HAPPY 18th TO CASH BOX from JACKIE WILSON

With grateful appreciation to all who have helped make Jackie's current releases A SMASH!...

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and the Best Selling Album JACKIE SINGS THE BLUES BRUNSWICK BL 50555

Personal Management: NAT TARNOPOL
CONGRATULATIONS IRMA

The Cash Box, on its 18th Anniversary, extends its best wishes and congratulations to IRMA, (Independent Record Manufacturers Association) on its 1st anniversary, and to its associate, The Western Record Pressers Association.

The Cash Box commends these organizations on its joining hands across the country to raise the standards of all independent pressers and its allied suppliers, and wishes well to this band of dedicated people.

May all your lofty aims be realized, as from these aims must surely come better days for all in the record business.

May we celebrate many more birthdays together.

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REDWOOD 1-4237
CHICAGO, ILLINOIS
412 WEST PERSHING ROAD
BURBANK 8-6400

The Cash Box—July 30, 1960

123
HAPPY 18th ANNIVERSARY
to
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from
PLASTIC PRODUCTS
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In Our 12th Year Of Producing
QUALITY CUSTOM PRESSINGS

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- Alemo, Ltd.
  737 Drake St.
  New York 29, N. Y.

- Allied Record Mfg. Co.
  1041 No. Los Palmas
  Hollywood, Calif.

- Audio-Paks
  Swarthmore Industrial Center
  Box 486
  Swarthmore, Pa.

- Automatic Label Co.
  3724 Belmar
  Chicago, Ill.

- The Bert-Co-Press
  4862 Santa Monica Blvd.
  Los Angeles 29, Calif.

- Brunswick Music Corp.
  50 Lincoln Ave.
  Gloversville, N. Y.

- Cadet Record Pressings, Inc.
  9317 W. Washington Blvd.
  Culver City, Calif.

- Century Record Mfg.
  Hollywood
  Calif.

- Coast Record Mfg. Co., Inc.
  2534 W. Pico Blvd.
  Los Angeles 6, Calif.

- Coldwater Industries, Inc.
  Coldwater
  Miss.

- Columbia Transcriptions
  1473 Bannum Ave.
  Bridgeport, Conn.

- Community Press
  6047 Woodland Ave.

- Container Kraft
  801 East 61st St.
  Los Angeles 1, Calif.

- Co-Service Printing Co.
  25 Prospect St.
  Newark, N. J.

- Decca Records
  619 West 54th St.
  New York, N. Y.

- Fenton Label Co.
  Philadelphia
  Pa.

- John Horn Printing
  835-839 — 10th Ave.
  New York, N. Y.

- Ivy Hill Lithograph Co.
  One Ivy Hill Rd.
  Brooklyn, N. Y.

- Johnson Label Co.
  New York
  N. Y.

- Kalman Press
  52-25 Barnett Ave.
  Long Island City 4, N. Y.

- Kerr Printers
  3535 Hayden
  Culver City, Calif.

- King Records
  1540 Brewster Ave.
  Cincinnati 7, Ohio

- Mac Murray Press, Inc.
  22 James St.
  New York 14, N. Y.

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120 Arlington Ave., Bloomfield, N. J.
Pilgrim 3-5300

The Cash Box—July 30, 1960
GOTHAM'S NEW $100,000 "DREAM STUDIO" NOW AVAILABLE TO RECORD COMPANIES.

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- NEUMAN STEREO LATHE
- EDITING ROOMS
- MASTERING ROOMS
- MULTIPLE TAPE COPIES
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- ALL ELECTRONIC EFFECTS
- ALL STANDARD MUSICAL INSTRUMENTS
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1217-1241 Carpenter St.

Dustan Co.
2401 Locust St.
Kevport, N. J.

Hi-Fi Rec. Saver
P. O. Box 6417
Cleveland, Ohio

Gai lyn Packaging
1475 Southern Blvd.
New York, N. Y.

Gem Album Co.
1119 Western St.
New York 59, N. Y.

Globe Productions, Inc.
1255 Oak Point Ave.
New York 59, N. Y.

Independent Record Mfrs. Association

AA-1 Products
245 7 Ave.
New York, N. Y.

Bert Co. Press
9862 Santa Monica Blvd.
Los Angeles 29, Calif.

Colorcraft Album Co. Inc.
1211 N. Western
Los Angeles 29, Calif.

Chicago Album Specialty Co.
476 S. Clinton
Chicago, Ill.

The Chromat Co.
771 Spring Garden St.

Dobin & Co.
732 South Federal St.
Chicago 5, Illinois

Cohoes Carry Bag
Cohoes, N. Y.

Cole Corp.
823 S. Wabash Ave.
Chicago, Ill.

Community Press
6447 Woodland Ave.

Container Kraft
801 E. 61 St.
Los Angeles, Calif.

Country Box & Album Inc.
201 S. 2d Ave.
Mt. Vernon, N. Y.


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All wrapped up in Red Tape?
FREE YOURSELF FOR THE IMPORTANT JOB
OF SERVICING AND SELLING YOUR CUSTOMERS
Buy ALL YOUR Records at the
ORIGINAL ONE STOP RECORD SERVICE
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45 RPM—EP—LONG PLAYS
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service offers such time and
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ONE BILL to Pay
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Imperial Paper Box Corp.
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Indianapolis, Ind.

Ivy Hill Litho Co.
1 Ivy Hill Rd.
B'klyn, N. Y.

Kaltman Press
52-25 Barnett Ave.
Long Island City, N. Y.

KING Records
1540 Beverley
Cincinnati, Ohio

Lee-Myles Assoc.
40 W. 57th St.
New York, N. Y.

Mac Murray Press
22 James St.
New York, N. Y.

Mah Mfg. Co.
2057 Reading Rd.
Cincinnati, Ohio

Modern Album & Finish Co.
119-01 32 Ave.
College Point, N. Y.

Modern Album & Finish Co.
2011 S. Third St.
Terre Haute, Ind.

Modern Album & Finish Co.
3110 Van Owen St.
Burbank, Calif.

Nassau Plastics Corp.
140 — 13th St.
Brooklyn, N. Y.

Paragon Press
Wilmington, Del.

Peerless Album Co.
800 Union St.
Brooklyn 17, N. Y.

Rec. Label
286 Stanhope St.
Brooklyn, N. Y.

Queens City Album Co.
5907 Chelstol Rd.
Cincinnati, Ohio

Queens Lithographing Corp.
52-25 Bemert Ave.
Long Island City, N. Y.

J. Roddy Metzger Co.
119 E. 38th St.
New York, N. Y.

693 — 10th Ave.
New York, N. Y.

Record Printing Co.
1418 W. Florence Ave.
Los Angeles, Calif.

Southern Envelope Mfrs.
794 Berry Rd.
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Strathmore Sales
565 E. 10th St.
Brooklyn, New York

T. Packaging
214 Sullivan St.
New York, N. Y.

U. S. Envelope Co.
3 Ann St.
Hartford 1, Conn.

Wakefield Industries
Lowell, Mass.

The Cash Box—July 30, 1960
Col. Miami Inros 33 Mono Singles, 4-Track Tapes, Fall Distrib & LP Programs

NEW YORK—The introduction of a seven-inch 331/3 rpm monaural single record, the inauguration of four-track stereo tape releases, and a new market development program highlighted Columbia Records' annual sales convention held last week in Florida. More than 400 Columbia executives, distributors and salesmen, including representatives from 15 countries, gathered in Miami Beach to witness previews of new Fall product and merchandising programs, keyed to the convention theme, "Columbia—the People's Choice."

Announcing Columbia's decision to manufacture and market the 33 single, Goddard Lieberson, label president, decided to issue its single 33 as a stimulus to the singles market. "These records continue to be the most significant media for the introduction and development of new popular talent and personalities," he pointed out.

"Today an ever increasing majority of adults purchase only 33 rpm album packages. As a result, singles have become the domain of the young ones. And now, even they are turning to albums in increasing numbers," Tony Mathis, "33 rpm single record which automatically interchanges with 12" albums is the most promising avenue for recapturing this vital but diminishing market. The first step in this direction was taken exactly one year ago when Columbia introduced to the stereo phonograph owner the Stereo Seven 33 single. Despite a limited market, the 7" 33 concept received gratifying consumer acceptance—and even more, immediate acceptance by the whole industry."

"Now, re-reaching out to the broadest possible field of record owners, Columbia introduces the Stereo Seven 33 single. In addition to increasing the media with which to do it, have already announced their intention to produce monaural 33 singles. However, I am pleased to say that again Columbia will be the first major company to enter the market these records and to have them available In-Stores." Lieberson also announced Columbia will begin releasing four-track stereo tapes in September. All subsequent tape recordings, as well as any earlier hit albums, will be available in both two- and four-track stereophonic editions (see separate story for releases).

Convention business also included Columbia's fall marketing program for the four-track tapes. During August and September, Columbia will offer its distributors re-stocking incentives pertaining to all items in the current catalog. Stocking incentives will also cover all Columbia new releases scheduled to be in stores during these months. Columbia's fall program also includes special dating terms which will be in effect throughout September and December. Restocking incentives and special terms will be passed on by Columbia's distributors to eligible dealers in their respective markets.

In order to continue its policy of rolling product through their respective markets, to the dealers, Columbia will equip its salesmen with a new and improved "Profit Pack." The 26-page booklet introduced at last year's convention, proved highly successful in stimulating sales throughout the year, said Lieberson. This year's additions to the new "Profit Pack" will include new tools, equipment and materials designed to make Columbia's salesmen merchandising specialists.

For additional in-store promotion Columbia has developed a complete new line of dealer merchandising aids which will feature all albums in the August and September lists of releases. Featured among these releases in the popular music field are the Beatles, Bennett, The Brothers Four, Johnny Cash, Miles Davis, Doris Day, Percy Faith, Mitch Miller and many more. In all, Columbia will issue 33 popular albums in the conver- sion release drive in September.

Special Masterworks display material has also been developed for "in store" merchandising designed to feature new classical releases which will also be available in the special material for use in connection with the transcontinental tour by Leonard Bernstein and the New York Philharmonic. There will also be 27 Masterworks albums including performances by such artists as Lenny and Joanne Kravitz, The Mills Brothers, Sonny Stacey, Zino Francescatti, Eugene Ormandy, Isaac Stern, Rudolf Serkin, Bruno Walter.

Strohman To New Cap-Post

Hollywood—Columbia Records’ Stephen H. Strohman has been named the newly-created post of director of inventory control, it was announced last week by Bruce Rosen, Columbia’s administrator of operations.

Strohman is resigning as vice president, member of the board of directors and director of operations, planning for Capitol Records-Charring in order to accept the new post.

According to Columbia, the new man will be responsible for studies and reports on all factors pertaining to control of inventory for Capitol in the new post, he will report directly to Rosen.

Strohman joined Columbia Records in 1949 as a sales representative at that company’s Hartford branch. In 1957 he was appointed an assistant national operations manager, with headquarters at the Capitol Tower, Hollywood. In September, 1955, he was elected a vice president of CRDO and appointed national operations manager. In January, 1960, he was appointed to his most recent post, director of operations.

Westons Form Character Merchandising-Promo Firm

NEW YORK—A new character merchandising-public relations agency has been organized by vet promo men Stanley and Jay Weston. Associated with them in the new enterprise—tagged Weston Merchandising Asso¬ciates—is theatrical publicist Tem¬ple Texas.

Currently represented by the agency are The Kingpins, Southside Harmon¬gers, and Soupy Sales, a kiddie attraction over the ABC network.

Stanley Weston was former director of Merchandising for Stone Associate Public Relations Co., which represents such personalities as Debbie Reynolds, Peggy Lee, Alan Ladd, Glenn Ford, Paul Anka and others.
Candid Glimpses Of AmPar's "Big 5th" Meet

HOLLYWOOD, Fla.—The plush Diplomat Hotel in this resort area adjacent to Miami Beach played host to ABC-Paramount Records' Distributor Convention, a highlight of the company's "Big 5th" celebration in honor of its fifth year in business. The accompanying pictures on this page indicate the strong turnout and the social success of the meet—financial success earlier reported by national sales director Larry Newton as being between $200,000 and $300,000 in distrub orders for all AmPar products. The top photo pictures the assembled delegates, representing the fifty states and Canada. In the center of the first row (in light suit) is Sam Clark, president of AmPar.

1. Leonard H. Goldenson (left), president of American Broadcasting-Paramount Theatres, Inc., congratulates Sam Clark on the "Big 5th."

2. Seated (left to right) at the Command/Grand Award session are Clark, Goldenson, Enoch Light, vice president of the AmPar affiliate; Loren Becker, national Sales manager of the two labels; and (in background) Hugh Dallas, a salesman.

3. Poolside was a favorite spot. Here Bill Shackert, Clark, Goldenson and Al Hirsch.

4. Mr. & Mrs. Burt Fleischman and daughter Charlotte—Arnold Distributor.


7. Leonard Scheer, Matty Singer, Harry Rosen, Martin Goldstein and Irv Davier.


9. Mr. & Mrs. R. E. (Buster) Williams of Music Sales, Memphis, and Mr. & Mrs. Paul Levy of LaMarr Distributors, St. Louis.


11. Mr. & Mrs. Joe Cohen and Mr. & Mrs. Irv Cohen of Essex Distributors, Newark.


14. Harry Carter, Allan Parker and Mel Cheren.

15. Bill Lawrence, Albert Genevieve and Paul McGrath.

16. The Cash Box's Bob Austin (center) was the surprise celebrity of the convention, landing a 7 feet, 40 pound sailfish. Helping Bob hold up the catch are Steve Ponico and Bob Ellis.

Verve Sets New Whiting LP

HOLLYWOOD—Margaret Whiting is preparing a second album under her new Verve contract with her current 2-LP release, "Margaret Whiting Sings Jerome Kern Song Book" recently issued. The vocalist is composing two songs for her new album with her music director, Jeff Clarkson, and the title of the album and the selections are being set in meetings with Verve officials. The album will be completed by Sept. 1 when Miss Whiting begins a national tour with additional engagements being set in Honolulu and London. She also will do dramatic roles on television and stage this fall with a concert set for mid-November at the Phoenix Art Museum. The latter event will mark the first time a major program has been presented in the art institution.

Elektra's August LP's

NEW YORK—LPs in humor, specialty and folk fields top Elektra Records' August release schedule, according to company president Jac Holzman. On tap are "Sports Cars For Big Wheels" by Oscar Brand (a follow-up to his "Boating Songs") and "Presenting Joyce Grenfell," the debut American disk for the British comedienne.

