on 2nd card
- 5-in-line scores 140 on 3rd card
- 5-in-line scores 160 on 4th card
- 5-in-line scores 180 on 5th card
- 5-in-line scores 200 on 6th card

GO-CART
KEENEY'S newest electric pin-
ball features an exciting midget
auto race theme:
- Location Tested
- Beautiful Polished Chrome
  Cabinet
- All Steel Front Door with
  Slug Rejector

Go-Cart
- Lighting All Go Carts, Lights
  Special Rollovers
- Special Lit Rollovers Award
  1 Replay
- 1 Replay Awarded for Score
  of 1500
- 1 Replay each
  Additional 100
- Red Bumper
  Scores 1
- Green Bumper
  Scores 3
**Report on International Market Conditions:**

The prospects for increased sales by the Jennings-Keeney-Mar-Matic Group to present customers, and the acquiring of energetic, new distributors throughout Europe is very bright.

**Expansion**

The emergence of affluent economies in Great Britain and the Common Market countries necessitates the planning for increased production capacities to handle the demands which will be created.

Imaginative, quality products and reliable service are the standards that the Jennings-Keeney-Mar-Matic Group have set for themselves for all their international markets.

**Jennings - Keeney**

The challenge to maintain the high reputation for craftsmanship in the face of higher and higher demands for their products will be happily met.

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**Sales Organization Chart**

**UNITED STATES**
- Mr. Joseph S. Barranco
  Mar-Matic Sales, Inc.
  1009 E. Baltimore St.
  Baltimore 2, Md.
- Mr. Bill Gorman
  2215 Pershing Ave.
  Las Vegas, Nevada
- Mr. Arnold Gibbs
  438 Minerva Lane
  Reno, Nevada

**UNITED KINGDOM**
- Mr. G. H. Grange
  Mar-Matic Sales Ltd.
  31-35 Kirby Street
  Hatton Garden
  London E.C. 1, England

**GERMANY**
- Mr. Sidney Feldman
  Care of American Express Co.
  Wiesbaden, Germany

**FRANCE**
- Mr. Robert C. Fisher
  11 Rue De Le Boulainvilliers
  Paris 16, France

**SPAIN**
- Mr. Robert C. Fisher
  Fisher Sales Company
  Guiterrez Solana 1
  Madrid 16, Spain

**BERMUDA**
- Mr. Maurice Sykes
  General Sales Co., Ltd.
  Ireland Island, Bermuda

**TURKEY**
- Mr. Lou Gevinson
  S A S Office
  Ataturk Bulvari
  Cinema, Han
  Ankara, Turkey

**PHILIPPINES**
- Mr. B. J. Wall
  Centennial Trading Co., Inc.
  Hong Kong Bank Bldg.
  P.O. Box 294
  Manila, Philippines

**OKINAWA**
- Mr. Pinkey Merritt
  J. Pinkey & Son
  P.O. Box 15
  Koza, Okinawa

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**WE ARE APPOINTING DISTRIBUTORS**
AUSTRALIA

About 80 per cent of the 1,500 to 2,000 juke boxes in Australia are of U. S. origin, mostly of older vintage. Most machines are five to 12 years old and only 20 per cent have been made in the last four years. A sprinkling of prewar machines are still on location.

Machines are set for 6d (5.6-cent) play. Commissions to location range from 20 per cent to 45 per cent, depending on takes.

No import restrictions exist, but a 60 per cent import duty, a loading cost of 20 per cent, and a 25 per cent sales tax makes a new U. S. machine cost more than double what it would sell for in the U. S.

Juke boxes are subject to constant harassment from local officials, generally on the pretext that they attract "types."

Some 80 per cent of the Australian machines are assembled in the country by AMI, Rock-Ola and Wurlitzer outlets.

Last year, Seeburg introduced its new model to Australia, together with its "Artist of the Week" programming. Seeburg is reporting making strong progress.

It is difficult to give an accurate figure on the number of coin-operated games in Australia, but in New South Wales where flipper games are permitted, it is estimated that there are close on 1,000 flipper games and 700 bowlers. Bingos are not permitted, but are tolerated in licensed clubs.

In Queensland, flipper games must be located in a room separate from where food and drink are served. No games of any description are permitted in Tasmania, and Victoria requires that games be licensed. There are no restrictions on imports, but games carry 60 per cent duty and 20 per cent loading, and a sales tax of 25 per cent.

Poker machines are permitted in N.S.W. but only in licensed clubs, and the profits can only be used for extending or bettering club facilities, community betterment schemes and charitable gifts. This has resulted in the gradual change in the entertainment habits of the people of N.S.W. and clubs now control properties and assets totaling close on £30 million.

These clubs have proved ideal outlets for cigarette vending machines with as many as nine cigarette vendors sited in one club. New indoor bowling centers have also proved ideal for coin-operated phonographs, cigarette vendors and hot and cold drink venders.

Manufacturers, distributors and operators can see no immediate change in the number of games or juke box outlets, but are confident of increased acceptance of coin-operated vended products, particularly hot and cold drinks.

AUSTRIA

Within the last year, Austria has assumed special importance for the world coin machine trade as the gateway to the Communist bloc.

The Iron Curtain has parted to admit a steadily increasing flow of phonographs and even a trickle of games. It would be exaggerating to say that the East bloc at this stage is juke box "happy," but it is a fact that phonographs now have official approval, and that mild enthusiasm is beginning to show.

As the staging area for this trade, Vienna could find it profitable, especially if financing could be arranged for large shipments. At present, Communist enthusiasm for Western phonographs is restricted, not by official taboos, but by their lack of hard currency.

Austria is pressing the Iron Curtain trade primarily because its own coin machine trade is still deep in the doldrums. The phonograph count has advanced to just over 13,000, but operators have lost ground to locations.

Whereas a year ago, locations owned 90 per cent of machines, the percentage has risen now to 94 per cent, and the preference for location ownership is so strong as to indicate a further shrinkage of the small operator participation.

The U. S. trade has lost ground in the Austrian market in the last year along with the operators. The U. S. share of the Austrian market has dropped from around 80 per cent a year ago to about 72 per cent now. West Germany has been the big gainer.

The German trade has achieved a strong position in the Austrian market, and appears in a position to expand and consolidate its position. The stalemate over pricing continues to hobble imports of U. S. equipment, as well as to restrict the trade generally.

Play continues to be pegged at 4 cents, which, a Viennese operator cracked, "is too little to grow on and too much to starve on. So we go on stagnating."

The traffic apparently will not stand a price increase, although trade leaders differ on this point. It is certain, however, that the 4-cent play price is too low to enable operators to buy much U. S. equipment, a new U. S. machine costing $3,600 here.

BELGIUM

Belgium is bursting with great expectations of a European Common Market boom, in coin machines first and foremost.

This country is the unofficial capital of the Common Market, and, more than ever, it is the coin machine crossroads of the Eastern Hemisphere. For Belgians the standing top tune is the sound of Eurocrats (Common Market bureaucrats) clunking coins into the phonographs.

A boom such as trade figures here foresee could rock machine operation in every country inside the market. West Germany excepted (West Germany already having achieved the status of a "mature" market).

For example, it is estimated that Belgium has placed an additional 3,000 machines in operation in the last year, the total number now standing at 33,000. With a population under 10 million, Belgium has by far the world's greatest "phonograph density."

Belgium continues to be a location-oriented country, and operators have failed in the last year to make any noticeable headway against the firmly entrenched location ownership.

The U. S. has held its dominant position in the Belgian market surprisingly well despite strong competition from West German manufacturers and increasing pressure from French producers.

Trade experts credit U. S. machine quality and status. The Belgians have an almost American concern with status, and it is a matter of prestige
S 100 STEREO

Wall model

Best German Workmanship at special EXPORT prices!

Console model
OUR FIRM WAS FOUNDED IN 1906—
but this is the GREATEST success we have ever had.

SHOOTING GALLERY ARIZONA
in a very new style with real lead pellets
IN SOME COUNTRIES REPRESENTATIVES WITH GOOD REPUTATION WANTED!

TH. BERGMANN & CO.
HAMBURG-ALTONA, EIMSBÜTTELERS STRASSE 64-66
with locations here to “settle for nothing but the best”—meaning a U. S. machine.