Also to be released next month are a brace of overseas folk albums, "Sabra, The Young Heart Of Israel" will be the second Elektra recording for Israeli duo Ron & Nama. Making their disk bow will be the Macpherson Singers & Dancers of Scotland in a choral rendition.

OPERATORS—DEALERS
ATTENTION
THE BIG SELLER ON LP
AND
THEIR FAVORITES
BY THE GREATEST NAMES IN JAZZ ARE ON
BLUE NOTE

JIMMY SMITH AT THE ORGAN
BLP 4029 Crazin' Baby
BLP 4030 Mr. Smith, You Can't Be Beared
BLP 4032 Save It For Last
BLP 4036 See See Rider/Comin' On Baby
BLP 4042 When The Johnny Cash Meets Jimmie
BLP 4046 Home/Mack The Knife
BLP 4050 All Day Long

HORACE SILVER QUINTET
BLP 4017 Blowin' The Blues Away
BLP 4018 Finger Poppin'
BLP 1563 The Stylin' of Silver
BLP 4167 Sooner Blues
BLP 4170 Sister Sade/Brick City
BLP 4172 Come On Home/Thumb Poppin'
BLP 4173 Sister Blues/Feel Eyes

ART BLAKEY & JAZZ MESSENGERS
BLP 0029 The Big Beat
BLP 0030 Sync
BLP 1534 Orge in Rhythm
BLP 1576 Night in Harlem
BLP 4173 The Chess Players (Parts 1-2)
BLP 4174 Blues March/Along Came Betty
BLP 4175 Moanin' (Parts 1-2)

LOU DONALDSON
BLP 4025 Time In Time Out
BLP 1591 Blues Walk
BLP 4031 Swing and Soul
BLP 4173 Smooth Greens/Blue Moon
BLP 4175 Lou's Blues/My Love
BLP 4170 Blues Walk/The Masquerade Is Over
BLP 4168 Doin' That/Peach Time
BLP 4047 The Black Sounds

BLP 4030 Good Doin'
BLP 1590 Harlem Delta Blues
BLP 1590 Introducing
BLP 4177 Red Hot/Just Down The Track
BLP 4174 I Could Write A Book/Nothing Ever Changes/Hey Charlie
BLP 4176 Goin' Home/Time After Time
BLP 4172 Teardrop/Willy/Wrap Me Up

CANNONBALL ADDERLEY'S FIVE STARS
BLP 4159 Soothing/Else
BLP 4159 Soothing Else (Parts 1-2)
BLP 4173 Soothing Else (Parts 1-2)
BLP 4173 Autumn Leaves (Parts 1-2)

DONALD BYRD
BLP 4026 Fungo
BLP 4162 Fungo/Randy In Hand
BLP 4174 Fungo/Amen

JACKIE MCLEAN
BLP 4024 Swing/Swing/Swingin'!
BLP 4021 New Soul
BLP 4021 New Soul (Parts 1-2)
BLP 4170 114th And Lenox/What's New

JOHN COLTRANE
BLP 1577 Blue Train
BLP 1591 Blue Train (Parts 1-2)

HORACE PARLAN
BLP 4028 Movin' And Groovin'
BLP 4171 Thru Is No Greater Love/Bag's Groove
BLP 4170 C Jam Blues/Up In Cynthia's Room

BENNIE GREEN
BLP 3199 Soul Stirrin'
BLP 4179 Soul Stirrin'/My Way/What's New/Ludlow/Blueberry Hill
BLP 4170 Soul Stirrin'/That's All

SONNY RED
BLP 4032 Out Of The Blue
BLP 4172 Above The Long/Blues In The Pocket
BLP 4171 Muddy! Muddy! As You Are/Bluesville

COMPLETE CATALOG ON REQUEST

BLUE NOTE
45 W. 61st St., New York 23, N. Y.

MY TANI!
"The Brothers Four—Columbia"
"YOU WERE BORN TO LOSE"
"Pappy Laine—Old Town"
"IT'S A LONESOME OLD TOWN"
"INDIANA WALTZ"
"Jock Mackay—London"
"ARMEN'S THEME"
"Simple Simon—London"

BOURNE, INC.
136 W. 52nd Street, New York, N. Y.
20th Fox
ALL YOU HEAR IS BEAUTY

Many Thanks
For Your Gracious Support of
My work Throughout the Years—
All good wishes,
Erroll Garner
MGM Unveils “Starpower” LP Release At Puerto Rico Distrib Meet; 100% Attendance

NEW YORK—With attendance that included every one of its distributors, MGM today unveiled its “Starpower” LP line-up—consisting of twenty-nine LP’s—at a distributee meet held at the Dorado Beach Hotel in Puerto Rico. Meet marked the first of its extensive pre-Christmas period, which had 100% attendance and participation at its distributee convention.

The MGM representative said orders taken total at least $1,500,000. He added that orders for the three to five thousand copies of each release, which were requested by the distributors, would be filled promptly. He said the meet would conclude tomorrow, Thursday July 14, with a welcoming cocktail party and dinner for the wives of the distributors.

In The News

MGM Records convention officially convened the next morning at 9:30 A.M. MGM president Charles A. Brandt said that all were fortunate to attend the convention when the economic atmosphere was such that sales records could be broken and the fact that full confidence that this fall would offer a more realistic record in the record business for those prepared to take advantage of it.

The meeting opened with this thinking with a 1960 “Starpower” Convention theme, and followed the basic premise that MGM would have a dynamic force in the LP market. The convention had told the distributors that all MGM Album conventions had albums for the records, that is: 1. Performance power—the artist or the star; 2. Performance power—the quality of the music; 3. Performance power—concept ideas which were fresh, new and exciting; 4. Package power—promotional display-commanding, sales-compelling packages; 5. Performance power—sure-fire, intelligent, incentive-filled records; 6. Follow-through—package power—unmatched, in-depth, all-by-album promotion.

Mr. Brandt said that this story will be the MGM Story for 1960 and will continue for the fall of this year as well.

Promotions

Brandt’s presentation was followed by a promotion and visual program—an approximate one hour presentation on the promotion program for the new products.

In order, the following were reviewed:

1. A&R Program—Frank Lloyd, Harry Anger, sales promotion manager, presented an array of sales aids, promotion, and advertising materials which were included in the Starpower package. These materials will be shipped either salesmen, through use of a slide projector and phonics to give the same message. There was no mention of the Paper Mache which went to Puerto Rico.

2. Publicity and Sales promotion—Charles Hasin, sales manager, then gave the details of the Starpower Sales Plan pointing out that the MGM Records will insist that only distributors who are current will qualify to the benefits of the sales plan which will include:
   a. 10% Mail Order Bonus: A 10% per cent bonus in album merchandise (Buy 5000, get an additional 1000, at no charge.) This includes Starpower Convention release, as well as the revamped MGM Catalog.
   b. Return Privilege: The regular 15% per cent return in addition to the above bonus in merchandise.
   c. 2. Exchange Privilege: 100% exchange privilege on new MGM Starpower release purchase.
   d. 4. Extended Dating: Four payment period instead of the three 30-60-90-120 days, after receipt of merchandise; but in no case will a payment be due after the first 30 days.
   e. 5. Discount With Dating: Paying new Convention qualifications for a 2 percent cash discount, with the dating, on initial and all subsequent Convention Plan orders.
   f. 6. Catalog Orders: The catalog portion of order must be in the hands of MGM Records by the close of business, July 26.

Reconvening Saturday morning, the convention delegates were treated to a three hour session with Maxine Sullivan, by Connie Francis, one by Jay P. Morgan and one by Mark Dinning. The session was a general discussion of the various problems of the business, because of the large distributor, the dealer and the manufacturer.

The convention, of course, was adorned with social events the highlight of which was an all day break and shopping tour of St. Thomas in the Virgin Islands for which Convert Twelve Five Star Chevy manager of the dealers and men were busy meeting. Also included in the social program were cocktail parties, dinners, golf, dancing, tennis, etc.

St. Louis Distributees Organize

ST. LOUIS—The St. Louis Distributors Association has been formed as a result of a recent meeting at the Coronado Hotel of five distributors in the city.

In attendance were Bud Lampe and EJ O’Connor. The meeting was attended by Paul Levy of Midwest Distributing; Norman Wienstroem of Norman Distributing; George Gorman of Record Merchandisers; and Robert Stull of Distributor of Roberts Record Distributing.

The Association members will meet monthly to discuss sales and business problems. At the first meeting, various aspects of dealer and manufacturer problems were discussed. The meeting included recent ARMA convention which will be attended by the members.

The major record company representatives in St. Louis will be invited to the monthly meetings. It is expected to start the next regular meeting.

New Duties For Columbia’s Clifford Benfield

NEW YORK—The promotion of Clifford Benfield, director of national development for Columbia Records, to a new position including additional responsibilities was announced by Albert B. Kurl, vice president in charge of national promotion.

Benfield’s new duties will include supervision of the company’s existing promotional activities and the creation of new programs. The appointment is the latest in a series of organizational developments that have been made within the company’s marketing department. Benfield, in his new post as regional manager, will serve in the area of company-wide organization development.

Benfield joined Columbia in 1967 in the promotion department in the tin area of company-wide organization development.

Initial Reaction

MACHINE

SHOPS

• Western Record Pressers Association
• Adams & Associates
  1062 N. Orange Grove
  Burbank, Calif.
• American Packaging Co.
  P. 0. Box 71743
  Florence Branch
  Los Angeles 17, Cali.
• Backstrand Hoffman Machine & Tool
  4126 E. Anaheim
  Long Beach, Cali.
• Coast Export Co.
  P. 0. Box 6445
  Pico Blvd.
  Los Angeles 22, Calif.

Erskine Recording Products Co.
  8637 W. Washington Blvd.
  Culver City, Calif.
• Finnbelt Mfg., Co.
  2846 W. Pico
  Los Angeles, Calif.
• Garden City Mfg.
  Garden City, L. I.
• Garden States Hydraulics Corp.
  Mill Dr.
  North Plainfield, N. J.
• Holland Electrophotographing Equipment
  475 Keep St.
  Brooklyn, N. Y.
• India Manufacturing Co.
  Indianapolis, Ind.
  Johnson Machine & Tool
  1702 W. 123rd
  Gardena, Calif.
  M G M Records
  Bloomfield, N. J.
• RCA Victor Distributors
  Bloomfield, N. J.
• RCA Victor
  501 N. LaSalle St.
  Indianapolis, Ind.
• RCA Victor
  Route 46, Franklin Ave.
  Rockaway, N. Y.
• RCA Victor
  135 E. 24th St.
  New York 10, N. Y.
• Standard Tool & Die
  Kearney, N. J.

Jimmie Rodgers

FOUR LITTLE GIRLS IN BOSTON

THE WRECK OF THE ‘JOHN B’

The Original Version

DON COSTA
His Orchestra and Chorus
NEVER ON SUNDAY

DON COSTA
His Orchestra and Chorus
THE WRECK OF THE ‘JOHN B’

R-4260

United Artists
7297 N.Y. 19 N.Y.

UA 624

The Cash Box—July 30, 1960
RACK JOBBERS

Victory Products
229 6th Ave. S. W.
Birmingham 5, Ala.

Victory Rack Service
805 9th Court
Birmingham 5, Ala.

Arizona Sundries Co.
1610 E. Maryland St.
Phoenix, Ariz.

Little Rack Wholesale Co.
4115 Asher St.
Little Rock, Ark.

Pic-A-Tune Inc.
6450 Hollis St.
Emeryville, Calif.

Biselman Dist. Co.
1301 65th St.
Emeryville, Calif.

Julian Brown Enterprise
9106 S. Western Ave.
Los Angeles 47, Calif.

Music City Record Rack Inc.
3424 W. 1st St.
Los Angeles 4, Calif.

Record Rack Service
4430 Santa Monica Blvd.
Los Angeles 29, Calif.

Pic-A-Tune
1281 30th St.
Oakland 8, Calif.

Record Supply
Rivs Solomon
2418 16th St.
Sacramento 18, Calif.

Record Supply
70 Oils
San Francisco 3, Calif.

Top Tip Music Co. Inc.
375 Eleventh St.
San Francisco 3, Calif.

Guaranteed Sales Co.
6265 E. Evans
Denver 22, Colo.

Bobby Distributors
675, Madison St.
Hofford 6, Conn.

Edge Limited
6201 Third St. N. W.
Washington 11, D. C.

Mar-Mac Distributors
4620 Wisconsin Ave. N. W.
Washington 17, D. C.

Bush Dist. Co.
60 Riverside Ave.
Jacksonville, Fla.

Record Bandstand of Fla.
2609 Main St.
Jacksonville 6, Fla.

Mershaw Co. Inc.
P. O. Box 3213
Jacksonville 6, Fla.

Budisco One Stop
180 N W 29th St.
Miami, Fla.

L & F One Stop Record Sup.
3645 N W 7th St.
Miami, Fla.

Sales Aiders Inc.
3645 N W 7th St.
Miami 35, Fla.

Statewide Music Dist.
3645 N W 7th St.
Miami 35, Fla.

All Purpose Rack Service
1068 Northside Drive NW
Atlanta 18, Ga.

Chicago Drug Co.
1335 W. Allgaidl
Chicago 14, Ill.

Schnupp Associates
320 West Cerrito Gardo St.
Decatur 34, Ill.

Indiana Merchandise Co.
1010 Central Ave.
Indianapolis 2, Ind.

Quality Drug Co.
1234 Harding
Des Moines 14, Iowa

Drug Dist. Inc.
609 Quincy St.
Towanda, Kansas

Pioneer Dist. Co.
P. O. Box 2059
Wichita, Kansas

Pioneer Distributors
710 W. Douglas
Wichita, Kansas

Payton's Inc.
716 W. Main St.
Leavittsville 2, Kentucky

A. J. Byl Co.
Industry Road
Lexington, Ky.

Modern Record Service
4421 Jefferson Highway
New Orleans 21, La.

Jayroom Company
73 India St.
Portland, Maine

Mershaw of New Jersey Inc.
2615 Windsor Ave.
Baltimore 16, Md.

Baston Record Dist.
P. O. Box 325
Station A
Baston 18, Mass.

Modern Records Inc.
1111 Berkeley St.
Baston, Mass.

Templ Sales Inc.
1594 Tremont St.
Baston, Mass.

Toy Distributors
624 Waverly St.
Framingham, Mass.

Lesley Sales Corp.
330 Reservoir St.
Needham Heights, Mass.

Imperial Distributors, Inc.
24 Granby Road
Worcester 4, Mass.

Handelman Co.
670 E. Woodbridge
Detroit 26, Mich.

Merchants Wholesale Service
10567 Grand River Ave.
Detroit 4, Mich.

Monroe Novelty Co.
338 Bridge St. N. W.
Grand Rapids 4, Mich.

Record Service Co.
2016 Plymouth Ave. N.
Minneapolis 11, Minn.

Pioneer Dist. Co. of Missouri
3916 St. John Ave.
Kansas City 23, Mo.

Rak Sales Inc.
3625 Delmar Blvd.
St. Louis 8, Mo.

Music Enterprises of Las Vegas
5409 Gypsy Avenue
Las Vegas, Nevada

Radding Ray Co., Inc.
226 E. Elm St.
Linden, N. J.

Mershaw of N. J.
183 Main Street Rd.
Meanaht, N. J.

Market Merchandisers Inc.
907 Frelinghuysen Ave.
Newark 12, N. J.

Raymond Feldman Brands, Inc.
Div. of N. W. Moody
126 Leavine St.
S. Hackensack, N. J.

W. W. Bivens
Western Wholesale Co.
P. O. Box 4218
Sta. A
Albuquerque, New Mexico

M. H. Fishman Co.
225 Fifth Ave.
New York 10, N. Y.

W. T. Grant Co.
1441 Broadway
New York 18, N. Y.

H. L. Green Co.
902 Broadway
New York 10, N. Y.

S. H. Krass & Co.
114 5th Ave.
New York 11, N. Y.

McClellan Stores Co.
55 Fifth Ave.
New York 3, N. Y.

McCory Stores
1107 Broadway
New York 10, N. Y.

Magna Books Dist.
15 N. Grand Ave.
Baldwin, N. Y.

N. W. Moody Corp.
159—15 Northern Blvd.
Flushing 58, N. Y.

G. C. Murphy
215 Fifth Ave.
New York 10, N. Y.

J. J. Newberry Co.
245 Fifth Ave.
New York 16, N. Y.

Paramount Record Sales Co.
187 W. Burnside Ave.
Brooklyn 53, N. Y.

Superior Mds., Co.
350 Nassau
Roosevelt, L. I., N. Y.

Super Market Housewares Company Inc.
589—603 E. New York Ave.
Brooklyn 25, N. Y.

Tiehner & Co.
70 Strong St.
Bronx 68, N. Y.

Talley Mds., Assn., Inc.
330 Park Ave.
New York 17, N. Y.

Lee Nadel
Unical Whelan Corp.
71 Bleeker St.
New York 12, N. Y.

F. W. Woolworth Co.
333 Broadway
New York 7, N. Y.

Fleetwood Record Service Inc.
12—05 43rd Ave.
Long Island City 1, N. Y.

Mershaw of New York Inc.
23 N. 3rd St.
Albany 10, N. Y.

Albert Humen
Almar Playtime Co., Inc.
10 Leonard St.
Amsterdam, N. Y.

Plattner Inc.
496 Chenango St.
Singhamton, N. Y.

Willard & Co., Inc.
1785 Walden Ave.
Buffalo 25, N. Y.

Mershaw of Western N. Y.
506 Seventh St.
Buffalo 1, N. Y.

Record Bandstand of N. Y.
1785 Walden Ave.
Cheltenham, N. Y.

Vernice House
12 Cepeland Ave.
Geneva, N. Y.

Mershaw of New Jersey
Plainview
New York

Lou Kustas
Tay House of Hudson Valley
Manchester Road
Peaughkegusia, N. Y.

Finger Lake Hama Mds., Co.
240 Hemingway Dr.
Rochester, N. Y.

Nilsor Bros. Inc.
49 East Ave.
Rochester, N. Y.

Statewide Record Sales
9 Farsells Ave.
Rochester, N. Y.

Almar Playtime Co.
625 W. Calhoun St.
Syracuse 5, N. Y.

Mershaw of N. Y. Inc.
610 Burnett Ave.
Syracuse 3, N. Y.

Teyman
70 Pallisade Ave.
Yankers, N. Y.

Handelman Co.
320 Isley St.
Greenborea, N. Car.

Quigley Show Room Specialties
Div. the Younger Set
1815 Dawson St.
Wilmingtom, N. Car.

Handelman Co.
5930 Broadway
Cleveland 27, Ohio

Modern Record Rack Service
1955 E. 101 St.
Cleveland 8, Ohio

Columbus Mds., Company
1166 Northwest Road
Columbus, Ohio

John J. Eatron & Son, Inc.
212 N. 4th St.
Columbus 15, Ohio

Handelman & Co.
550 E. Moaond
Columbus, Ohio

De Fern Record Service
2233 Springboro Pike
Dayton 39, Ohio

M. P Record Co.
5924 Beechwood Dr.
Portland, Ohio

Service Wholesalers
24 Union St.
Portsmouth, Ohio

Handelman Co.
670 E. Woodbridge
Detroit 26, Mich.

Walls Market Service
5053 Stickney Ave.
Toledo 12, Ohio

Handelman Co.
4018 Simon Rd.
Youngstown 12, Ohio

A. Robinson & Co., of Youngstown
3207 Southern Blvd.
Youngstown 7, Ohio

Mid Continent News
Box 925
234 W. 11th St.
Oksahoma City 3, Ohio.

The Cash Box—July 30, 1960
RACK JOBBERS

Southwest Dist. Co.
610 N. Hudson
Oklahoma City 3, Okla.

Teague Wholesale Co.
2500 N. Broadway
Oklahoma City 2, Okla.

Oklahoma News Co.
909 West 23rd Ave.
Tulsa 7, Okla.

Austin Brothers
7056 N. E. Gibson St.
Portland 13, Ora.

Wm. G. Blackburn
Record Merchandising Ser.
105 N. E. 62nd Ave.
Portland 13, Oregon

Julian Brown Enterprise
3560 N. E. Kliningsworth
Portland 11, Oregon

Hick Sundry Co.
3060 N. River Rd.
Salem, Oregon

A. Robinson of Altoona
3104 Pleasant Valley Rd.
Altoona, Pa.

National Merchandising Services Corp.
320 Mcdade Blvd.
Dallas, Pa.

E. P. Records of Erie
3103 Garland St.
Erie, Pa.

Self Service Drug & Sundry Co.
3226 Mt. Carmel Ave.
Glenside
North Hills, Pa.

Wambach Distributors, Inc.
14 N. 4th St.
Harrisburg, Pa.

Frank Ford Grocery Co.
G & Erie Sts.

Mershaw of New Jersey, Inc.
846 E. Woodlawn St.
Philadelphia 30, Pa.

Arco Playtime Sales Co.
Rd 1, Route 32
Pittsburgh, Pa.

A. Robinson & Sons
2731 Pennsylvania Ave.
Pittsburgh, Pa.

Wambach Dist. Inc.
2200 Fifth Ave.
Pittsburgh 19, Pa.

Drown Sales Co.
1423 Ellaria St.
Columbia, S.C. Car.

Knox Record Rack Co.
P. O. Box 4045
2000 Western Ave.
Nashville 21, Tenn.

S. I. Bernbaum
Bluff City News Co.
810 So. Walnut St.
Memphis 3, Tenn.

Handieman Co.
3556 Jackson Ave.
Memphis 12, Tenn.

Memphis Crockery Co.
400 S. Main St.
Memphis 3, Tenn.

West Texas News Agency
P. O. Box 1969
Amarillo, Texas

Record Distributing Co.
8805 Chancellor Ave.
Dallas 35, Texas

Julius Berg Sales Co.
412 San Francisco
El Paso, Texas

Trinity News
1320 W. Broadway
P. O. Box 1806
Fl. Worth 4, Texas

Broadway Records
2446 S. Blvd.
Houston, Texas

Record Dist. Co.
901 Commerce Ave.
Houston 2, Tex.

Lubbock News
1001 Avenue B
Lubbock, Texas

Melody Lane
3422 Avenue H
Lubbock, Texas

Johnson News Agency, Inc.
300 East Indiana
Midland, Texas

Panhandle Dist. Co.
208 S. Main St.
Perrytown, Texas

Weiner News Co.
P. O. Box 8178
San Antonio 10, Texas

Utah Sunrises
3260 South West Temple
Salt Lake City, Utah

Tidewater Toy House, Inc.
315 East 25th St.
Norfolk 17, Va.

Turner Candy Co.
P. O. Box 1846
Roanoke, Va.

Valley Feed Co.
Paper Mill Rd.—Box 564
Winchester, Va.

Burke Sales Co.
5128 Russell Ave.
Seattle 7, Wash.

Gordon Sales Co.
P. O. Box 58, University Station
Seattle, Wash.

Austin Brothers, Inc.
N. 2925 Martin St.
Spokane, Wash.

Handleman Co.
5600 McCorkle S. E.
Charleston 4, W. Va.

F. P. Kirby
M. B. Dist. Co.
222 6th Ave.
Huntington, W. Va.

Musical Isle Record Corp.
3025 North 30th Street
Milwaukee, Wisconsin

Western Rack Services, Ltd.
10 E. Hastings, Vancouver 4,
British Columbia, Canada

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COMPLETE CATALOG OF ALL MUSIC FROM BROADWAY TO BEETHOVEN.

WRITE TO
Interdisca Inc.
Executive House
225 E. 46th St.
New York 17, N.Y.

NATIONAL SALES REP.
Lou Cohen

TELEPHONE PLAZA 2-1950

The Cash Box—July 30, 1960
HOLLYWOOD—Columbia California executives (left to right) George Russel, Bill Brittan, Allen Enig, GeneBlock, Percy Perry, Irving Townsend and Ted Rosenberg, join in congratulating Faith on the presentation of a gold record for the millionth sale of “Theme” by Frank Sinatra.

**Golden “Theme”**

**Moinberg Named Top Rank Nat'l Singles Promo Mgr.**

NEW YORK—Harold Friedman, consultant and director of the executive committee, has named Ray Moinberg to the newly created post of national singles promotion manager for Top Rank and Jaro Records.

Moinberg will contact radio and television stations and disk-jockeys on a national basis. He will work in close conjunction with Rank’s four regional field representatives and report directly to Len Levy, national sales director for Rank Records of America, the parent firm.

Prior to his current appointment, Moinberg was national sales promotion manager for United Artists Records and for Colpix Records and national sales and promotion manager for the MGM disk subsidiaries Metro Records and Cub Records.

**Francis English Hit Gets U.S. DeeJay Response**

NEW YORK—There has been U.S. deejay reaction to Connie Francis’ “Robot Man,” a deck MGM released in England only, and which has become one of the nation’s top hits according to Joy Music, the tune’s publisher.

It all started when a Worcestershire, Massachusetts, deejay with a Connie Francis fan club received the deck from a British fan whom she exchanges records with. She liked the deck, brought it to a local tailor who in turn turned it over to WORC deejay Bud Clain who got a big response to it. With deejay’s asking for the deck, Joy had some sent over from England and took care of the requests, and added key jocks to the list.

Joy Records, the publisher’s diskery, last week cut throats Jimmie Horton in a version of the tune.

**Victor “New Sound America Loves Best” Promo Features 23 Fall Albums**

NEW YORK—RCA Victor’s “New Sound America Loves Best” 1960 “best buy” program was launched by company executives in four regional distributor meetings across the country, held from July 12 to July 15.

Immediately following the four national conventions, most Victor distributors began to hold their own local dealer meetings to introduce 1960’s best buy, the twelfth in Victor’s annual series.

Twenty-three new albums make up this year’s “best buy,” including 11 pops and 12 “Red Seal,” to be released over a two-month period, August and September, rather than the usual one-month period.

“The New Sound America Loves Best” theme was chosen for several reasons, according to George Marek, Victor vp and general manager. One is to dramatize for the consumer the results of recent achievements by engineers and sound technicians.

The release will be backed by a saturation advertising and promotion campaign which will cover all media—television, radio, national magazines, offer promotions, new products, and point-of-sale. The campaign will be handled in conjunction with John H. Breck, Inc., manufacturer of Breck Hair Preparations, following up last year’s successful “Red Seal” buy joint promotion.

The promotion will center around special “New Sound America Loves Best” program LP album containing selections from 15 “Red Seal” and pop albums. A preview LP will be available to consumers in monaural or stereo for $1.50 with a $1.25 box or label of facsimile.

The new Breck has doubled its advertising expenditures for the promotion and has allocated over $800,000 for all media and sales promotion. W. I. Alexander, manager, advertising and promotion, has specified the OA and possible joint promotion with Breck resulted in “a phenomenal sales jump for Breck and a powerful sales momentum for Victor LP’s. We expect this year’s promotion to be even more successful.”

An additional feature of the fall campaign will be the offering of the$1.50 “Red Seal” Ramin LP, “The New Sound America Loves Best,” on a money-back guarantee, repeating last year’s “Chansons Pop,” a special lawn. Spectacular,” the two artist’s initial collaboration. A special advertising campaign of the album cover will carry the message of the money-back guarantee to the consumer. Victor considers this album the iconcme sound album of the 1960 “Best Buy” release.

As usual, the promotion is designed to offer the consumer “dramatic” savings on multi-LP operatic albums, Victor is inaugurating its new opera catalogue price structure on all future 3 and 4 LP operatic albums, rather than continuing those presently in the catalog. The new price structure is effective immediately, with the exception of the recent “Turandot” with Nilsson, Tebaldi, Corelli and Pavarotti, “Il Travatore” with Price, Tucker, and Warren in this year’s best buy.

The fall pop release includes the following 4-LP sets: “The Beatles—At The Apple,” “Hit’s of the ’50’s” (Sam Cooke), “Infinity In Sound” (Esquel), “My Fair Lady” (Gardner,和技术), “Carmen” with Torelli and Verdi’s “Il Trovatore” with Price, Tucker, and Warren in this year’s best buy.


The two complete operas are Verdi’s “Rigoletto” with Price, Tucker, Warren, Elias and Tozzi; Pucini’s “Turandot” with Nilsson, Tebaldi, Bjoerling and Tozzi.

**10 LP’s Mark Camden’s “Best Buy” Program**

NEW YORK—Ten new LP’s to be promoted under the theme of “The Record Values America Loves Best” mark RCA Camden’s 1960 “Best Buy.” Among the ten are reissues of a Connie Francis recording specially made for the “Best Buy,” as well as several re-releases by big names.

The 1960 RCA Camden best buy will include “Very Connie” featuring Connie Francis “Dream, Live and Love,” “Sweet and Swing” with The Ames Brothers, “More Hawai‘i In Hi-Fi” with Lelo Addio and his orchestra, Florence Henderson with Sid Bass, his orchestra and new performers “The Best Frank and Dean,” “Music of Moe,” Richard Malaby and his orchestra, “Music From Lucky,” “Follow the Bouncing Ball” a community sing with Norman Leyden, “Dancing Straws,” “Mr. Wailers” played by the Oslo Philharmonic orchesatra under Ivon Fjeldstad, a jazz collector’s item “Swing, Swing with America Loves Best” with Benny Carter conducting and two children’s recordings. “Pepeyee’s fans” will have a chance to capture the “Turtle And Other Stories.”