The economics of Belgian juke box operation continue to frustrate operator initiative. U. S. machines cost about 50 per cent more in Belgium than in the U. S., but play, at location insistence, remains at 2 francs or 4 cents. Thus, operators never get a crack at phonographs except under special circumstances.

Belgium’s only phonograph producer, Rennotte, has made headway in the last year against U. S., West German, and French competition. Rennotte produces a well-engineered, rugged machine selling for around $1,500. Indications are that the Belgian producer, paradoxically, may find his biggest market, not at home, but in overseas markets.

Rennotte has just licensed its machine for production in Spain, where the machine is acclaimed because of its simplified mechanism and rugged construction.

CHILE

Coin-operated games, forbidden several years ago, are now legal if no payoffs are made. There are no more than 300 games in the country.

Largest operator in the country is Roberto Zuniga, Santiago, who has 150 bowling, pool and target games on location. Zuniga has been an operator for 30 years.

Amusement games may be operated with a city license. Price per play is .10 escudos ($1 equals 1.8 escudos) with each machine grossing about five escudos as a daily average.

While the government does not allow the importation of amusement machines, two enterprising Chileans—Jose Goldbaum and Gregorio Kraiser—have created the Industria de Marquinas Electronicas de Entretenimiento (Amusement Electronic Machines Industry) in the free port of Arica. This establishment is an assembly plant, which imports the working parts and makes the cabinets.

Wurlitzer dominates the juke box business in Chile, with 2,000 machines on location. About 500 AMI’s are on location.

Pizarro and Company, the Wurlitzer importer, will sell or rent equipment, with play averaging about 5 cents a selection. Machines average about 300 escudos a month, before commissions.

Indelec (Industrias de Entretenimientos Electronicos) was founded in 1958 as an AMI assembly plant in Arica. The mechanisms are imported from the United States, with the cabinet work done in Chile. Machines sell for 6,000 escudos.

Juke boxes are popular in the working class locations and, as yet, haven’t caught on in the plush establishments and among the youngsters.

EASTERN EUROPE

This could be the year that an Eastern Europe coin machine boom began. Phonographs now have official Red bigwig sanction (Nikita Krushchev has even been observed playing a juke box), and public demand is well established.

In fact, all the ingredients of a boom are present behind the Iron Curtain—except the phonographs. Proliferation of phonographs is painfully slow. There has been an increase of about 800 machines for the entire East bloc in the last year, boosting the estimated total there to just under 11,000, including Russia.

The difficulty is strictly economic. Communist economies everywhere are in trouble, and phonographs, while now officially favored within limits, have too low a priority to advance.

There are a few exceptions. Czechoslovakia, Hungary and Bulgaria are wooing Western tourists, and part of the pitch is phonographs, the Communists considering the juke box to be an indispensable amenity of capitalist life like the bath tub and refrigerator.

Most of the increase in juke boxes in the last year has been to equip Western tourist centers. Bulgaria, for example, is developing Varna, on the Black Sea, as a Western playground. Prague is bidding equally ambitiously for tourists.

There has been a small gain in juke boxes at Communist rest and recreation centers and social halls. This is far more important than the number of machines involved, indicating as it does official sanction and status in Communist society for the juke box.

Information from Vienna indicates that it might be possible to trade a substantial number of reconditioned machines to the Communist countries under barter deals, which would oblige the Western seller to take Communist goods in lieu of hard currency.

Bulgaria, for example, has indicated it would be willing to swap garlic for phonographs, and Hungary is hinting at a slivovitza (plum brandy) swap.

Communist officials complain that phonograph capitalists are too orthodox and conservative in their trade
tactics. There is some discussion of trying to interest factors in stimulating U. S. juke box sales to Iron Curtain countries. The factor would pay the U. S. shipper in hard currency and dispose of the barter goods on normal markets.

FRANCE

General Charles de Gaulle has his troubles diplomatically with Washington, but de Gaulle has every reason to be counted a grand-mannered friend by the U. S. phonograph industry.

Under de Gaulle U. S. machines are getting the best play in France since the war. Imports of U. S. equipment have nearly doubled since de Gaulle took office.

This is partly fortuitous and partly due to de Gaulle, who has unshackled French trade and opened the French market to U. S. equipment. Strong contributing factors have been the general French economic resurgence and the mass replacement of prewar equipment by French operators and locations.

For the first time since the war, French operators are replacing equipment wholesale. French equipment has come up rapidly in recent years, but U. S. machines still retain about 35 per cent of the French market in competition against domestic and West German equipment.

There has been a gain of approximately 1,000 machines in the last year, the France-wide count now standing at just over 16,000. Operators have boosted their share of the market to 60 per cent, a gain of 5 per cent over last year. Location ownership has been proportionately reduced to 35 per cent.

Collections have risen nearly 5 per cent in the last year, and the per-play price has been boosted from 5 cents to an average 6 to 7 cents. Paris is the operator bastion, and location ownership continues to be the rule outside the capital. However, operators are gaining ground in the larger cities of the provinces.

Replacement now in full tilt is expected to boom the entire trade, which has lagged behind the booming French economy generally. For example, as late as one year ago, some 70 per cent of all of France's phonographs were vintage 1954 or earlier. This percentage has been whittled down to 30 per cent in the last year, but vintage equipment is still almost as plentiful in this country as vintage wines.

Aside from the replacement renaissance, the most significant development in France has been the development of film boxes, in which France is indubitably the Continental leader.

French firms have introduced two boxes, the Scopitone and Caravelle, and a French firm is producing a third box, the Italian-developed Cinebox, under license.

Despite U. S. operator skepticism, the coin film theaters are being received enthusiastically on the Continent, where the trade predicts that U. S. operators will rue their slow footwork with the film boxes.

GERMANY

The German phonograph market is saturated, but, paradoxically, the future never looked brighter to the trade generally in West Germany.

The reason: the European Common Market. West German manufacturers believe they can dominate the Common Market, either alone or in partnership with other European firms.

Distributors and larger German operators are thinking big in similar terms. Experience of the last year seems to indicate to the German trade that it has the black-white alternatives of either growing bigger, through expansion into the Common Market, or withering.

For the German trade shows every sign of being a "mature" trade, mean-

Among European Coin Machine Distributors,
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We have what you want... when you want it
ing that unless it pushes beyond the national borders the future has very little to offer for distributors and operators.

The machine count has declined slightly, from just over 50,000 to under 50,000, for an estimated loss of 2,000 machines in the last year. Moreover, the trend is toward further contraction as the price-cost squeeze continues.

The shakeout now in progress seems likely to eliminate marginal operators, those between 5 and 15 machines in the least favorable operating areas. It will strengthen the position of the large operator, assuming he is efficient as well as big, and it seems likely to bolster location ownership in certain areas.

The trend is very much toward a reduction in the number of machines on location and the elimination of the smaller and least efficient operators. The future of the the German trade obviously lies in aggressive expansion into the Common Market, and leading distributors and operators are thinking in terms of eventual gigantic Common Market-wide operations.

Meantime, the German trade is marking time, although the more introspective and critical operators wonder if the right word isn't "stagnation." German phonograph exports are barely holding even with last year's, and the trade will be pleased if 1962 totals match or do not slide too far.

However, industry leaders lack no confidence in this country's ability, long-range, to dominate the Common Market coin machine industry and trade. Therefore, there is very little crepe-hanging over the present throttled-back trade situation. Those who castigate the trade for "stagnation" are well outnumbered by the optimists who believe that the Common Market will generate a fantastic European phonograph boom.

HOLLAND

Holland boasts the most stable juke box trade in Europe, an even-paced trade growing moderately and avoiding the extremes of boom and bust.

Juke boxes increased 350 in the last year, the count now standing at just under 6,500. Collections are up 5 per cent. Operators continue firmly in the saddle, accounting for 83 per cent of all boxes on location. This is a gain of 3 per cent in the last year, and is a tribute to AUTEX, the Dutch operators association.

U. S. machines dominate the Dutch trade, and this is one country where the European Common Market is unlikely to affect American machine sales. It is a market which the Germans have tried to crack tenaciously for the last five years, but without denting the solid U. S. sales penetration.

The Dutch are sold on U. S. boxes and the trade is sufficiently prosperous and stable to permit Dutch operators to treat themselves to the best—which, sales figures establish, are U. S. machines.

Play now averages about 5 cents over the country, but operators have held commissions to 25 per cent and exclude trade terms. There are indications that Holland may eventually emerge as a strong phonograph manufacturing area, with or without American link-ups.

The Dutch launched their first juke
box several years ago, the 70-selection Osca. This machine, while short of being a European sensation, has done well as an economy box for compact locations.

The Osca is produced in stereo and monaural versions by the firm of Jos van Osch of Kerkdriel and sells for $1,200.

Its chief value has been to demonstrate acceptance for a domestic machine. There is now speculation that Holland’s large electronics industry, a major world industry, will begin producing juke boxes in open competition to U. S. and West German manufacturers.

The potentialities of the Dutch in the phonograph field seem clearly established by their tremendous success in the electronics field generally. Philips, for example, is a virtual empire in the field, producing, among hundreds of products. TV sets, radios, record players, and tape recorders which compete on even terms in world markets with U. S. products.

ITALY

Trade experts consider that Western Europe has two potentially tremendous phonograph growth areas—Italy and Spain.

Italy is regarded as just about ready to burst into boom, while Spain is several years away from boom. Italy would appear to have everything required for a phonograph boom. One of the world’s music paradieses, the country is a sort of natural habitat for the juke box.

Contrary to some critics, the Italians like phonographs—and play them ardently. Opera is opera, but the juke box provides Italians with the right vehicle for the folk music or local pop so dear to every Italian.

Moreover, operating conditions in Italy are unusually sound, with all technical conditions favorable to a boom. Finally, the country at large is just moving into what seems a major boom, and one with a long way to go in contrast to the slackening German boom.

The last year has been a good phonograph year, but not unusually so. It has set the stage, according to expert opinion, for rapid development in the year ago.

The phonograph count rose from 18,000 to around 19,500. Collections gained 12 per cent. U. S. machines continued to dominate locations, and their position would seem to be strong enough to resist challenge from West German equipment, their principal competition, for the next few years at least.

U. S. equipment continues to hold...
about 70 to 75 per cent of the domestic market. In fact, U. S. machines seem well fortified to compete for the European Common Market. Notomat of Leghorn assembles Wurlitzer locally, and Apparechi Musicali Italiani, at Turin, does the same for AMI. The two U. S. machines thus qualify as being of Common Market origin and are able to compete on equal terms with European machines.

The principal competitor continues to be the Fanfare box manufactured by NSM at Bingen, West Germany. Rock-Ola is strong in Italy, to which it is shipped from Al Adickes' Hamburg assembly point. Seeburg supplies Italy direct from the U. S.

Italy has one of the Continent's best operator set-ups. The Italian trade is 70 per cent operator-controlled. The price is 8 cents per play, and commissions are 25 per cent, which enables the operator to afford U. S. equipment.

The two dominant trade organizations are Associazione Nazionale Esercenti Spettacoli Viaggianti and the Associazione Nazionale Noleggianti Apparecchi Automatici.

Manufacturers and Suppliers of Coin-Operated Machines Are Well Represented in the German Market by

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JAPAN

The total number of juke boxes currently operated in Japan is estimated to be in the neighborhood of 5,000 with Sega (Japan) accounting for 40 per cent, Rock-Ola 20 per cent, AMI 10 per cent, Seeburg 10 per cent, Wurlitzer 10 per cent and assorted (European) 10 per cent.

Operators account for 90 per cent of the market. Takes are split at the rate of 60 to 40 per cent between operator and location. One play costs 20 Yen (5½ cents).

During 1961-1962, Sega manufactured 2,000 juke boxes, but as the result of the Government's lift of restriction on import of juke boxes, effective October 1, 1962, Sega discontinued manufacture, and Big 4 U. S. brands and other makes are now flowing into this country.

The import tariff on juke boxes is 25 per cent and the commodity tax is 20 per cent, making a grand total of 45 per cent. Although major American manufacturers concluded agreements with Japanese machine makers with a primary intent to produce their set economically in Japan for export back to the U. S. A. or to East Asian countries, the freeing of imports as well as rather high manufacturing cost at the start caused Japanese licensees inactive.

Unskilled labor and high cost of components made in small quantity can never make the price of completed juke boxes come so low. The local manufacturers are apparently experiencing much difficulty in making both ends meet. Nevertheless, the general outlook for the juke box business in Japan is extra rosy.

The game machine most favored by Japanese people is Pachinko (pinball game) that is of an original Japanese idea and design. Pachinko halls are at every downtown corner, drawing a multitude of people from early morning till the closing hour at 11 p.m. Pachinko halls are operated on a very large scale mostly by Chinese or Koreans who are raking in large profits every day. On the other hand, there exists countless professional Pachinko players filling halls from morning till night winning hundreds and thousands of iron balls coming out from machines which are exchanged for cigarettes, candies, canned food and many other prizes on display.

Putting Pachinko aside, the number of coin-operated games in use will be at least 10,000 units. Ameri-
can guns, pinballs and bowlers are most abundantly used at various game centers. Sega is exporting Sega Diamond Star slot machines in quantity to a great many countries in the world, but no juke boxes. The import tariff on amusement machines is a straight 20 per cent with no commodity tax imposed precluding machines similar to Pachinko, which is operated with iron balls bought in cash (one ball at 2 Yen or 0.005¾ cents). There is little prospect for the local manufacture of games. Imported machines will outsell domestic units. Games will certainly enjoy prosperous business in many years to come, because all Japanese youngsters, both in urban and rural districts, are turning to be like American counterparts clad in fancy colored shirts and blue jeans with crew cuts or mop hair. They are the lovers of coin machines, jazz and Western pictures.

NORTH AFRICA

North Africa is looking forward to a phonograph boom embedded in the obvious fact that for the first time in nearly a decade this area is now at peace.

Phonographs took root in North Africa during the war when U. S. troops introduced them via U. S. military clubs and snack bars. Juke box operation boomed after the war until the independence ferment settled over the land.

Since then North Africa has been kept in turmoil by nationalist uprisings against French rule. Now, with the Algerian war at an end, North Africa is finally at peace, and the trade here looks for the interrupted boom to resume.

It will not be quite that easy, of course, North Africa is prosperous; Tunisia relatively well off, but Algeria is a shambles. But North Africa is the natural gateway to the African continent, and economic development of the newly independent areas will lift the North African economy.

North Africa has suffered a net loss in juke boxes totaling around 3,000 in the last year because of the Algerian turmoil. There are now an estimated 12,000 boxes in North Africa, most of which are concentrated in the large coastal cities.

Tangier has recovered from its transfer from never-never free port status to ownership by Morocco, and again is functioning as the heart of the North African juke box trade, pumping U. S. machines into the entire North African market.

Because of the Tangier free port, U. S. machines have dominated the North African market, even against competition from French machines (which, under French colonial administration, enjoyed preferential treatment in the North African market).

However, Tangier has readjusted to the loss of its freewheeling, anything-goes status, and U. S. juke box imports are flowing through the port to the North African market in substantially normal volume.

With the Algerian war ended, all North Africa is now looking forward to reconstruction and a boom, not least the phonograph trade. "We can't miss," said Louis Savinet, a Frenchman who is staying in Algeria. "This is still frontier country, and the future development in all North Africa will be tremendous."

PHILIPPINES

The juke box has taken root in the Philippines, especially in the big cities and towns. Basic reason for its present popularity is the inherent love for music and entertainment on the part of the Filipinos. This fondness for musical entertainment can readily be observed in the incredible number of radio and television stations, incredible in relation to the population and overall income of the people.

Likewise, you see it in many and
varied forms of entertainment—the movies, stageshows, limited engagement by visiting artists and troupes, and the healthy growth of the recording industry.

Other contributory factors are the fact that good combos and orchestras are rarely available and come rather expensive. This may seem odd in a country so rich in musical and artistic talent as the Philippines. But the truth is whenever musicians and singers develop to really big-time caliber they are immediately snapped up by the many night clubs in the country as well as abroad. Hence, the availability of good music played over an excellent audio system, which is the modern juke box, has proved a boon to the mass of the community.