RCA Camden will back up its 1960 best buy with a special ad in Look featuring Joe Bova, Jimmie and Jimmy with the theme “The Record Value America Loves Best.” Sales and special dealer ads will include a major full color window display featuring all ten albums, a full color streamer and “Dreamer’s Holiday” cover for the season, a double-page ad and a four-page supplement. A red window streamer featuring the Dr. John’s “Shuffle” will include features of the point-of-sale material.

**Liberty Adds Jerdon Label To Nat'l Release Stable**

LOS ANGELES—Liberty Records has added the Jerdon label for exclusive national release. Liberty national sales manager Don Bohanan announced last week. First Jerdon release to be handled by Liberty is “How Long” b/w “Chloe” by Darwin & The Cupids, which is being released in the making noise in Seattle. Label has similar arrangements with the Dolton and University labels.

Additionally, Bohanan said Liberty is negotiating with Sabrina Records’ Marascallo on national release plans for Sabrina’s up-coming product. Currently involved is Sabrina’s “My First Love” by Frankie and Johnny.

Bohanan noted the “strongest sales growth release. Liberty national sales manager Don Bohanan announced last week. First Jerdon release to be handled by Liberty is “How Long” b/w “Chloe” by Darwin & The Cupids, which is being released in the making noise in Seattle. Label has similar arrangements with the Dolton and University labels.

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**The Cash Box—July 30, 1960**
**RECORD CARRYING CASES MFRS.**

Alan Insulated Mfg. 1107 McClellan Highway Newark 4, N. J.
Amberg File & Index 1637 Duane Blvd. Kankakee, Ill.
Astel Inc. 252 Norhor St. Cincinnati, Ohio
Board Mfg. Co., Inc. 4553 W. Harrison Chicago, Ill.
Carol Industries 325 Cora St. Brooklyn 31, N. Y.
Couscous Div. of Red Rope Stationery 70 Washington Ave. Brooklyn, N. Y.
Columbus Plastic Prod. 1625 W. Mound St. Columbus, Ohio
Decelle Decora Records, Inc. 445 Park Ave. New York, N. Y.
Disc Mate Cases Red Rope Industries 70 Washington St. Brooklyn 1, N. Y.
Enterprise Toronto, Ont., Canada
Friedman Aircraft Record Display Fixtures Charlevoix, Mich.
Hillcroft, Inc. 11 Wabash 30th St. New York, N. Y.
Knight Industries 164 Liberty Ave. Brooklyn, N. Y.
Le-Be Products Co. 418 East 49th St. New York 19, N. Y.
Massich Co. 780 East 124th St. New York, N. Y.

**POLYETHYLENE BAG MAKERS.**

- Western Record Pressers Assn.
- Allied Record Dist. Co.
- Ohio Plastic Bag Co.
- California Plastic Bag Co.
- Chicago Trans. Bag Co.
- Mockingbird Mfg. Co.
- D. & A. Transparent Bag Co.

**THE N. & TAGGED 19-01**

Chicago, Disc Columbus Cole 2522 Enterprise Dick Brooklyn, 4553 Charlevoix, 1625 Carol Philadelphia, Samuel Chicago, Kankakee, Beard Alan Machion New Brooklyn, 197, derway 64 Smith Haarla, Panula Display Washington 1, Rope War. 1, Mate Park Ln., Liberty's of Ft. Lauderdale, Fla., who also heads the Stereodettes line.

**POLYETHYLENE BAG MAKERS.**

- Western Record Pressers Assn.
- Allied Record Dist. Co.
- Ohio Plastic Bag Co.
- California Plastic Bag Co.
- Chicago Trans. Bag Co.
- Mockingbird Mfg. Co.
- D. & A. Transparent Bag Co.

**“A FOOL IN LOVE”**

by IKE & TINA TURNER

Sue 730

**“I WANT THAT”**

by BOBBY HENDRICKS

Sue 729

**“DON’T START ME TALKING”**

by JOHNNY DARROW

Sue 728

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Board Mfg. Co., Inc. 4553 W. Harrison Chicago, Ill.
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Knight Industries 164 Liberty Ave. Brooklyn, N. Y.
Le-Be Products Co. 418 East 49th St. New York 19, N. Y.
Massich Co. 780 East 124th St. New York, N. Y.

**Sinatra, Kingdoms In 4 LP Issue From Capitol.**

Hollywood — Capitol Records issues four LP’s this week, including Frank Sinatra’s first LP in a year, and a new Kingdom Trio offering.

The Sinatra package is tagged “Nice ‘N’ Easy” and the Kingdom Trio follows its smash “Sold Out” package with “Swing Along.”

Another LP includes: “Sing A Spiritual With Me”—Tennessee Ernie Ford’s last album—like Ford’s previous “Sing A Hymn With Me”—packages a song book containing the words and music to the spiritual songs by Ford and a sixteen-voice choir at St. Paul’s Lutheran Church in North Hollywood. Book is bound in gold-embossed, leather-like material.

The fourth LP is “This Is The Hollywood Bowl,” the special 2-disc LP celebrating the 35th anniversary of the Hollywood Bowl. Disc contains selections from 30 Hollywood Bowl Orchestra albums.

**Jacket Design Feature Of Liberty’s Fall LP’s.**

Hollywood — Liberty’s fall program of nine LP’s—due for early August release—will feature “extravagant, eye-catching and utilitarian” album jackets.

Six color printing processes, some in combination with gold foil laminating, are being processed for the Liberty program.

In addition to the visual appeal of the new LP jackets, which have been fashioned by Liberty art director Bill Pat. Ford will also serve an added utilitarian purpose according to Chuck Ward, album production-coordinator.

The northeast example is seen in the Jack Costanzo LP upcoming which includes instructions for the beginner in playing the bongos.

Other innovations, under wraps in the development stage, are also said to be forthcoming in Liberty’s extensive fall LP program.

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Top Rank Distribr To Get Look At Fall LP's Via Slide Show

NEW YORK—Using the election as the overall theme for his presentation approach, Len Levy, Top Rank's National Sales Director, last week previewed the distributor's packages that he and his field force will take with them when they cover the country in August.

"Distributors have become extremely sensitive of manufacturers who cost them time and money by holding sales meetings in virtually every port of the Western Hemisphere. Frankly, I agree with the distributors. My four regional sales managers (Earl Kertman—West Coast, Sam Cerami—mid-West, Lenan Rogers—South and Irv Trencher—East Coast) and I are going into each distributor's home territory. We will hold with them in his office or in our hotel room. Every important member of the distributor's staff will be present and each territory will receive specific individual attention from the Top Rank representative to aid in achieving maximum sales."

Top Rank's Fall release enlists of twelve new LP's in the $3.95 monaural and 34.98 stereo class as well as the recently issued Tommy Dorsey sessions. Top Rank's September release appears on October 6, 1960.

The Best To Cash Box from

The Cash Box—July 30, 1960

BLANK TAPE MANUFACTURERS

Irish Recording Tape
Cvrc Industries
Division of Ampex
Opelika, Ala.

American Magnetic Tape Co.
Los Angeles, California

American Recording
6333 Wilshire Blvd.
Los Angeles, Calif.

Reeves Soundcraft
Sylvania, Conn.

Da Powl Mylar Polyester Film
E. I. du Pont de Nemours & Co.
Wilmingotn, Del.

RCA Victor Tape
30th St.
Indelispolis, Ind.

Minnesota Mining & Mfg Co.
Magnetic Products Div.
350 North Ave.
St. Paul, Minn.

RCA Sound Tape
415 S. 5th Ave.
Harrison, New Jersey

Technical Tape Corp.
240 North Ave.
New Rochelle, N. Y.

Enso Corp.
Route 38, Airport Circle
Parsippany, New Jersey

Minnesota Mining
700 First Avenue
Edina, Minnesota

St. Cecilia Co. Ltd.
Box 33
Waltham, New Jersey

Recoton
32-35 Barnett Ave.
Long Island City 4, N. Y.

Audio Devices, Inc.
244 Leonard St.
New York, N. Y.

Coleson Corp.
Plastics Division
New York, N. Y.

Kromak Co.
128 East 41st St.
New York, N. Y.

Tri-Tan Tape Co.
Woodside, New York

Olsen Radio Warehouse
260 Broadway
Aron, Ohio

Ataric Corporation
Cincinnati, Ohio

Colinson, Inc.
3017 West Wellington Ave.
Chicago, Ill.

Philo Accessory Div.
Toys & C. St.

First Col. 4-Tracks

NEW YORK—Columbia's entry into the 4-track tape field in September—announced at the Miami meet last week—will be the initial release of twelve packages. They are: "More Of Johnny's Greatest Hits"—Johnny Mathis; "The Old Sweet Songs"—Frank DeVol and His Rainbow Strings; "Hits From The Movies"; "The Hottest New Group In Jazz"—Lambert, Hendricks & Ross; "Moments To Remember"—Nerman Lullof Choir; "Show Time"—Doris Day; "Along With Milk"—Milk Miller & The Brass, Piccolos & Drums; "We Like Polka Music"—Ray Conniff and His Orch.; "Mendelson: Concerto No. 1 In G For Piano & Orch."—R. Secking's—Eugene Ormandy conducting the Philadelphia Orch.; "The Great Movie B-Warior Bruc—Vaquer: Trsten Und Isdale:—Leopold Stokowski conducting the Philadelphia Orch.; "The Sound Of Music"—Original Cast.

RCA Victor Appointments

NEW YORK—George H. Grau has been appointed Victor manager of artists' contracts and Alvin S. Herlich, manager of copyright contracts, it was announced last week by W. W. Bullock, division vice-president of market service and business affairs.

Grau has been with RCA Victor since 1956 and, since that time, has concentrated in the area of artists' contracts. Herlich joined RCA Victor in 1954 and was a member of the general accounting department for Corporate Staff until 1957. At that time, he joined Victor as manager of royalty administration.

Both Herlich and Grau will report to Bullock.

New One-Stop

NEW YORK—Martin Distributing has opened a "one-stop," Jamaica Records, Inc., located at 178-25 Hillside Ave., Queens, N. Y., it was announced last week by Murray Lefkoff. An open house will be held for the press and trade on July 27.

4 MONEY-MAKERS!!

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EXCELSO 2181

"IT HURTS ME SO"
LATTERMORE BROWN
ZIL 9005

"It's Too Late Baby"
EDDIE WILLIAMS
EXCELSO 2180

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Maiden Voyage

NEW YORK—RCA Victor was elegantly represented on the maiden voyage of the Italian line's newest liner, The Leonardo Da Vinci. The passenger list included Mr. & Mrs. George Mark, chairman and general manager and Mr. & Mrs. Hugo Peretti, of Victor's Hugo & Luigi producing team. They are shown in one of the ship's salons, and, reading from left to right, are Peretti, Mrs. Marcel, Mrs. Peretti and Mark.

GERMANY—THE PAST 12 MONTHS

The record industry in Germany is still young. Every child has growing pains, and this year the teenage record industry showed its first signs of maturity. Remember that the industry experienced a completely new birth after the war. Since the war, Germany has relaved heavily to the music of America. From 1955 the sales of records has always increased. After the war, the biggest hit sold around 80,000. Today, million sellers in Germany alone are already in evidence. However, the last year showed a drop in the sales drop in the history (after the war) of the business. Record sales dropped 12- to 14% in the brighter side of the picture. On the brighter side, however, singles are still the bread and butter business of the German firms. One of the reasons for the slack in sales is possible saturation in the field of rock and roll. The buying power of the Germans in Germany. Remember that less that 5% of the total population of approximately 80,000,000 have an income exceeding 200,000 marks. Most of the production over the past year has been rock and roll. The age group between 25-35 was neglected.

One other trend was greatly in evidence over the past year. Before this year, big artists had big sales. This year, it took a good song and a good production to make a big hit. Here's what the press called "The Number" recorded by formerly "Ice cold" singer, Peter Alexander sold around 400,000. His next release, however, barely hit the 20,000 mark. The one exception to this rule is "Friedenslied," which has had over 150,000 sales during the first 3 years. This, "Die Gitarre Und Das Meer," and "Unter Fremden Sternen" (Under Foreign Skies), both went over the million mark. His latest release only sold about 400,000. This is still fairly high, but it shows that even the strongest artist can not consistently sell more.

Musical trends were national and world trends. The death of the strong teen market, and a growing popularity of ballads with a mild beat.

Again, this was known and retained their popularity in the last 12 months. Names such as Ivo Boble, Detlef Engler, Tommy Kent, Heidi Bruhl, Dalida, Rex Gildo, Jan and Kjeld, Rocco Granata, and the English youngster, Laurie London were among the stars that opened their music in America within this period. A few years ago, all became household words and enjoyed strong record sales and popularity.

MUSICAL films also enjoyed their start during the last 12 months. Teenagers Peter Kraus and Conny were the strongest in this medium, and their films also went on the road for multiplex shows.

In July, 1959, rock and roll was strong. However, German folk song material consistently headed the charts. American journals proclaimed "Morgen" from Manolou singer, Gino Vannelli, a German hit. This record was not yet in the German top 50. Publisher Peter Meisel reports that "Morgen" was not sold 50,000 copies in its first week. After its success in America, it went over the million mark here. Heading the chart was Freddy's smash single, "Die Gitarre Und Das Meer." "Charlie Brown" was a bit hit with the "Paper Moon" pictures, but now its riding high and began to move in the states.

After the summer break, the business. French songstress Dalida hit the top of the charts with her Gearman cover of Jane Morgan's "The Day That The Rain Came." Arlora Records began their new low priced line, "Bucorolo." They concentrated on cover productions of hits and put their records in newspaper stands and cut prices down to 30 cents. This was not the start of German "rack sales," as German labels "Tempo," which began before the 2nd World War, and "Starlet," which opened doors in 1987, were already on the market with singles selling for around 60 cents. Paul Vaughan was also on top with "Alloha Co." August ended, and the new season began.

In September, teenager Peter Kraus hit the top of the charts with "Wunderbar Wie Du" (As Wonderful As You).

On January 1, no records were produced as the record industry started its fight with BERM the European equivalent to BMI and ASCAP. The record industry wanted lower percents and the BERM refused to give in. The result was a complete stop in production. Plenty of numbers were on hand from December to March to keep the ball rooler production in the months, but mark production began to run out, and both sides tightened their belts to stave off a drastic slump in record sales. Meetings were held in Paris with no results. The record industry found its Paris conference met with the same success as the later conference on the same subject. Both sides were serious and both agreed to a truce beginning in April. As of this date, nothing has been settled, but the truce lives on. The industry breathed a sigh of relief and began to produce. The end of March found one more pop music festival. The German state owned-municipal radio stations opened the same hall in Weehavden which Lame record. Both sides took top honors with "Bonne Nuit, Ma Cherie," and went to England for the European top honors. The winners were French song, "Tom Piffli" & English march, "Looking High, High, High." The German entry finished 4th. However, the song was a smash hit in Germany and was 2nd place in the German hit parade. Auseinam Gehn ("We'll Never Part) sang by Heidi Bruhl won the consent of the strong church, and went on to become a big hit.

The new hit parade for this week looks like this.

1. Da Weilen Niemals Auseinam Gehn—Heidi Bruhl—Philips—(Michael Jary)
2. Seeman—Lollis—Polydor—(Gerig Publishing)
3. Moonlight—Ted Herold—Polydor—(Budapest)
4. The Clocks—Wellesley—Polydor—(Duffy Publishing)
5. Mid-Mid-Midmurne—Enny—Electrola—(Peter Meisel)
6. Muntapa—Leo Leandros—Philips—Montana
7. Klein Land Kan Schoenem Son—Reine Karol Gergi
8. Braune Pfanen Skin—London—Peter Meisel
9. Melodie De Nacht—Freddy—Polydor—Schaffers—Ufenet

The Cash Box—July 1960

NAMM Sets Attendance Mark; Orders Reported "Excellent"

CHICAGO—A new attendance record for a Chicago convention, and an "excellent" level of orders taking were the results of last week's (10-14) Music Industry Trade Show & Convention, sponsored by the National Association of Music Merchants (NAMM). Attendance reached a total of 11,385 of whom 3,618 were buyers. Previous attendance record for a Chicago show was in 1958 when 11,024 registered. The trade show will be held again in Chicago in 1961 on July 16 to 20.

Philip Wurlitz IV, head of a chain of four music stores in the South, Wurlitz's For Music, was elected NAMM president. He succeeds Carl Hofneman's Clay Shermann of San Francisco.

More than 260 exhibitors showed their wares in the musical merchandise area, with the music of which the largest was "The J. W. Pepper's "er Heather, and which was given the award of the record.

Other officers elected were: vice president, J. W. Korten, Korten Record, Wash.; treasurer, Gregory Durant, Lyon & Healy, Chicago; secretary, C. Gordon Hamman, Hamman's Music Store, Baltimore, Md.; director of the American Music Conference, Eldred Jr., Byerly, Byerly Bros. Music, Potter, Ill.


Officers elected by the National Association of Young Music Merchants, which changed its name from Young Merchants, were: president, George D. Ringness, Jr., Byerly Bros. Music Co., Potter, Ill.; vice president, Charles J. Penny, Penny-Owlsley Music Co., Los Angeles, Calif.; secretary, William L. Callaway, Thearles Music Co., San Diego, Calif. Directors elected were: Charles J. Penny, Penny-Owlsley Music Co., Los Angeles, Calif.; Walter L. Poole, Jr., Poole Piano Company, Houston, Tex., and George D. Ringness, Jr., Byerly Bros. Music Co., Potter, Ill.

The 1960 show marked a departure in its Sunday opening. The innovation was termed highly successful by exhibitors with more than 5,000 registered by Sunday night, giving the show an early start. The Sunday opening will be repeated next year.

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Gortikov Named CRDC VP For Mchse;
Tallant Heads Nat’l Sales & Operations

HOLLYWOOD—In moves designed to strengthen the company’s top executive structure and accomplish a more natural grouping of marketing functions, Capitol Records Distributing has named Stanley M. Gortikov to the newly-created post of vice-president in charge of merchandising, and assigned CRD vice president, William B. Tallant, Jr., as the company’s national sales and operations manager.

The two appointments, effective immediately, were announced last week by CRD president J. K. Maitland. According to Maitland, who resigns as corporate development director for Capitol Records in order to accept the CRD position, will be responsible for all CRD merchandising and market-planning functions, as well as those market-research and new-product-development activities formerly carried out by Gortikov’s Capitol corporate development department.

With CRD assuming these additional responsibilities, Gortikov brings to the company all of his former CR personnel, including William B. Burkhalter, who now becomes CRD market research manager.

Reporting to Gortikov under the new organization will be Arthur D. Duncan, CRD director of market planning, and William L. Mikols, recently appointed national merchandising manager. All of CRD’s existing merchandising sections and functions—advertising, popular album merchandising, singles merchandising, Capitol Classics merchandising and phonograph merchandising—will continue to operate with their present managers and personnel, Maitland said.

Maitland also announced the election of Gortikov to CRD’s board of directors, replacing Stephen H. Strehman, former CRD vice president and director of operations planning, who is resigning his CRD post in order to accept a new position in CR. (See separate story.)

In a second move, William B. Tal- lant, who has been named CRD vice president and member of the board of directors of CRD, and former director of merchandising planning, will assume responsibility for all CRD national sales and operations activities, including sales functions recently assigned to Robert E. Campbell, who has left the company. Tallant will report direct to Matthew D. Schuster, CRD vice president in charge of distribution, Myron L. Levinson, manager of CRD’s national operations department, will now report to Tallant.

Gortikov joined CR in February, 1965, as corporate development director. Previously he had spent twelve years in positions of top executive responsibility with a major Los Angeles apparel-manufacturing firm. Prior to his textile industry experience, he worked in the field of advertising, coordinating creative and customer services.

Tallant joined CRD in 1945 at the company’s Los Angeles branch. Subsequently he served as assistant branch manager at Los Angeles, sales manager of the CRD group, and district sales manager at Boston. In 1955, he moved to CRD’s Hollywood headquarters as assistant national sales manager. In December, 1958, he was appointed administrator of merchandising and advertising for CR; and in January, 1960, he was elected a vice president and member of the board of directors of CRD, and appointed director of merchandising planning.

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“I NEVER GET ENOUGH”
BILLY (THE KID) EMERSON
L.A. #1301

NEW YORK—Dave “Baby” Cortez pats in an appearance on Bruce Morrow’s WINS segment as a windup of the station’s “adopt a foreign puppy-cat week” promo which was built around the organist’s “Cat Nip” click on Clock.

Cat-Nipping At Wins

NEW YORK—United Artists Records dollar product annual distrib meet this week (23 & 25) in New Orleans at the Hotel Monteleone. Over thirty UA distrib around the country will hear of UA’s fall LP and singles plans, keyed to the theme of “Sound of the Sixties.”

Greeting United Artist distributors were UA’s entire executive staff including David Picker executive vice president, Art Taliano vice president and general manager, Andy Miele, national sales manager, Jerry Waxman, eastern regional sales manager, Norman Nelson, mid-western regional sales manager, Harry Goldstein, western regional sales manager, Don Costa director of A&R & M, Maitland, Bob Altalune, director of advertising and publicity and Eddie Mathews, director of national promotion.

Distributors were greeted at their first business session by Picker and the keynote address was delivered by Palmand. Highlights of Palmand’s speech were “United Artists is taking aggressive and active steps to build up a sound-selling catalog based on name talent. An announcement will be made at a later date of new artist joining the UA roster. A million dollar show will be available to the company through its film alliance. Some of the big UA pictures that will be released are “My Fair Lady,” “Tracy Withers,” and “Frank and Jesse James.”

Victor Release “Finian’s” Revival

NEW YORK— RCA Victor last week released the 1960 Original Cast production of “Finian’s Rainbow” and a rendering of the “Bells Are Ringing” score by the Nelson Stringers.

“Finian’s” starring Jeanett Carson, Howard Morris, Biff McGuire, Carol Channing and Don Ameche received at a limited engagement revival at New York’s City Center this week that it was decided to have a Broadway run. The show, however, will not survive the recent theatre strike.

Mercury Appoints Chas. F. National Promo Director

CHICAGO—In a realignment of its sales, and promotion, Mercury Records has announced the appointment of Charles F. National as national promotion director for the company’s subsidiary, Mercury Records Chicago office. Under his supervision will be the label’s staff of promotion and merchandising.

Kenneth S. Myers, formerly promotion manager and recently appointed by RCA Victor in charge of sales, will supervise the entire sales staff, with all Mercury regional sales managers reporting directly to him.

London To Intro Fall Program At N.Y. Meet

NEW YORK—London Records this week (27) introduces its fall stock to some of Eastern distrib here at the Manhattan Hotel. London headquarters personnel will attend the program locally to each distrib district for a succeeding ten days. Full details on the program will appear in next week’s issue.

Cat-Nipping At Wins

NEW YORK—Dave “Baby” Cortez pats in an appearance on Bruce Morrow’s WINS segment as a windup of the station’s "adopt a foreign puppy-cat week" promo which was built around the organist’s "Cat Nip" click on Clock.
NEW YORK—Roulette Records has signed Richard Maltby and his orchestra to an exclusive recording contract. Maltby, who has one of the most popular and consistently booked bands in the business, will have his first album, "Maltby Swings For Dancers" out around August 15. According to Roulette's Pete P. & R. chief, Joe Reisman, Maltby will be used as a single performer, as well as an album artist. Before leaving for the Roulette distributors meeting in Miami last week and a vacation, Reisman recorded the first Maltby single, "Eat Race," from the Tony Curtis-Shirley MacLaine movie now playing on Broadway. The flip will be "Make It Take" an original from the "Maltby Swings For Dancers" LP.

**New Connie Single**

NEW YORK—MGM Records this week releases a new Connie Francis single, "My Heart Has A Mind Of Its Own" b/w "Malaguena." The "Heart" portion was penned by Howard Greenfield and Jack Keller, writers of the lark's current hit, "Everybody's Somebody's Fool." Session was made in Hollywood where Miss Francis is making her screen debut in MGM Pictures "Where The Boys Are.

**Starday's "Country Music Spectacular" 20% LP Discount**

MADISON, TENN.—Don Pierce, president of Starday Records, announced last week that the label is inaugurating a country music spectacular package goods sale for the month of August. During the month Starday will extend a 20% discount on its entire line of country and gospel (20) LP's and (35) EP's with a 100% exchange privilege.

Highlighting the sale will be a "Country Music Spectacular" 2-set album containing 36 of the golden country hits of the 1950's. The package will retail for $4.98 and will feature a four color cover with a 2 pocket jacket. There will be no August-released albums by Cowboy Copas (currently hot with "Alabam"), Lonzo and Oscar and Marshall Rack. In addition, there will be the recently-released LP's by Bill Clifton, Wally Fowler, the Stanley Brothers, Carl Story, George Jones, the Sunshine Boys and many other combination hit parade, bluegrass and gospel issues. The entire catalog is in stock and is available for immediate shipment from the home office.

**Darin's First Feature Pic**

NEW YORK—Bobby Darin makes his feature film bow this September with the filming of "Come September," which co-stars Rock Hudson, Gina Lollobrigida and Sandra Dee. Pic will be made in Italy by Robert Mulligan for Universal-International release. It was announced last week that the Atlantic star would make regular appearances in a new TV show bowing this fall, "Dan Raven.

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**Roulette Unveils "Profit" Combination At Miami Distributor Conclave**

NEW YORK—During a two day meeting in Miami, Florida, Roulette Records last week presented its new sales program and new album releases. Tagged "The Profit Combination," the new album cycle contains selections by the label's top jazz artists, solo and orchestra, program. The discery is offering 10% on all monaural album purchases, 5% on all stereophonic releases, 50-60-90 day deferred billing plan, and a 5% return privilege which embraces all initial orders, but does not include current releases. The plus number refers to the total dollar volume quota assigned to each distributor. When the distributor exceeds this quota figure, the salesmen are eligible to receive a 2% cash amount of this figure which is to be split among them. The profit combination program includes all the new releases for this month, as the Roulette, Roost, Tico, Gee and Forum Records catalogs.

Two catalogs, which were singled out for special sales promotion, "Rock 'N' Roll With Frankie Lymon," which will include a bonus hit, "Bitty Pretty One," will be offered on a $1.50 for four basis. For every four albums purchased of this LP, the dealer will receive one album free. A qualifying order will be specified so that the fact that this single is in this album, will be shipped to the distributor.

Joe Reisman's "Instrumental Impressions" is the other album that was marked for special treatment. As the "Album Of The Month," "Instrumental Impressions" will be promoted in special cardboard counter display brochures. It will be shipped in packages of fives or tens and will offer the consumer a $1.00 savings off the current price.

One of the highlights of the new release campaign will be the introduction of a new Gold Classic Series on Roulette. Prior to this release, only gold records were on the low priced Forum label. These new Gold Classic Series LP's will be issued on Roulette and will go for the suggested retail price of $4.98 monaural and $5.98 stereo. Included in the first Gold Classic Series release are the complete six Bach Brandenburg Concertos in three separate LP's, and a 150th Commemorative Anniversary album of Chopin's Twenty-Six Preludes. "Roulette indicated to its distributors that all classical releases will now be issued on this new Gold Classic Series.

A forty minute color slide and three track stereo tape presentation, Roulette sneak previewed for their distributors, the new products for August and September. The albums shown and played were: "At Home With Jimmie Rodgers" (An Evening Of Folk Songs); "Naughty, But Nice" by the Bailey Brothers; "Swings For Dancers"—featuring Richard Maltby and His Orch.; "Sing Along With Emmett Kelly" which spotlights a four-color photograph souvenir notebook; "Neapolitan Memories" with the voice of Doreen; "Italiano, USA," Lou Monte's first album for the label; "Ivery and Bowers With Al Cohn and Quintette" and "New Selections In Sound" which introduces a new instrument, the Accororgan, as performed by Louis Del Monte.

The Birdland Series of jazz albums includes: "Not New, I'll Tell You When" with Count Basie and His Orch.; "Kappertown" with Bob Kappert and Frank Ferguson and His Orch.; "My Crying Hour" which introduces Cora Lee Day; "Gretch Drum Night At Birdland," which introduces with the Orch. to the Gretsch Manufacturing Company, and was recorded live at Birdland, featuring on drums Art Blakey, Philly Joe Jones, Elvin Jones and Charlie Persip. One of the most well received albums in the Birdland Series was "Swingin' in the Sun," which contains selections by the label's top jazz artists, solo and orchestra, program. Count Basie, Maynard Ferguson, Billy Eckstine, Joe Williams, Lambert Heywood, "The Conclave" and Sun and others.