Thus, no restaurant of any worth at all can afford to be without a juke box. No bar or cocktail lounge would dream of operating without this modern, glittering, streamlined music box. Dance halls, night clubs who would economize on live entertainment, soda fountains and many other establishments find the juke box an indispensable fixture. And this is true at all levels—the youthful students, the professionals, the working class, the middle class and even the rich who can afford their own stereos and hi fìs. In fact, a unique item in our observations is the discovery that there are at least three well-to-do homes in Manila who have their own juke boxes in the home! A hare-brained luxury? Perhaps, but this is an indication of how the juke box has become a virtual institution in this country.

Seeburg units alone total approximately 1,265 automatic phonographs. Models range from M100A to DS160. All other brands number at least another thousand units, with orders for more coming in. All models are imported from the United States. Current price per play ranges from 10 centavos per play, 25 centavos per two plays, to 20 and up to 25 centavos per play. (There are 400 centavos to one U. S. dollar.) Juke box tariffs are P92.11 (80 per cent ad valorem). Game tariffs are (50 to 100 per cent ad valorem). Commissions range from 50-50 arrangement to 80-20 per cent deals.

The future looks equally bright, although there may be certain obstacles and problems peculiar to the Philippines and not of common occurrence in other areas. Chief among these is the electrical power situation in this country. Relatively few cities have a 24-hour supply of stable, reliable power. Most smaller towns are on a 6 p.m. to a.m. schedule, and aside from Manila and possibly, Baguio, rates are rather expensive. This is especially true of areas where the electrical power is supplied by private companies with individual franchises who, in turn, must pay rather high for the fuel required to generate power adequate for the community needs.

This basic element may tend to impede further expansion of the juke box industry at least temporarily. However, there is right now evidences of dynamic growth in almost all regions and in such a growth the development and improvement of electrical power must necessarily be a vital factor. Besides, even in the provincial areas where power is a problem, juke boxes have started to appear and it is axiomatic in this country that once a good thing has been enjoyed and appreciated in one locality, most adjacent districts are bound to follow suit.

PORTUGAL

Political stormcops have brought difficulties for Portugal’s phonograph trade. Opposition to the Salazar regime has increased to the point where it has caused business generally to stop, look and listen.

A year ago Portugal had 2,000 boxes, mainly concentrated in and around Lisbon. Since then the number has declined slightly, to an estimated 1,900. Collections are down about 2 per cent, trade sources estimate.

Location ownership is the rule, and the circumstance is blamed by some trade sources for the stagnation in the trade.

U. S. equipment dominates the Portuguese trade, accounting for 80 to 85 per cent of total machines on location. West Germany is runner-up in the Portuguese market and France is third. Play now is a uniform 6 cents throughout the country.

The main concern for part of the trade is not so much the domestic situation as that in the Portuguese colony of Angola, which has been viewed as a promising phonograph frontier.

The anti-colonial resistance in Angola threatens to wreck the modest program made in phonograph development. Shipments of new equipment from Lisbon virtually have ceased and considerable equipment has been repatriated from Angola, which boasted 150 machines a year ago.
PUERTO RICO

The Commonwealth's 7,500 license-paying juke boxes are 75 per cent location-owned. The play remains at 5 cents, six for a quarter.

The Government Operation License continues at $60 a year per machine, payable quarterly. Each machine must display the current quarter license receipt.

The Big Four—AMI, Rock-Ola, Seeburg and Wurlitzer—share about 98 per cent of the Puerto Rico business in both new and used equipment. The remaining 2 per cent is covered by German and others.

New machines account for about 50 per cent of all equipment in operation.

Programming runs 90 per cent Latin/Puerto Rican. This changes only in spots like waterfront locations where international clientele prefers more American.

As pinball games do not require a license in Puerto Rico, the number in operation would only be a guess. Taking the juke box statistic as a guide, 3,000 would be a conservative estimate.

Pool tables are also popular. This phase of the business is controlled by operators who run them.

As coin-operated pool tables are also non-licensed it proves hard to get an exact figure of those in operation. Again going to the juke box statistic, 1,500 would be a good guess. All pool tables are the speciality of one local importer-operator, who operates about 12 locations. Airports seem to be the best locations. Two of the Big Four representatives are owned by Cuban exiles.

The consensus, for all phases of this business, runs from good to excellent for 1963.

So far no association of distributors or operators has been formed in Puerto Rico.

SCANDINAVIA

A question mark dangles over the phonograph trade in Scandinavia. The future could bring a boom, or merely more of the same.

Everything hinges on Scandinavian admission to the European Common Market. If Denmark, Norway and Sweden enter the trading community, the economies of all three countries are expected to perk up, and the phonograph trade will perk proportionately.

But if Scandinavia is locked out of the market, its economy will continue at idling speed.

The trade has marked time for the last year, and the evidence is in the totals of machines in operation, which are virtually unchanged from last year: Denmark, 3,500 (unchanged); Norway, 2,100 (up 5 per cent); Sweden, 6,700 (unchanged); Finland, 1,950 (up 10 per cent).

In Denmark, operators in the last year have boosted their total of machines in operation to around 75 per cent, a 5 per cent gain. However, operators have failed to make headway in Sweden, Norway and Finland. All three countries continue to be location-ownership strongholds.

On balance, there is very little for U.S. manufacturers to cheer in the Scandinavian picture, which from the American perspective ranges from black to merely bleak.

U.S. machines dominate the Scandinavian trade at present, curiously, even in Finland. But if Scandinavia enters the Common Market, U.S. equipment will come under every heavy pressure from European machines, primarily West German.

U.S. concerns with a Common Market base will be protected, but even in the case of these firms the forecast is for the emergence of powerful European competition based on the...
merger of European national producers.

What looms for the Scandinavian markets of U. S. firms generally can be gleaned from the situation in Denmark, where West Germany manufacturers have gained 40 per cent of the market (versus 60 per cent still held by U. S. companies).

Play continues to average 7 cents over Scandinavia, although the trade is energetically trying to boost it to 10 cents.

Finland continues to be regarded as a potential base for a lively Western phonograph trade with Russia, although it seems more likely that the Common Market would foster direct trade with the Russians in phonographs as well as other items.

**SPAIN**

Spain is the nearest thing in Europe to phonograph “frontier country,” and the evidence is in the scramble for trade positions.

Rennote, the Belgian producer, has licensed its machine for production in Spain, where AMI is also produced under a licensing arrangement.

The tremendous growth in Spanish locations is indicated by comparative figures for the first half of 1962 and the same period in 1961. The number of machines in location has jumped from 1,500 to nearly 2,500.

Everything in Spain favors juke box development, not least the fact that Generalissimo Francisco Franco has dropped the Russian bar and is striving to attract foreign capital.

It has been austerity restrictions that retarded phonograph development, and now the way seems clear for steady expansion of the trade.

Surely there is a tremendous pent-up demand for phonographs in this country. The proof is the heavy patronage of phonograph locations, which average collections, on a comparative basis, 15 per cent higher than other European locations.

U. S. machines predominate, accounting for perhaps 85 to 90 per cent of all equipment in operation. However, the outlook is for increasing competition from European equipment, once Spain becomes associated with the European Common Market, as now seems certain.

Play price is standard at about 2 cents. However, Spanish prices are the lowest in Europe and virtually all equipment is location-owned, which means that the low per-play price will not necessarily retard expansion of the trade.

A trade survey a year ago placed the potential Spanish market for phonographs at 60,000, and recent surveys confirm this estimate. In fact, the more sanguine experts are predicting a 60,000-machine Spanish trade by 1967.

The most important factor behind this optimism is the increasing liberalization of the Spanish economy being carried out by Generalissimo Franco, with strong emphasis on “making Spanish life brighter.”

**SWITZERLAND**

Switzerland, more than ever, is a Who’s Who of the U. S. coin machine industry. It has almost become a matter of status for U. S. firms to be represented in Switzerland. And it is certainly a matter of good business.

Switzerland has applied for association with the European Common Market, which ensures that U. S. firms located there will continue to have a prime trading position.