Recent Records will release "Guitar and Strings" featuring Johnny Smith, and Tico Records is represented by "Frankie and His Newest—On the Spot," live recording, by Luis Varona, his piano and Latin-American Strings in the "Havana Box." At the Eden Roc Hotel in Miami Beach. Filled with an on-the-spot, rare recording, the label advertised $1.98 line, releases: "Cha Cha Carnival" featuring Tito Puente, "Pacifica Suite" Malcolm, Pete Davis and others; "Dixieland" with The Shep Hurdup, Bob Kappert and His Orch., "Hollywood Themes" featuring Jack Shain- din and His "Symphony Of The Air Orchestra; "Let's Dance With Tony Pastor"; "Just Say I Love Him" featuring "Angel," "All In Swing With The Hugo and Luigi Family Singers."

A full scale promotional campaign is set to support "Profit Combination" cards. These cards are the new album order and inventory control medium for DJ's and record dealers. These four-color mounted easels and four-color window streamers on many of the labels are the advertising service will be made on all the albums and reprints of the reviews on all the albums are to be sent to the salesmen. The advertising schedule will be maintained, full page ads for national newspapers and trade publications, and ads for local newspaper advertising will be available. A special advertising campaign is planned with Italian language newspapers and trade publications.

Due in part to these private meetings and the heavy initial orders placed on the new albums, Joe Kolsky, the Roulette distributor's vice-president, said that the company's sales force was, "without reservations, the most successful meeting the company has ever held."

The Roulette meet was marked by the first release of Press material periods, after short informal speeches were made by the discery's president, Morris Levy and Joe Kolsky, executive vice-president. The second day of the meeting was dedicated entirely to reports from the distributors. The distributor was allowed some twenty minutes to a half hour to discuss individual problems and sales with the Roulette executives.

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The 33 Single: Answer To Singles Slump?

NEW YORK—The second-half of 1960 saw the inauguration of the most dramatic change in the singles market since the advent of the 45 disk more than a decade ago. At that time, the birth of the 45’s signaled the beginning of the end for 78’s. Now, will the 45’s eventually go the way of 78’s and bow to a 33 speed?

At this moment the majors and a host of independents are holding top-level meetings with this in mind: is the 33 single the answer to the singles slump? Why many music men feel it is centers around the all-sold phonograph.

While adaptable to any speed, the all-sold phonograph has, ironically, made the playing of 45’s an inconvenience. In the early days of 45’s, phones were built which only handled 45’s. If then a console phone were purchased, there was a separate turntable for 78’s and 33’s and one for 45’s.

When all three speeds were later incorporated into single turntables, it became somewhat awkward and inconvenient to spin a 45. Either a special big-hole adapter had to be installed or the 45 hole had to be reduced by filing down to the 78-33 size, or a special 45 turntable was purchased. Today, a separate turntable is needed.

Thus, the thinking is, singles sales can be re-vitalized by a standardization—by releasing—by releasing a single-box use only—some of their top current singles in the 33-45 33-78 format. Selections always include dates from a particular artist’s LP catalog.

Recently, the A & M’s have a new Juke Box, Seeburg has instituted an “Artists Of The Week” feature which enables the juke-box operator to merchandise his 33 singles selections. On the frame, where a record machine is placed, there is space for a 7” version of “The Best Of” the month’s record, the one selected “Artists Of The Week.”

While Seeburg feels it is important to offer the public a chance to program in its juke-boxes, the disk-ery, of course, want to develop new talent via singles, and they are looking for the answer to the question—how to keep the single record in its important, traditional role as the showcase for the hereby most new disk talent and material are introduced.

What is the current feeling of labels on the 33 single? A recent survey by The Cash Box of label execs drew the conclusion that while most labels are taking a wait-and-see attitude, anything—including the 33 singles—that would give new life to singles sales would meet with their approval.

If some firms were looking for 33 singles activity from a consumer angle, whether the label got it last week from Columbia, which at 315th Street last week announced monaural 33 singles would soon issued simultaneously with regular 45’s. In announcing the move, Columbia president Golddard Lieberson said that “while the company continues to be the most significant media for the introduction and development of new popular personalities and permanent product.”

Today,” he said, “an ever increasing number of adults purchase 33 album packages. As a result, singles have become the domain of the very young. And now, we are turning to albums in increasing numbers and we want to buy both with the mechanical difficulty of interchanging 45’s with LP’s.

A record which automatically interchanges with 12” albums offers the most promising avenues for recapturing this vital but diminishing market.”

Lieberson said 33 singles would be “reaching out to the broadest possible phono-phonograph ownership market.” Columbia best-sellers, Lieberson noted, would continue to be represented in the label’s 33 stereo single (“Stereo Seven”) line.

Capitol Records is expected to announce soon a release schedule of 33-45 singles to be released simultaneous-ly.

A spokesman for RCA victor said last week that the diskery “is looking closely at the aspects of singles record business” and the prospects of a 33 single. At the moment, Victor is conducting a market research program on the 33 singles, and any Victor action in this direction will be based on “conclusive evidence, one way or another,” the spokesman said.

Decca’s national promotion head, Leonard Salidor, said that the label “if 33 singles will help the business, we’re obviously for it,” and added that the firm was “waiting for the demand.” MGM’s position is that it would take its “cue from our distributors.” United Artyst for “any speed that will sell records” and sees the need for the eventual standardization of speeds to ease dealer in-ventory. ABC-Paramount is holding “regular meetings” on the subject, according to national sales manager Larry Newton. Warner Bros., a spokesman said, is “contemplating consumer 33 singles and feels that “if the industry goes with it, we will, too.”

Some execs said that a low-priced (i.e. $12.95) 33 phone—ala Victor’s “Sky King,” 1959, 12” single along with a 33 single. This unit would be backed by a strong promotional campaign, they added.

Pincus & Siegel Form Publishing Firm Abroad

NEW YORK—Publisher George Pincus has announced the formation of a joint publishing firm with Paul Siegel in Germany, Austria, and Switzerland. New firm is called Pincus-Siegel Musikverlag.

In exchanges between Pincus and Siegel, Pincus has acquired for the U.S. and Canada two of the most important Siegel songs: “Melodie Der Nacht” and “Irgendwann Gibt’s Ein Wiedersehen’s,” which have been assigned to GiGi Music and Siegel’s Rex Music. Siegel in turn has been assigned Pincus’ “Your Baby Teenie Weenie Yellow Polka-Dot Dress” and has arranged for the release of several German versions of the novelty. Decca has re-released here the hit “Melodie Der Nacht.”

Pincus said he was in the process of opening his own firms in England, Scandinavia and other parts of the Continent.

Clyde Simpson

Million $ Music

JIMMY JONES Sings

THAT'S WHEN I CRIED

K-9072

A-21-IN-1 SMASH!

ERNI ERIN HARRIS "WITH YOU" "IF" DUKE 323

DUKE RECORDS, INC.
2509 26th Street
Houston 26, Texas

NEW YORK—Joni is towered over by the more than 500 pounds of her music arrangements, which valued at one million dollars. The music is being shipped by private plane to the West Coast for the MGM star’s forthcoming engagement at L.A.'s Coconut Grove.

AMA, RIAA Meets Bring Capitol’s Wallichs East

HOLLYWOOD—Glenn E. Wallichs, president of Capitol Records, Inc. left Los Angeles last weekend (24) for Hamilton, New York, where he will attend a conference of the American Management Association’s “President’s Round Table, to be held at Colgate University from July 25 through 29.

Wallichs then goes to New York City where on Aug. 1 he will attend a meeting of directors of the Record Industry Association of America, of which he is a founder.

FTC Accuses 2 Distribrs Of Payola; 8 Sign Orders

WASHINGTON — Capitol Records Distributing and Schwartz Bros. Distributing were charged last week by the FTC with giving payola to broadcasting companies. The Federal agency also announced that eight firms had signed consent orders agreeing not to make such payments. The FTC said the signers were settlements, and not admissions of guilt.

Firms are Ideal Record Products, Inc. N.Y., and its affiliate, Ideal Record Products of N.J.; Lou Fargo, trading as Fargo Records, N.Y.; King Records, Cincinnati; Eric Harris, San Francisco; Southern Record Dist., Nashville; and Field Music Sales, San Francisco.

HOT, NEW RELEASE!

“MY MAN IS A LOVER”

B/W

“OH MAMA”

LILLIAN OFFITT

CHIEF 7015

“MISTER CHARLIE”

B/W

“MY LOVE IS YOUR LOVE”

MAGIC SAM

CHIEF 7012

“CRY FOR ME BABY”

B/W

“QUEEN WITHOUT A KING”

THE FOUR DUCHESS

CHIEF 7014

JIMMY JONES sings

THAT’S WHEN I CRIED

K-9072

A-21-IN-1 SMASH!

ERNI ERIN HARRIS "WITH YOU" "IF" DUKE 323

DUKE RECORDS, INC.
2509 26th Street
Houston 26, Texas

NEW — DIFFERENT —

“DANCE LITTLE LEAVES”

b/w

“YOU SAID I’D NEVER LOVE AGAIN”

JONNY FOLKSTON

DACVO RECORDS, INC.
HILLIARD, FLORIDA

Personal Management:
Jim Atkins 142 W 8th
Jacksonville, Florida

The Cash Box—July 30, 1960
NEW YORK—In a joint statement, Morris Levy, president of Roulette Records and Bob Thiele, president of Hanover-Signature Records announced last week that the stockholders of Hanover-Signature had unanimously voted in approval of the plan whereby Roulette will loan Hanover-Signature $25,000 and based on this loan will have a five-year option to acquire 55% of the outstanding stock in Hanover-Signature.

One of the first moves made by both Thiele and Levy was the issuing of a joint press release to all the Hanover-Signature distributors, which assures them that they will maintain the Hanover-Signature line and that no move to switch distributors will be considered by the company.

The mechanics of the new arrangements calls for Thiele and his Hanover-Signature organization to move into the new Roulette offices located on Broadway & 80th Street in Manhattan.

The offices, now under construction, will be completed the latter part of August and the new Roulette recording facilities will have a 24-hour a day turn-around time. With rental costs and the services that Thiele will place at the disposal of the Hanover-Signature label, the firm will automatically cut the $3,000 a week from its weekly overhead, it was announced. Such Herculean moves as contract negotiations, packaging and merchandising of all currently and future new labels will also be offered by the Roulette organization to Hanover-Signature.

Appointing Thiele to be the head of Hanover-Signature, which currently has a hit album on its hands in "My Name John Jimenez," has Some Thirty-Five Al RMS Bums Cuts And In The Can. Most of these albums are scheduled for the fall release program, Thiele, also indicated that all the Hanover-Signature releases would be identified with the label.

Bob Thiele and Thiele issued statements to the effect that this move is in the "interest of both companies and is aimed at continued growth of a new look by Larry." Levy stated, "Bob Thiele is one of the most imaginative and talented record men in the business. He will now have the opportunity to make our joint efforts with complete freedom and with the full backing and support of the entirety of the Roulette organization. Such an advantageous collaboration can only lead to even greater expansion for both Roulette and Hanover-Signature."

Morris Diamond will remain as Hanover-Signature national sales manager.

Of Special Interest To All Record Dealers

ANNOUNCING STARDAY'S FIRST COUNTRY MUSIC SPECTACULAR SALE

During the month of August, to enable all dealers to realize the sales and profits that can be achieved by stocking Starday’s leading line of authentic country and gospel LPs and EPs, Starday will offer all Starday package goods (12 LPs and 10 EPs) at a 30% discount and with a 100% exchange privilege for 90 days.

Note: Dealers may write direct to Starday for strings and names of nearest distributors. (Also a direct service is available for dealers who cannot obtain Starday Records from a distri-

SPOTLIGHT ALBUM COUNTRY MUSIC SPECTACULAR

36 Golden Country Song Hits Of The Fifties, by All Star Artists

Two 12 inch records in dancing 4 color, 2 pocket jackets Special Retail 4.98

Country Music Sales—Dealers will cash in on Starday's hot package line.

Write—Wine—Phone

Your nearest distributor or Starday Records, Country & Gospel International Box 115, Madison, Tennessee

On Sparton in Canada

Roulette-Hanover-Signature Deal Approved By Stockholders

MG'M's "Starpower" LP Release

HOLLYWOOD—August will be Billy Vaughn month at Dot Records. The distery will go "all-out" to promote Vaughn during the month with a one-a-week promo with every ten discount to dealers on TV, radio, and newspaper ads.

The theme of Vaughn display material will be focused around a gold seal featuring the oak heart "Spectacular Music." Hanging mobiles and full-collage reproductions of LPs on mobiles and window and center cards will be major display items.

For maximum impact, Dot has authorized 100% margin deals on all new albums on TV, radio and newspaper ads.

Current Vaughn albums on the charts include "Theme From A Summer Place" (nearing the half-million mark in sales, says Dot), "Look For A Star" and "Linger Awhile."

Al Hoffman Dies

NEW YORK—Al Hoffman, the vet songwriter, died here last week (21) after a long illness. He was 57.

For the last ten years, Hoffman had collaborated with Dick Manning to write some of the top hits of the decade. These included "It Takes Two To Tango," "Allegeny Moon," "Hot Diggity," "Papa Loves Mambo" and "Hawaiian Wedding Song." He was one of the few of older songwriters who were able to successfully bridge the gap between musical tastes going back thirty years, and the currently popular beat.

Born in Hoffman, Hoffman was educated in Seattle, Wash, and was a member of a Seattle barroom band. He formed the band's own band in Seattle, and, in 1928, he came to New York to continue his musical career. In 1930, he wrote "Heartaches," which became a smash hit, and is still popular today. He gave up orchestral work for composition.

He went to England in 1934 at the request of English film producers, and while there wrote the score for such musical comedies as "Th'ill Make a Nicer Bride" and "Gympie Greek," and "Hide And Seek." He returned to the U.S. in 1938. He wrote the scores for at least twenty films, including Walt Disney's "Cinderella." His other songs include "Little Man! You've Had A Busy Day," "I Apologize," "Today's The Greatest Day," "A Dream Is A Wish Your Heart Makes," "Bibi Bop Bibi Bob," "Marry Go Round," "Chi-Ba Chi Baba" and "Fit As A Fiddle."

A funeral was held last Sunday (24) at Manhattan's Riverside Chapel. Surviving is his widow.

Hakki Odulja & Joseph Sugar; "The Great Lohar"—Robert Stoils & His Combo; "Folk promotional" — Mike Brown & His "Menace Bulls & Blood"—Plaza De Torres; "Conway Twitty's Greatest Hits"—Tommy Edwards In Hawaii; "The Big Ventures, The Big Bands, The Big Shows"—The Big Sounds—Les Ellis; "Wanderin'"—Mark Dinning; "Concert With A Beat"—David Rose; "Clyde McPhatter's Greatest Hits"—"Wait For The Light To Shine"—Hank Williams; "Thank Heaven For Girls, Girls, Girls"—Mercury Cherv-

"Romeworthy"—Sharon Swings Softly; "Blew My Winds"—United States Coast Guard Academy Singers; "The Fantasticks"—Original Cast; "Subterraneans"—Original Soundtrack.