All four U. S. manufacturers are continuing to beef up their Swiss operations: Wurlitzer Overseas Corporation, which operates out of Zug, a Zurich suburb, with Hans Scheidegger in command; AMI, whose European headquarters are in Geneva in charge of Paul Hungerford; and Seeburg, which is represented by M. A. Rosengarten’s huge Musikvertrieb combine.

Switzerland has added 1,000 juke boxes in the last year, sending the national count up to 11,000. This represents an amazing machine density, Switzerland having a population of just 4,500,000. Switzerland is a candidate for the title of the U. S. trade’s best customer, importing 1,000 machines annually.

In the last year operators have strengthened their share of the trade. They now control well over half of the 11,000 boxes, and phonograph operation is regarded as a blue-chip investment.

It is customary for solid businessmen, including bankers and lawyers, to own, or be heavily invested in, phonograph operating concerns. This has given the trade great prestige, although critics claim it has spawned a form of “absentee ownership,” in that the owners tend to leave actual operating matters in the hands of employees.

Play remains standard at 5 cents, with location commissions ranging from 20 to 30 per cent.

There are some trade experts who
believe that the Swiss system of conducting operating as a highly organized business will establish the pattern for the giant operating combines which they see taking form in the European Common Market.

This could be, for Swiss phonograph operation probably carries more prestige—and profits—than any other national trade on the Continent.

**UNITED KINGDOM**

Britain's phonograph trade has heavy troubles tracing back to Eve and the Garden of Eden: fruit machines are accused of "swallowing" the phonograph market.

It may be, as the fruits' paladins protest, that the machines are made the scapegoat for a lack of phonograph operator initiative. But phonograph operators appear unanimously opposed to the fruit machines.

The British public is notoriously fond of "taking a flutter," and with the advent of fruit machines they have been investing their change in the machines instead of in phonograph play.

The situation promises to become much worse before it improves. Legalized betting establishments are booming, and many trade figures fear phonograph play will suffer proportionately.

There was a slight gain in juke boxes in the last year, up from 22,500 to 23,250. But this is regarded as hardly more than stagnation. All surveys and trade studies show that Britain offers a potential market for 50,000 machines at the minimum (the number West Germany now has), and that the trade is probably the most retarded of any major country, all factors considered.

If Britain eventually enters the European Common Market, the stimulus of the supermarket should spur British juke box production and provide a fillip for the British phonograph trade generally. British juke box operators and promoters, it would seem, can only gain from entry into the Common Market—providing Mr. DeGaulle changes his mind.

Meanwhile, operators continue to dominate the British field, and their position vis-a-vis the locations seems even stronger than a year ago.

Whatever the outlook for the British trade, the outlook for U. S. product in the British market is decidedly bleak. If Britain enters the Common Market, U. S. equipment automatically will be placed at a disadvantage with West German and French equipment.

Even if the British stay out of the market, the forecast is for increasing
pressure by Eorpean phonographs in the British market.

Aside from the fruit machine pall, operator outlook is reasonably optimistic. Play price has been rising to a 7-cent level, which is adequate, and juke boxes have been gaining in acceptance by British authorities for youth recreation.

**WEST AFRICA**

Coin machines loom as big business along the West Coast of Africa, and the authority is President William Tubman of Liberia.

President Tubman is the African West Coast's No. 1 juke box fan. The Presidential palace in Monrovia is equipped with five phonographs, all of U. S. manufacture.

"I look forward to the day when Liberia will have a juke box in every restaurant, snack bar, and tavern," President Tubman told a West German trade delegation recently.

There is a large potential market for phonographs in all of the states along the West Coast of Africa—Liberia, Senegal, Nigeria, Ghana, and the Ivory Coast.

There are no reliable figures for the African juke box census, but trade sources place the total for the West Coast states at 6,500. It is estimated that there has been a gain, over-all, of about 500 boxes in the last year.

Tubman is pressing the importation of juke boxes into Liberia, and Ghana is increasing their importation in line with its efforts to build a local tourist industry. Monrovia and Dakar, Senegal, are the main importation centers for juke box shipments into most of the African continent south of the Sahara.

West Germany appears to have the inside track on phonograph exports to all of the West African states except Liberia. Location ownership is the rule.
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WHO'S WHO IN THE COIN MACHINE WORLD

International coin machine leaders are listed alphabetically in the following pages. Every effort has been made to make this section complete. Full use of Billboard photo files has been made, and the trade has been solicited to send in photographs and information. We realize that there are probably some omissions, but the section is the most comprehensive of its kind ever done in the industry.

JOSEPH ABRAMAM
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Cleveland

WILLIAM F. ADDAIR
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The Seeburg Corp.
Chicago

ALFRED W. ADICKES
President
Holm Apparate
Hamburg

LEONARD H. AINSWORTH
Managing Director
Ainsworth Consolidated Industries Pty., Ltd.

NICK ALLEN
General Counsel
Music Operators of America
Washington

MICKEY ANDERSON
Mickey Anderson Amusement Co.
Erie, Pa.

DMAR ANDERSON
Chief European Correspondent
Billboard
Bed Godesbery, W. Germany

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Active Amusement Mach. Co.
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S. F. AHER
Vice-President
The Seeburg Corp.
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Sales Promotion, Organisation and know-how, acquired in 35 years’ experience, assisted by unsurpassed quality, perfection of the mechanisms, styling and re-sell value, have made it possible that one may safely quote that more ROCK-OLA Phonographs are being sold today in most European Markets than all other American produced phonographs put together.
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Billboard International Coin Machine Directory
Coin machine executives, association officers—If your picture was not included in the 1963-64 Who's Who in the Coin Machine World, please send a photo and identification to Billboard International Coin Machine Directory, 1564 Broadway, N. Y. 36, N. Y., for the 1964-65 edition.
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ROCK-OLA MANUFACTURING CORPORATION
800 N. Kedzie Ave., Chicago 51
Tel.: NE 8-7600

A major juke box and vending machine manufacturer, Rock-Ola was formed in 1927 as a scale manufacturer by David C. Rockola. In 1932 the firm began making coin-operated amusement devices, and in 1935 the company made its first juke box. After World War II, Rock-Ola became a leading manufacturer of shuffleboards. The company entered the vending field in 1960 with a coffee vender, adding a book vender this year. Today the company concentrates on juke boxes and vending machines, and it plans to expand into full-line vending this year.

ROWE-AMl
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Tel.: AN 3-0555

Rowe AC Services, marketing agency for the Rowe-AMI juke boxes and the Rowe vending machine lines, is a division of the Automatic Canteen Company of America, the nation's largest coin machine firm. Rowe AC markets, in addition to the Rowe-AMI juke box, a full line of vending machines, the Rowe Dollar Bill Changer and Customusic background music equipment. International distribution is through franchised distributors, with regional sales managers supervising. Manufacturing facilities are in Whippany, N. Y.; Grand Rapids, Mich., and Rockford, Ill.

THE WURLITZER COMPANY
North Tonawanda, N. Y. Tel.: NX 3-2500

Founded in Cincinnati in 1856 by Rudolph Wurlitzer as an importer of European wind and string instruments, the company entered automatic music with band organs, roller pianos and the PianoOrchestra. Organ manufacturer since late 1890's. Manufacturer of juke boxes for nearly 30 years. North Tonawanda plant supplies domestic market. Wurlitzer Lyric, 100-selection machine, made for European market in Hullhorst, Germany. Assembly operations in Mexico and Italy. European and North African sales and distribution office in Zug, Switzerland. Also world's largest piano manufacturer. Officers are R. C. Rolfing, president, and Roy F. Wulemade, vice-president.

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ETS RENOTTE
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FRANCE

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The firm makes the Jupiter 104-selection juke box in France under Swiss license. Models are available in 96 and 120 selections.

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Emaphone juke box.

STE. MATEBOIS
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Kiddie ride manufacturer.

AMERICAN SHUFFLEBOARD CO.
210 Patterson Plank Road, Union City, N. J.
UN 5-6633
The firm makes shuffleboards and coin-operated pool tables. Sales manager is Nick Melone.

AUTO PHOTO
1100 E. 33 St., Los Angeles
Makes coin-operated photo booths.

BALLY MFG. CO.
2640 Belmont Ave., Chicago 18
Tel.: CO 7-4060
Founded in 1931 by Ray Moloney and pioneered in the manufacture of pinball games the following year. In 1937, Bally bowed the bumper-type pinball. The firm, with 125,000 square feet of manufacturing facilities and 1,200 employees makes pinballs, kiddie rides, bowler and other novelty equipment. Officers are Ray Moloney, president; Alfred J. Bohl, vice-president and general manager; Don Moloney, vice-president and treasurer; Herb Jones, vice-president; Bill O'Donnell, general sales manager, and Herman Seiden, director of engineering.

CAPITOL PROJECTORS
524 W. 43 St., New York 36
Manufacturer of kiddie rides and viewing machines. Sam Goldsmith is sales manager.

CHICAGO DYNAMIC INDUSTRIES, INC.
1725 W. Diversey Blvd., Chicago 14
A leader in the manufacture of bowler, shuffle and gun games, the firm is a merger of two former leaders in the field—Chicago Coin and Genco. President is Sam Wolberg. Sales manager is Mort Secore.

DAV-MAR FILMS
3034 Glendale Blvd., Los Angeles 39
Tel.: 661-4493
Makes coin-operated movies and distributes 8-mm. film. President is Betty Davidson Garver.

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4719-21 W. Lake St., Chicago 44. ES 8-9070
Makes card venders and plastic laminator.

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815-385-8530
Pool table manufacturer. Sales manager is R. W. Weikel.

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363 Prospect Place, Brooklyn 38
Pool table manufacturer.

J. H. KEENEY & CO., INC.
2600 W. 50th St., Chicago 32, III.
Tel.: HE 4-5500
Founded in 1916 as coin-operated amusement machine and vending manufacturer. Plant occupies 65,000 square feet on one floor. Officers are Roy P. McGinnis, president, and Richard J. Tennes, vice-president and general manager.

KIDDIELANE MFG. CO.
5000 Brush Hollow Rd., Westbury, L. I., N. Y.
Kiddie ride manufacturer. President is Bert Lane.

MARVEL MFG. CO.
2847 W. Fullerton Ave., Chicago 47
Tel.: DI 2-2424
Makes electric scoreboards for shuffleboard games, counter games, replacement parts. President is Theodore Rubey.

MIDWAY MFG. CO.
10136 W. Pacific Ave., Franklin Park, III.
Novelty game manufacturer.

NATIONAL SHUFFLEBOARD CO.
31 Main St., East Orange, N. J. OR 2-9100
Shuffleboard manufacturer. President is Paul Cotterl.

NYACK SLATE CO.
Railroad Ave., Nyack, N. Y.
Makes pool tables. President is Bucky Van Wyck.

SOUTHLAND ENGINEERING, INC.
1657 Euclid, Santa Monica
H. E. Williams

STANDARD-HARVARD METAL TYPER, INC.
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<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>ORGANIZATION NAME</th>
<th>ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTRIA</td>
<td>Vedband Der Oesterreichischen Musikautomaten-Gewerbes Wien</td>
<td>VI, Mariahilferstr. 1/B, Wien</td>
</tr>
<tr>
<td>BELGIUM</td>
<td>Union Belge De L'Automatique</td>
<td>146 rue de Merodestraat, Bruxelles</td>
</tr>
<tr>
<td>DENMARK</td>
<td>Foreningen Af Fabrikanter Og Opstillelere Af Musikmateriater I Denmark</td>
<td>Lyskaer 8, Herley, Copenhagen</td>
</tr>
<tr>
<td>FINLAND</td>
<td>Suomen Automaatityhdistys r.y.</td>
<td>Box 6004, Helsinki, Thomas Tapala, President</td>
</tr>
<tr>
<td>FRANCE</td>
<td>Federation Francaise Des Exploitants Et Commerciaux De L'Automatique</td>
<td>38 bis Rue Vivienne, Paris</td>
</tr>
<tr>
<td></td>
<td>Syndicat National Des Fabricants D'Electrophones Automatiques</td>
<td>72 Boulevard de Montparnasse, Paris</td>
</tr>
<tr>
<td></td>
<td>Syndicat National Des Importateurs D'Appareils Automatiques</td>
<td>1 Quai de Grenelle, Paris</td>
</tr>
<tr>
<td></td>
<td>Syndicat National Des Professionnels De L'Automatique</td>
<td>104 Boulevard de Clichy, Paris</td>
</tr>
<tr>
<td>GERMANY</td>
<td>Automaten-Verband Des Saarlandes</td>
<td>Bliestr, Neunkirchen</td>
</tr>
<tr>
<td></td>
<td>Deutscher Automaten-Großhandels-Verband E. V.</td>
<td>Grosse Buckerstr. 3, Hamburg</td>
</tr>
<tr>
<td></td>
<td>Verband Der Automatenbetriebe</td>
<td>Eichenstrasse 53, Hamburg 19. Tel.: 494341-42</td>
</tr>
<tr>
<td></td>
<td>Verband Der Deutschen Automaten-Sport und Spielhallen Besitzer</td>
<td>Schullerblatt, 23C, Hamburg</td>
</tr>
<tr>
<td></td>
<td>Verband Der Deutschen Automaten Industrie</td>
<td>Lietzenburger Str. 36, Berlin</td>
</tr>
<tr>
<td></td>
<td>Verein Deutscher Automatenfachleute</td>
<td>Stadtwaldgurtel 49, Köln-Lindenthal</td>
</tr>
<tr>
<td></td>
<td>Zentarverband Der Organisationen Des Deutschen Automaten Aufstellgewerbes</td>
<td>Gluckstr. 7, Frankfurt</td>
</tr>
<tr>
<td>HOLLAND</td>
<td>Bond Van Muziek En Amusementssapparaten, 2e</td>
<td>Westewagenhof 1, St. Laurenhuis, Rotterdam</td>
</tr>
<tr>
<td></td>
<td>Commerants De L'Automatique</td>
<td>104 Boulevard de Clichy, Paris</td>
</tr>
<tr>
<td></td>
<td>D'Electrophones Automatiques</td>
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<td></td>
<td>D'Appareils Automatiques</td>
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<td>Fraternity de L'Automatique</td>
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**INTERNATIONAL AIR FREIGHT CARRIERS**

Shipping juke boxes and amusement games overseas is no longer a novelty for the American coin machine exporter. Airlines listed below carry freight to and from the United States. In the legend, N stands for North Atlantic (Europe and North Africa); S stands for South and Central America; P stands for Pacific (Asia). The information was furnished by the International Air Transport Association. Additional information may be obtained by writing the individual airlines or by getting in touch with A. Groenwege, IATA, 1060 University St., Montreal. Cable addresses are listed in parenthesis.