Hollywood August Promo Includes Dealer Plan

Capitol Ties-In Barrett LP With Cinci Auto Club

NEW YORK—Capitol's branch in Cincinnati has worked out the following elaborate promotion for its Albums, "A Little Travelin' Music!" The cover displays Miss Barrett on a motor scooter surrounded by traffic signs such as Yield Right Of Way, No Parking Here To Corner, Keep Left, Stop, One Way, and Do Not Enter. The songs include several travel songs such as "A Little Travelin' Music," "Old Cape Cod," "Summertime," "Moon Over Miami," "California Here I Come," etc.

The Cincinnati branch has arranged a press event for dealers to meet via the cover, which will be utilized in windows and on counters in all auto offices throughout Central and Southern Ohio.

Janie Appoints Sasso

CHICAGO—Joe Sasso has been appointed freelance field representative for Feldstein Records, this city, by Arliss Gibson, president of the record producing firm.

Sasso will assume all field operations for Feldstein Records, New York, Baltimore, and Philadelphia. He is currently working on promotion for Dolph Hewitt's new single releases, "Autumn Love," and the Denver Boys "Wanderin' Lover."

Distra recently appointed by Janie Records include: B and K of Okla-

The Cash Box—July 30, 1960
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<tr>
<th>Category</th>
<th>Winner</th>
<th>Label</th>
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<tr>
<td><strong>Most Programmed Record</strong></td>
<td>El Paso</td>
<td>Columbia</td>
<td>Marty's Music</td>
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<td><strong>Most Programmed Male Vocalist</strong></td>
<td>Jim Reeves</td>
<td>RCA Victor</td>
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<td><strong>Most Programmed Female Vocalist</strong></td>
<td>Kitty Wells</td>
<td>Decca</td>
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<td><strong>Most Programmed Vocal Group</strong></td>
<td>The Browns</td>
<td>RCA Victor</td>
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<td><strong>Most Programmed Band</strong></td>
<td>Hank Thompson</td>
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<td><strong>Most Programmed Instrumentalist</strong></td>
<td>Chet Atkins</td>
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<td><strong>Most Promising Male Vocalist</strong></td>
<td>Frankie Miller</td>
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<td><strong>Most Promising Female Vocalist</strong></td>
<td>Jeanne Black</td>
<td>Capitol</td>
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WHICH RECORDS DID YOU PROGRAM MOST IN THE LAST 12 MONTH PERIOD?

TIP | HE'LL HAVE TO GO—JIM REEVES

Please Help Me, I'm Falling—Hank Locklin
Just One Time—Don Gibson
Three Bells—Browns
The Same Old Me—Ray Price
Country Girl—Faron Young

Heartaches By The Number—Ray Price
Under Your Spell Again—Ray Price/Buck Owens
There's A Big Wheel—Wilma Lee & Stoney Cooper

Timbrook—LeWitt Pratt
Scarlet Ribbons—Browns

Above and Beyond—Buck Owens

Sink The Bismarck—Johnny Horton
I Ain't Never—Webb Pierce
Big Iron—Marty Robbins
Another—Ray Drusky
One More Time—Ray Price

Family Bible—Claude Gray

Wishful Thinking—Wynn Stewart

Waterloo—Stonewall Jackson

Who Shot Sam—George Jones
No Love Have I—Webb Pierce
Riverboat—Faron Young

Family Man—Frankie Miller

Amigo's Guitar—Kitty Wells
Your Old Used To Be—Faron Young

I Got Stripes—Johnny Cash

Jimmy Brown The Newsley—Mac Wiseman

He'll Have To Stay—Jeanne Black

Until Today—Elmer Smokey & Musical Pioneers

Partners—Jim Reeves

A Six Pack To Go—Hank Thompson

The Last Ride—Hank Snow

Battle Of New Orleans—Johnny Horton

Left To Right—Kitty Wells

Are You Willing, Willie—Marion Worth

Don't Tell Me Your Troubles—Don Gibson

Tennessee Stud—Eddy Arnold

Am I That Easy To Forget—Sheeter Davis

Cabin In The Hills—Lester Flatt & Earl Scruggs

'(Til) I Kissed You—Ferrybrothers

How Far To Little Rock—Stanley Bros.

Big Midnight Special—Wilma Lee & Stoney Cooper

You're The Only Good Thing—George Morgan

A Woman's Intuition—Wilburn Bros.

Easy Money—James O'Gwynn

Face To The Wall—Faron Young

Rockin' Rollin' Ocean—Hank Snow

Gin And Bear It—Jimmy Newman

WHICH VOCAL GROUPS DID YOU PROGRAM MOST?

BROWNS
Everly Bros.
Wilburn Bros.
Wilma Lee & Stoney Cooper
Lester Flatt & Earl Scruggs
Stanley Bros.
Johnnie & Jack
Homer & Jethro

Don Reno & Red Smiley
Jan Howard & Wynn Stewart
Losito & Oscar
Rusty & Doug
Chuck: Wagon Gang
McCormick Bros.
Osborne Bros.
Sons Of The Pioneers
Larry & Lorrie Collins

WHICH BANDS DID YOU PROGRAM MOST?

HANK THOMPSON'S BRAZOS
VALLEY BOYS

Pee Wee King's Band

Leon McAuliffe's' Cimarron Boys
Miller Bros. Band
Bob Wills' Texas Playboys

WHICH INSTRUMENTALIST DID YOU PROGRAM MOST?

CHET ATKINS
Merle Travis
Lester Flatt & Earl Scruggs & Foggy Mtn. Boys
Stanley Bros. & Clinch Min. Clan
Don Reno & Red Smiley & Tennessee Cutups
Buddy Emmons
Del Wood

Joe Maphis
McCormick Bros.
Jerry Byrd
Floyd Cramer
Carl Sturgis Ramblin' Mountaineers
Tommy Jackson
Billy Bowman
Grady Martin
Speedy West & Jimmy Bryant

WHICH MALE VOCALIST DID YOU PROGRAM MOST?

JIM REEVES
Marty Robbins
Ray Price
Johnny Cash
Don Gibson
Paron Young
Webb Pierce
Johnny Horton
George Jones
Hank Locklin
Hank Snow
Hank Thompson
Jimmy Newman
Carl Smith
Stonewall Jackson
George Morgan
Mac Wiseman
Eddy Arnold

Roy Acuff
Ernest Tubb
James O'Gwynn
Charlie Walker
Elvis Presley
Jimmie Skinner
Lefty Frizzell
Freddie Hart
Porter Wagoner
Ferlin Husky
"Little" Jimmy Dickens
Marvin Rainwater
Red Foley
Bobby Helms
Sonny James
Hawkshaw Hawkins
Stoney Cooper
Cowboy Copas

Benny Barnes
Johnny Humbird
Billy Grammer
Tony Douglas
Donny Young
Leon Holmes
Johnny Western
George Hamilton IV
Archie Campbell
Bob Perry
Johnny Sea
Bill Clifton
Bob Gallion
Lawton Williams
Hyle Brown
Phil Sullivan

WHICH FEMALE VOCALIST DID YOU PROGRAM MOST?

KITTIE WELLS
Jean Shepard
Skeeter Davis
Wanda Jackson
Patsy Cline

Rose Maddox
Goldie Hill
Betty Foley
Wilma Lee Cooper
Brenda Lee

Connie Hall
Billie Morgan
Marilohn Wilkin
Lawton Van
Norma Jean

WHICH UP AND COMING MALE VOCALISTS DO YOU THINK ARE MOST PROMISING?

FRANKIE MILLER
Buck Owens
Roy Drusky
Wynn Stewart
Lewis Prilitt
Carl Below
Claude Gray
Bill Anderson
Lorrie Irene
Merle Kilgore
Bill Phillips
Carl Putman
Elmer Smokey
Mel Tillis
Eddy Noack
Ernest Ashworth

Benny Barnes
Johnny Humbird
Billy Grammer
Tony Douglas
Donny Young
Leon Holmes
Johnny Western
George Hamilton IV
Archie Campbell
Bob Perry
Johnny Sea
Bill Clifton
Bob Gallion
Lawton Williams
Hyle Brown
Phil Sullivan

WHICH UP AND COMING FEMALE VOCALISTS DO YOU THINK ARE MOST PROMISING?

JEANNE BLACK
Marion Worth
Marie Brown
Jan Howard
Margie Singleton
June Webb

Connie Hall
Billie Morgan
Marilohn Wilkin
Lawton Van
Norma Jean

The Cash Box—July 30, 1960
Country
Reviews

THE CASH BOX

BULLSEYE

"I CAN'T HELP YOU I'M FALLING TOO" (2:40)

[Ross Jungnickle ASCAP]—[Roberson, Blair]

"NO NEVER" (2:05) [Moss Rose BMI—Davis]

SKEEKER DAVIS (RCA Victor 7767)

Looks like the days of the hit answer record are back as Skeeter gives out with her firm answer to Hank Locklin. To the same tune as "Please Help Me I'm Falling," the thrush carves out a pretty picture of the woman's viewpoint. Tremendous strength and a lick-up beat "No Never" on the bottom half. Both are chart material.

"CAVE IN" (2:35)

[Ronde BMI—Miller]

WARREN SMITH (Liberty 55248)

Newest addition to Liberty's roster, Smith's first time out is a two-proanged attack on the lists. Tepid, "Cave In," is a brightly beamed answer to Hank Ballard and the Midnighters is taken for a lively ride over the chart route. Southerly Stanley ska route. Has merit for some action.

"DAYBREAK IN DIXIE" (2:09) [Lois BMI—Stamper]

That infectious Stanley bluegrass instrumental occupies this end.

JIMMIE SKINNER ( Mercury 74663)

"REASONS TO LIVE" (2:25)

[Jimmy Skinner BMI—Skinner, Mullins] Still a welcome favorite, the set is a warm, toll wood mood for this likeable romantic outing. His faithful will make it a must request.

"I'M A LOT MORE LONE SOME NOW" (2:10) [Jimmy Skinner Music BMI—Skinner Valley]

Sprightly, up-tempo melody is soulfully carried by the artist here. Good listening sides.

CHARLIE GORE (Blank 191)

"BLACK DIAMOND" (2:18) [Char-Bo BMI—Gore] Rousing, action-packed saga about a famous coal miner and Gore's zestful essaying of it marks it for air play. Good vocal performance.

"I DREAMED ABOUT YOU LAST NIGHT" (2:30) [Char-Bo BMI—Gore] With female chorus in tow, Gore takes a sweet road for the pretty romantic. Nice, pop-angled sound.

SHORTY BACON (Onark 1248)

"READ MY LETTER" (2:18) [Mississippi Valley BMI—Bacon] Hillbilly stand on a familiar weeper. Bacon's voice and bass sounds lend sturdy support musically.

"YOU LOVE ANOTHER" (2:30) [Mississippi Valley BMI—Bacon] More of the same la- mentable strains from Shorty and his joy.

Country
Round Up

Webb Pierce, Jim Denny and Mack Sanders have jointly purchased radio station KOJO (K Triple O) in Omaha, Nebraska. The station is skewed to country music and pop "for the forty-five" crowd. Dean and Denny, and Siegel, the three station they own together.—WJAT-Swainsboro, Georgia, and WBROWayneboro, Georgia. Sanders, a native of Kansas, owns KSIR-Wichita.

Songwriter royalties in the amount of $1,500 are being held in Toronto for artist, to pay Harold J. Berman, the song's composer. Berman is the writer of WWVA-Wheeling, West Virginia. Berman composed, among other songs, "It's Goodbye And So Long To You." Berman now cannot be located—he was last known to be in Winnie, Texas. Anyone knowing of his whereabouts please contact him, the Composers, Authors and Publishers Association (CAPAC) in Toronto, 25-26 Lakeshore Blvd. West, Toronto 2, or in New York, at 16 E. 40 St., New York, N.Y., which has issued a resolution in the near future. We should scatter reports received by this office indicate a strong interest in the Reunion for Johnny H流淌的 latest Columbia recording, "I Thought I'd Never See The Day" and "If I Could ComeBack." If you recall, when we reviewed the record in the July 16 issue we called it his "strongest chart hit." All signs point to the fact that this may be the one to do it for him.

T. K. Martin is spinning 1½ hours of country music daily over WYOU-Newport News, Va., and puts in his plea for country disks to keep up with the rest of the Tidewater. T. K. notes that country music is even making a dent on the top stations throughout. Three stations in the area are now airing the stuff with the likelihood of more to come... Charlie Phillips would like us to mention that he is now with KZIP-Amarillo, Texas.

The long-announced world-famous Calgary Stampede, Apex Records of Canada has released an album of songs from that great show featuring Wilf Carter (Montana Slim). Entitled, "Songs of the Calgary Stampede," the LP is for Canadian consumption only. Incidentally, the Stampede took place just recently, and from what we hear it, was, as usual, a tremendous success. Anyone wanting a copy of the Apex package should write either the disc owners of Canada or Universal Records Ltd. in Toronto, Ont. In connection with the Calgary show, a severe attack of laryngitis forced Johnny Cash to cancel his engagement there (July 12, 15, 14). The decision was made July 12 when Cash's doctors advised the Columbia Records star not to perform or use his voice in any way, and that he would have to make the remainder of his scheduled dates by reliance on his manager, Stew Carmall, reasoned that to go to Calgary under those conditions would be unfair to fans paying expressly to see him. .. J. Haywoodposted... George Miller, Booking Agents, American Composers and Entertainers (ACME) of Fort Wayne, Indiana, announced the formation of a mammoth benefit Round and Round again at the old Lumber Room in Alexandria July 12. The expected list of chart-toppers reports on a great boost for country music in his city. The Mayor officially proclaimed it "A Festival of the People." He also extended an invitation to country disk producers to Toronto, Ont., for a series of events but topping off the week with a gala benefit show for the daughter of Don Sluyman. The gal recently underwent an eye operation and George Sluyman, her husband, has decided to do something to raise the money for the operation. A show, produced by Goforth, was put on starring some 18 big country music names. .. Governor Bert Godby, former commissioner of Trade (yp and Annat Sapi, as well as Smiley Burnette, Kentucky Colonels. .. Jack Quinn is the name of the new country disk, look for at WARI-Arlington, Virginia. Like many others, Jack is in dire need of the best of the country wax.