<table>
<thead>
<tr>
<th>AIRLINE</th>
<th>ADDRESS</th>
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<tbody>
<tr>
<td>Aeroflot Elrann (Irish Air Lines) (N)</td>
<td>43 Upper O'Connell St. Dublin (Aeroflot, Dublin)</td>
</tr>
<tr>
<td>Aerolineas Argentinas (S)</td>
<td>Paseo Colon 185 Buenos Aires</td>
</tr>
<tr>
<td>Aerolineas Iny Cia, S.A. (S)</td>
<td>Maipu 484—1st and 2nd floor Buenos Aires</td>
</tr>
<tr>
<td>Aerovias De Mexico, S.A. (S)</td>
<td>Ave. de los Hangares 416 Mexico 9 (Aerovias, Mexico)</td>
</tr>
<tr>
<td>Aerovias Nacionales De Columbia (S)</td>
<td>Parque de Santander Bogota (Avianca, Bogota)</td>
</tr>
<tr>
<td>Air France (N)</td>
<td>2 rue Marbeuf Paris 8 (Airfrans, Paris)</td>
</tr>
<tr>
<td>Air-India (N)</td>
<td>3rd Floor, New India Assurance Bldg. Mahatma Gandhi Road Fort, Bombay (Airindia, Bombay)</td>
</tr>
<tr>
<td>Alitalia-Linee Aeree Italiane (N)</td>
<td>92 viale Maresciallo Pilsudski Rome, Italy (Alitalia, Rome)</td>
</tr>
<tr>
<td>El Al Israel Airlines Limited (N)</td>
<td>Lod Airport Israel (Israel, Lod Airport)</td>
</tr>
<tr>
<td>Empresa De Viao Aerea Rio Grandense (S)</td>
<td>Varig) 257 Avenida Rio Branco, 10th floor Rio de Janeiro (Savairgair, Rio)</td>
</tr>
<tr>
<td>Iberia, Lineas Aereas de Espana, S.A. (N)</td>
<td>Avenida de America 2 Madrid (Iberiaion, Madrid)</td>
</tr>
<tr>
<td>Japan Air Lines Company, Ltd (N, P)</td>
<td>8th Floor, Tokyo Building No. 3, 2-chome Marunouchi, Chiyoda-ku Tokyo (Jalc, Tokyo)</td>
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<tr>
<td>KLM Royal Dutch Airlines (N, S)</td>
<td>Plesmanweg 1 The Hague, Netherlands (Transaeratelex, The Hague)</td>
</tr>
<tr>
<td>Linea Aerea Nacional (S)</td>
<td>Los Cerrillos Airport Santiago, Chile (Lanchile, Santiago)</td>
</tr>
<tr>
<td>Northwest Airlines, Inc. (P)</td>
<td>Minneapolis/St. Paul International Airport St. Paul 11 (Nwair, St. Paul)</td>
</tr>
<tr>
<td>Venezolana Internacional De Aviacion, S.A. (S)</td>
<td>Edificio Caracas, 70 Piso Dr. Paul a Marron Caracas, Venezuela (Viasaven, Caracas)</td>
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Continued from page 93

Continued from page 96
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CAPACITY: 27 columns accommodating 630 packs...18 selections. Plus 9 shift columns.

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Same physical dimensions and power requirement as the Starlite “630”.

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ACEPTS HALF DOLLARS OR TWO QUARTERS AND RETURNS CHANGE IN NICKELS

Also accepts dimes and nickels

- Returns change in nickels with pack of cigarettes... For example: 30¢ price pack and 4 nickels;
- Capacity in nickels: 690 (115 nickels per tube).
- When changer is empty—illuminated sign indicates: "USE CORRECT CHANGE ONLY."
- 50¢ merchandise can be vended upon insertion of any denomination of coins totaling 50¢.

FLOWER CITY AMUSEMENT CO.
385 Webster, Rochester, N. Y.

GREG'S VENDING CO.
456 Strand, Missoula, Mont.

HERITAGE MUSIC CO.
420 4th Ave. So.
Nashville, Tenn.

LEW JONES DIST. CO.
1301 No. Capitol Ave.
Indianapolis 2, Ind.

B. D. LAZAR CO.
1635 Fifth Ave., Pittsburgh, Pa.

LeSTOURGEON DIST. CO.
2828 South Blvd.
Charlotte 1, N. C.

LIPSKY DISTRIBUTORS
607 10th Ave., New York, N. Y.

MID-WEST DISTRIBUTORS
709 Linwood Blvd.
Kansas City, Mo.

NORTHWEST SALES OF OREGON
1040 S. W. 2nd Ave.
Portland, Ore.

NORTHWEST SALES OF SEATTLE
3150 Elliott Ave.
Seattle, Wash.

ORMATT MUSIC CO.
1269 Madison Ave., Memphis, Tenn.

PARKWAY MACHINE CORPORATION
715 Ensor St., Baltimore 2, Md.

Rex-Bilotta Corporation
821 S. Salina, Syracuse 3, N. Y.

ROANOKE VENDING MACHINE CO.
4930 W. Broad, Richmond, Va.

SOUTHERN MUSVIC DIST. CO.
520 W. Central, Orlando, Fla.

STANDARD AUTOMATIC MUSIC CO.
805 Broadway, Little Rock, Ark.

STRAUSS VENDING MACHINE CO.
1872 Washington St., Boston, Mass.

UNIVERSAL DISTRIBUTORS
902 W. Second St., Wichita 3, Kan.

VALIANT AMUSEMENT CO.
3129 McDowell, Phoenix, Ariz.

VERKRAUS- AUTOMATEN, A.G.
Buchesestrasse/Wibichstrasse 25
Zurich 10/37, Switzerland

WEYMOUTH DISTRIBUTING CO.
2525 W. Pico Blvd., Los Angeles 6, Calif.

WILLIAMS DIST. CO.
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WURLITZER CO.
78 Brookline Ave., Boston 15, Mass.
VICTOR VENDORAMA®

V2 25¢ & 50¢

Capsule Vendor
HOLDS 200 V2 CAPSULES

New V2 Capsule shown actual size.
Registered U. S. Patent Office.

Several manufacturers have an excellent supply of quality fill for the new V2 Capsule. New high profit opportunities are now a reality for aggressive operators.

Write today for full information on the Vendorama®
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bulk machines

Beaver International
1414 Lawrence Ave. W.
Toronto

Ford Gum & Machine Co., Inc.
Akron, N. Y.

Harby Industries
P. O. Box 3213
Van Nuys, Calif.

The Northwestern Corp.
1000 East Armstrong St.
Morris, Ill.

Oak Mfg., Inc.
11411 Knightsbridge Ave.
Culver City, Calif.

Victor Vending Corp.
5701-3 W. Grand Ave.
Chicago 39

ball gum

American Chewing Products Corp.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

Candy Crafters, Inc.
Stewart & Union Aves.
Lansdowne, Pa.

Cramer Gum Co., Inc.
150 Orleans St.
East Boston, Mass.

Ford Gum & Machine Corp.
P. O. Box 192
Akron, N. Y.

Leaf Brands, Inc.
1155 N. Cicero Ave.
Chicago 51

U. S. Chewing Gum Mfg. Co.
730 45th Ave.
Oakland 1, Calif.

Vend-Craft Gum, Ltd.
Scarborough, Ont.

charms

M. J. Abelson
2013 Fifth Ave.
Pittsburgh

Confection Sales Co.
10008 St. Clair Ave.
Cleveland 8

Eppy Charms, Inc.
91-15 144th Pl.
Jamaica 2, L. I., N. Y.

Albert Fischer & Co.
107 Electric Ave.
Southgate, Ky.

Funtime Charms
P. O. Box 3070
University City 30, Mo.

Green Duck Co.
1520 W. Montana
Chicago 14

Karl Guggenheim, Inc.
159-07 Archer Ave.
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2538 Mission St.
Pittsburgh 3

Plastic Processes
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Buy Direct from the Factory and Save.

EPPY CHARMS, INC.
91-15 144th Place
Jamaica 35, New York, U. S. A.

Northwestern HAS A BULK VENDER FOR EVERY LOCATION

Northwestern 60 BULK VENDER

• The 60 vends just about any bulk article you can name, from Spanish peanuts to capsules. Converting the machine from one kind of merchandise to another takes only seconds.

• Choice of coin mechanisms: 1c, 5c, 10c, 25c, 3 for 5c, and combination of 1c and 5c.

• The interchangeable service units make it possible for you to load service units in your shop, then exchange them on location in a matter of seconds!

The Northwestern CORPORATION

2335 EAST ARMSTRONG STREET
MORRIS, ILLINOIS

Northwestern SHOWCASE 6 STAND

Other stands accommodate either 4 or 8 units.

Write for catalog giving complete specifications and photos on Northwestern Super 60, Package Gum and Mint Vender, Model 49 Nut Vender, National Postage Service, the sensational Moon Rocket, as well as the full line of Stands and Broackets.
ALL NEW FOR '63
"THE COMPACTS"

"KLEER SEAL" PLASTIC LAMINATING

Features Never Before Available in a Mechanical Plastic Vendor
- Fully Enclosed Self-Sharpening Trimming Knives
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- New Roller-Type Laminating-Sealing Feature
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- Available in 10c or 25c Play

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SINGLE and TWIN STANDS AVAILABLE.
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Beaver is Now the LARGEST SUPPLIER of BULK VENDORS in the world

Coin denominations up to size of English penny or American 50c piece.

For the Best Quality Ball Gum
(Proven by independent tests)

it's VEND-CRAFT BUBBLE GUM

A complete line of ball gum in disposable jars and bulk packaged.
Warehouses in New York, Chicago and Los Angeles
Distributorships Available Throughout the World. Address All Inquiries To:

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Name ........................................ Operator (over 500 Machines) .................
Company ...................................... Operator (under 500 Machines) .................
Address ....................................... Prospective Operator ................................
City and State ................................ I'm interested in Beaver Bulk Vendors ........
Distributor ................................... I'm interested in Vend-Craft Bubble Gum Products ....

**PARTS AND SUPPLIES**

*Continued from page 103*

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225 Lewis St.
Wichita, Kan.

Hospital Specialty Co.
1991 E. 66th St.
Cleveland 3

Kimberly-Clark Corp.
Neenah, Wis.

Mechanical Servants
6610 N. Clark St.
Chicago 26

Sanitek Co.
14182 Meyers Rd.
Detroit 27

Vend-Rite Mfg. Co.
1536 N. Halsted St.
Chicago 49

West Disinfecting Co.
42-16 West St.
Long Island City 1, N. Y.

**scales**

American Scale Mfg. Co.
3205 Grace St., N. W.
Washington 7, D. C.

J. F. Frantz Mfg. Co.
1940 W. Lake St.
Chicago 12

Hamilton Scale Co.
3350 Secor Rd.
Toledo 6, O.

Wattling Mfg. Co.
4541 W. Lake St.
Chicago 24

**shaving accessories vendors**

North American Vending Machine, Ltd.
63 Whitburn Cresc.
Downsview, Ont.
Electric Shaver—Coin-Operated.

ShavAir
1930 Fulton National Bank Bldg.
Atlanta 3
Electric Shaver—Coin-Operated.

**shoe shine kit vender**

Redd Distributing Co.
126 Linden St.
Brighton 35, Mass.

**sundries venders**

Bluff City Mfg. Co.
Rt. 47 & Main St.
Huntley, Ill.

Mechanical Servants
6610 N. Clark St.
Chicago 26

Pen-Mar Vending, Inc.
Box 1142
Hagerstown, Md.

**telescopes**

Coin Operated.

American Lens & Photo Co.
5700 Northwest Hwy.
Chicago 46

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Best Soft Vinyl Line of Creatures in the Country.

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361-0548

Billboard International Coin Machine Directory
IF YOUR COMPANY IS NOT LISTED

Please accept our apologies. Every effort was made to get complete listings of all U. S. and foreign manufacturers and distributors of music machines, amusement machines and bulk vendors. Also listed are photographs and identifications of leading coin machine personalities, as well as trade associations, parts suppliers. Lists were compiled through the co-operation of manufacturers, from Billboard files, and from information sent in by readers.

HOW TO GET A CORRECT LISTING IN NEXT YEAR'S INTERNATIONAL COIN MACHINE DIRECTORY

If your company is not listed—or if the listing is incorrect or incomplete—please let us know as soon as possible. If there is any change in address or status, please inform us. From manufacturers we want complete addresses and telephone numbers, products produced, names of officers and brief histories. From distributors we want the addresses, telephone numbers, name of president or sales manager, and lines carried. We also want complete names and addresses of trade associations. We want photographs of factory executives, distributors, and others who hold offices in trade associations. Mail replies to the Billboard International Coin Machine Directory, 1564 Broadway, New York 36, N. Y.
Index to Advertisers
(Listed Alphabetically)
A guide to valuable sources of coin machine equipment, services, parts and products around the world. The index is provided as an additional service to readers. The publisher does not assume liability for errors or omissions.

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Speaking of Advertising . . .
... be sure to check the pages of Billboard every week for the best in coin offerings ... new and used . . .
juke boxes and games . . . bulk vending equipment and supplies . . . parts and services of every kind.

Billboard International Coin Machine Directory
Model TRLB-M
Batch Brew Vendor
The perfect high-profit vendor for high volume locations! Batch brews flavor-rich coffee. Serves it four ways: black, black with sugar, with fresh cream, with sugar and fresh cream. Extra cream and sugar button a standard feature. Also serves delicious hot whipped soup or chocolate. Coffee is always maintained at perfect serving temperature. Brewing time can be varied to suit the taste and "brand."

Model 1401-S
Single Cup Fresh Brew Coffee Vendor
Brews a great cup of fresh-roasted coffee, one cup at a time. Serves it four ways. Also serves delicious hot whipped chocolate and hot whipped soup. Extra cream and sugar button a standard feature. You can install it anywhere as it requires only 15 amps of power and 5 lbs. of outside water pressure. Ideal for the average location ... a proven profit maker! Available as Model 1400 without hot whipped soup feature.

you can rely on the best

FAMOUS FULL-DIMENSIONAL SOUND

The Capri
Model 404
100 selection also offers Rock-Ola's exclusive FULL-DIMENSIONAL SOUND... plus, location versatility unequalled by any other phonograph. Its Mech-O-Matic changer lets you mix stereo, monaural, 33½, or 45 rpm in any sequence, in any bank of records, and still get magnificent sound so near to true stereo, only an "educated" ear could detect the difference!

The Rhapsody
Model 408
160 selection is the result of Rock-Ola's world famous tradition of excellence in engineering, unexcelled dependability and quality construction. Elegant styling, brilliant colors, appealing design, plus Rock-Ola exclusive FULL-DIMENSIONAL SOUND capture every patron's attention and assure complete location satisfaction at maximum profits!
Model 3402
Coffee and Hot Drink Vendor

The perfect small location vendor for top profits. Brews soluble coffee. Serves it four ways. Also serves h/w whipped chocolate and hot tea. Dependable, economical... easy to service. Now you can take advantage of an untapped market where other machines would be prohibitive in size and operating costs. Available as Model 3403 without four way tea feature.

Model 1800
Single Cup Fresh Brew Vendor

Here's the coffee vendor that makes dollars from spots that never made a dime before. Brews perfect, zesty coffee... cup after cup. Serves it four ways, extra cream and sugar buttons a standard feature. Also serves delicious hot whipped chocolate. Does it all with easiest possible servicing... greatest economy!

known name in vending for QUALITY, DEPENDABILITY, SERVICEABILITY, VERSATILITY

NEW HIGH-PROFIT BOOK-O-MAT and SHOP-O-MAT

Now, for the first time, a coin operated automatic merchandiser which permits the operator to share in the profits of the multi-million dollar paperback book business and general sundries merchandising. Merchandise is attractively displayed... prices, features, title, etc., are clearly identified. You escape the losses of handling, soiling or pilferage as in an off-the-rack business. The purchaser simply inserts any coin-combination—nickels, dimes, quarters and half-dollars—then makes his selection. The item he sees is the item he gets!

Look to ROCK-OLA for advanced products for profits

PUT THESE PROFIT PRODUCERS TO WORK FOR YOU NOW!
Mail coupon today:
Rock-Ola Manufacturing Corporation
800 North Kedzie Avenue • Chicago 51, Illinois

Please send me detailed information about the following Rock-Ola Products
☐ Rock-Ola Coffee and Hot Drink Vendors
☐ Rock-Ola Rhapsody 160 & Capri 100 Phonographs
☐ New Rock-Ola Book-O-Mat and Shop-O-Mat
☐ All of the above

Name
Address
City.... Zone..... State

MOST PROFITABLE OF ALL MUSIC
FOR PUBLIC ENTERTAINMENT

The Seeburg LP Console is the one coin phonograph that can meet the demand of any type of location. And do it profitably.

No other phonograph can equal its programming flexibility. Intermixes 45 and 33 1/3-rpm records, and the exclusive new Seeburg Stereo "Little LP" Albums.

The Seeburg Income Totalizer, with the foolproof "Private Eye" feature, maintains an accurate count of all money received by the LP Console and by all remote selection units.

And its fresh, original design makes the LP Console welcome everywhere.

SEEBURG
STEREO CONSOLE
the combined remote selector and stereo speaker unit. Two stereo speakers... remote selection of all singles and Little LP Albums on the LP Console.

SEEBURG
LP CONSOLE
THE SEEBURG SALES CORPORATION • CHICAGO 22