Merle Kilgore has taken a three months leave of absence from KSSB-Springfield, Illinois, to work on the road. Good news that it's now or never. The move being prompted by his "Love Has Made You Beautiful" (Starday) clogging on the charts, Merle is now in the market for a manager as well as bookings. He can be reached at his home, 706 South Park Drive, Springfield, Ill. (Lehigh 9-2573). Good luck! .... Ed Rivers, owner of WGUW-Decatur, Georgia, is bringing in a big package show Aug. to 12. The show is booked from New York to L.A. and Walla Walla, Wash., a day affair, which is absolutely to the public, will feature Hank Locklin, Ernest Tubb, Lefty Frizzell, Jack Greene, Howard Hamrock and Arlen Bechtel. About 40,000 are expected to camp Lake Woodward Park that day for the show, which will be emceed by Bob Gallion, and for the time being Fort Worth Disk is in charge of promotion.) At the "Western Country Style," a Saturday night jamboree emanating from the Majestic Theater, Denver, Colorado, WBAP-TV. Bobby was with RCA Victor for over three years and has most recently been travelling the circuit.
sensational, new
SEEBURG

"ARTIST of the WEEK"

merchandising plan
capitalizes on popularity
of 33⅓ stereo albums to
increase operator income

The finest stereo from best-selling 33⅓ LP
albums is now available on 33⅓ stereo singles.
(See panel at right).

With the dynamic, new Seeburg "ARTIST
of the WEEK" merchandising plan you have
the opportunity to increase your income and
build location and public good will in every
town and city of your territory.

See your Seeburg Distributor

albums you like!
albums locations like!
albums the public likes!

ABC PARAMOUNT.......... Paul Anka
ABC PARAMOUNT.......... Eydie Gorme &
                      Steve Lawrence
ABC PARAMOUNT.......... Sing Along in Italian
BRUNSWICK.............. Jackie Wilson
CADEENCE................ Andy Williams
CAPITOL.................. Kay Starr
COLUMBIA............... Ray Conniff
COLUMBIA............... Johnny Mathis
COLUMBIA............... Mitch Miller
CORAL..................... Pete Fountain
DECCA..................... Red Foley
DECCA..................... Webb Pierce
DECCA..................... Kitty Wells
EPIC...................... Buddy Greco
EPIC...................... Roy Hamilton
EVEREST............... Woody Herman
EVEREST............... Gloria Lynne
GUYDEN................ Paris Goes Latin
JAMIE................... Duane Eddy
KING..................... Earl Bostic
KING..................... Bill Doggett
LAURIE................. Dave Carey Quintette
LAURIE................. Dion and the Belmonts
LIBERTY.............. Martin Donny
LIBERTY.............. Julie London
MGM.................... Connie Francis
MGM.................... Conway Twitty
ROULETTE............. Count Basie
ROULETTE............. Jimmie Rogers
VERVE................ Ella Fitzgerald
WORLD PACIFIC...... Lambert-Hendricks-Ross
WORLD PACIFIC...... Swinging Like Sixty

ONLY THE SEEBURG "Q"
CAN PLAY 33-1/3 and 45 RPM
RECORDS INTERMIXED!

Seeburg
THE SEEBURG CORPORATION-CHICAGO 32, ILL.

America's finest and most complete music systems

PLAYS 45 & 33⅓ TODAY
Dear Friends

The Cash Box is proud and happy to celebrate its 18th Anniversary with the publication of this issue.

As we've stated over the years, it has been only with the cooperation and assistance of our readers and advertisers, that The Cash Box could have approached the stature, reputation and recognition it now enjoys throughout every corner of the world.

We take this opportunity to thank our many friends for helping The Cash Box attain these heights — where in its 18th year it is acknowledged the World's Leader in its field.

We promise to continue with our established and proven policy of honest, fearless, constructive and progressive service.

President and Publisher
THE CASH BOX

July 30, 1960
Congratulations to The Cash Box on its 18th Anniversary from the Members of AMALGAMATED MACHINE OPERATORS ASSN.
8163 N.E. 2nd Avenue Miami Florida

Thank God the Industry Finally Got A Public Relations Program Underway.
Lou Casola
Mid-West Distributing Company
208 North Madison, Rockford, Ill.

Congratulations "Cash Box" on your 18th Anniversary from Tony Galgano
"The Music Operators’ Friend" Galgano Distributing Co.
4135 W. Armitage Ave., Chicago 39, Ill.
(All Phones: Dickens 2-7060)

July


Aug.

* ChiCoin ships "Bowl Master" * Gateway moves to larger qtrs. * Bob Charles buys new upset coin route * Wurlitzer set for qtr. up 29% * Williams Mfg. purchased by Consolidated Sun Ray * German Coin Fair sets August 30 date * Flood of new nig brands poses problems for ops * Blum and Hammer open new Bowl-O-Rama * H. Freer joins Auto-Bell * Williams ships "Spot Pool!" * Gottlieb ships "Miss Annabelle" * Jersey shore arcades report peak operating season * MONY consents to restraining order * Freeman learns National Rejector Corp. * N.Y.S. PR fund drive starts * Diary turns to bolder Seeburg line in Great Britain and N. Ireland * United Mfg. ships "League Bowl er" * K. Langer, World Wide rep. killed * W. Va. op set Sept. 25-26

Sept.


The Cash Box—July 30, 1960
Congratulations, Cash Box, on your 18th anniversary.
Congratulations to The Cash Box on its 18th Anniversary

Thanks For Your Continual Efforts In Behalf Of The Music Machine Operators

Recorded Music Service Association
CHICAGO, ILLINOIS

Best Wishes and Congratulations to JOE ORLECK On The 18th Anniversary of THE CASH BOX From Your Very Good Friend SI MANES

The Cash Box—July 30, 1960
1960

JAN.  ⚫️ Games, Inc. ships "Super Wild Cats" ⚫️ S.D. Ops hold Winter Meeting ⚫️ Williams release "Golden Gloves" pinball ⚫️ MOA sends 3 tons of food to CARE ⚫️ Keopel appts. Lewis sales reps—Mattel appts.—merch.-treats. of Tri-State ⚫️ Williams appts. ⚫️ Southern Music ⚫️ Seeburg appts. ⚫️ J&J and Martin & Snyder ⚫️ Wico accelerates shipping systems ⚫️ Seeburg distributes Model "Q" ⚫️ Casio calls special PR meet ⚫️ Anderson installs first Rock-Ola as distribs ⚫️ Phil Robinson travels with new bride ⚫️ Wurlitzer Philly outlet changes name to All-Vend ⚫️ Wico assigns 35K to Hemmle ⚫️ Atlas Music appts. ⚫️ Port Columbia releases first 35-1/3 rpm stereo singles ⚫️ Wurlitzer announces "$400" photo series for 1960 ⚫️ Hammond organ donates $10,000 to Gottlieb Memorial Hospital ⚫️ Gottlieb releases "Seven Seas" pinball ⚫️ Kenton ships "Cris Cross Diamond" upright ⚫️ Blatt awarded Miami Police honors ⚫️ NYS PR group meets to discuss funds ⚫️ London ATE signs 64 coin firms for annual show ⚫️ United Music appts. ⚫️ Glen Johnson and Roy Kraemer vice-presidents ⚫️ Haskins re-elected to presidency of Milwaukee ops ⚫️ Spels Co. moves quarters ⚫️ Bally ships "Beauty Contest" ⚫️ Coin Council, meets in Chi ⚫️ Mooney Overseas Corp. gets Mills Bell-Matic franchise ⚫️ Sam Weitzman and Dave Lonneck acquire buy-back ⚫️ Seeburg Sales Corp. ⚫️ Valley Sales Co. announces 7 new pool game models ⚫️ MOA exhibit space at show ⚫️ Milton-Bell at All-Vend † Wigan assignment ⚫️ Lewis son killed in air crash ⚫️ Russ Carpenter elected officer of local bank ⚫️ ATE ready to open, with exhibit space SRO ⚫️

FEB.  ⚫️ Peach State ships 1960 Cata- log ⚫️ Baltimore holds 15th Annual banquet ⚫️ Munves exhibits at London's ATE Convention ⚫️ England's POA starts fourth year ⚫️ Coinmen in major cities across US leave for Lon- don coin show ⚫️ NYS PR to award PAL trophy ⚫️ Wurlitzer names Baker export sales ass't. ⚫️ Irv Holman apptd. UJA chairman ⚫️ NAMA names 1960 commissioner ⚫️ SD ops hold quarterly meet at ATE Open in Lon- don to record attendance ⚫️ Phil Moss asks "will you line in midway?" ⚫️ The Cash Box provides international coverage at ATE ⚫️ United ships "Big Bonus" ⚫️ Williams intro "21" pin- game ⚫️ Gottlieb ships "World Beauties" ⚫️ Bosen continues Arcade pro- gram as super coin centers grow ⚫️ United Music appts. ⚫️ Music Systems in Great Britain ⚫️ Earl Kies re-elected president of ESA ⚫️ J&B closes biggest deal with sale of 190 Model "Q" pinball to Superior Music ⚫️ 2000 reported at ATE Convention as show ends ⚫️ Milwaukee ops set 90% membership goal ⚫️ MGNs begin membership drive ⚫️ Wurlitzer opens LA Factory branch ⚫️ Phillips Fishier dies at 63 ⚫️ Billy ships "Bally Derby" ⚫️ Edelman intro new background music unit in stereo ⚫️ Al Simon apptd. ⚫️ Rock-Ola ships in NYC ⚫️ Marvel expands photo plastic line ⚫️ Games ships "Twin Super Wild Cats" ⚫️ Munves appts. ten distribs for "Ingo Grip-Test" ⚫️ Seeburg acquires Choice-Vend Corp. ⚫️ 7-State Nebraska Convention draws 12 exhibitors ⚫️


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Forest Hills, N. Y.

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On Its 18th Anniversary  
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ASS‘N OF GREATER BALTIMORE  
Extend Their Best Wishes to  
THE CASH BOX on its 18th ANNIVERSARY

Irvings Kaye adds “Klub Pool” to Chi-Coin ships “Pony Express” to Munves signs addtl. nine distrib. for “Ingo Grip-Test”  
Economy Vending to distribute Cole line  
Rinker “Red Arrow” production boosted  
Bally releases “The Elite”  
“Ball Park” German arcade owners hold meet  
Wurlitzer elects Arsen v.f.  
Fischer to feature Orleans  
MOA announces “Tetran” pingame  
MOA signs record firms for forums  
Wurlitzer awarded $3,5 million contract for defense  
“Freedomland” amusement attraction announced June opening  
Valley to feature Toser at MOA  
Std. Financial trades on NY Stock Exchange  
ChiCoin appts.  
Northwestern Sales & Frank Menitzi sets coin biz  
Berks County ops stage 2nd Annual affair.

MOA prepares PR to Deauville  
Programming, PR, Depreciation, highlights of MOA forums  
Commonwealth becomes International Vending  
Rosko bowling team sweeps honors  
United intro “Bowl-O-Rama”  
During MOA CJA raises $83,000  
Miller re-elected president of MOA; Pierce, new chairman  
NCMDA re-elects Blumenfeld  
Gasparo opens first  
Rutin apptd. chairman of executive committee  
Moe Roth receives humanitarian award  
Sparks opens new Columbia showrooms  
Auto-Bell releases “Merry-Go-Round”  
Williams announces “Serenade” pingame  
United releases “Summer” shuffle and “Savory” bowler  
ChiCoin appts.  
World Wide Keeny appts. Kraft’s  
In England  
MOA approves dates $600  
Fischer appts.  
Brink, Lawrence Novelties and DEL Coin  
Allen Stern Memorial Dinner  
Syracuse column donate blood to Koled  
Scott Brosse opens new building in Philly  
Gottlieb Memorial Dinner held  
Automatic Canteen setups up Rowe-AMI Sales firm subsid

JUNE  
Gottlieb delivers “Dancing Dolls” pingame  
Michael Distributing expands with Seeburg franchise  
Millie McCarthy outlines personal industry views  
Bally releases “Skill Scene” upright pingame  
1960 vending machine sales reported up 17%  
Seeburg acquires bottling vendor div. of Brewer-Titchener  
SEAWAY appoints Danneman in Scania-

Best Regards  
and Congratulations  

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BOB BUCKLEY

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Model "E"
1953—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm

Model "F"
1954—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm

Model "G"
1953—80 Selections—45 rpm
—120 Selections—45 rpm

Model "H-100"
1957—100 Selections—45 rpm

Model "H-120"
1957—120 Selections—45 rpm

Model "H-120M"
1958—200 Selections—45 rpm

Model "I-100"
1958—100 Selections—45 rpm

Model "I-1-200"
1958—200 Selections—45 rpm

Model "I-200"
1958—200 Selections—45 rpm

Model "I-200M"
1958—200 Selections—45 rpm

Model "J"
1959 (Stereo or Monaural)
(200 Sel. Elec.) (200 Sel. Mon.)
(120 Sel.) (100 Sel.)

Model "K"
1960
200 Sel., Elec., Auto., Or Manual;
120-Sel.; 100-Sel.
Post-War Phonographs

SEEBURG

Model M100C
(1952—100 Selections—45 rpm)

Model HF-100G
(1953—100 Selections—45 rpm)

Model 100W
(1953—100 Selections—45 rpm)

Model HF-100R
(1954—100 Selections—45 rpm)

Model V-200
(1955—200 Selections—45 rpm)

Model KD-200
(1957—200 Selections—45 rpm)

Model L-100
(1957—100 Selections—45 rpm)

Model "100"
(1958—100 Selections—45 rpm)

Model "201"
(1958—200 Selections—45 rpm)

Model "161"
(1958—160 Selections—45 rpm)

Model "222"
(1959—160 Selections—Stereo)
Model "220"—100 Sel.

Model "AQ160S"
160 Sel. 1960
Model "AQ100S"—100 Sel.

Part II—Coin Machines 11
Post-War Phonographs

WURLITZER

Model 1500  (1953—104 Selections—45 & 78 rpm)

Model 1500-A  (1953—104 Selections—45 & 78 rpm)

Model 1600-1650  (1953—48 Selections—78 rpm)

Model 1700  (1954—104 Selections—45 rpm)

Model 1800  (1955—104 Selections—45 rpm)

Model 1900  (1956—104 Selections—45 rpm)

Model 2000  (1956—200 Selections—45 rpm)

Model 2100  (1957—200 Selections—45 rpm)

Model 2150  (1957—200 Selections—45 rpm)

Model 2104  (1957—104 Selections—45 rpm)

Model 2200  (1958—200 Selections—45 rpm)

Model 2250  (1958—200 Selections—45 rpm)

Model 2204  (1958—104 Selections—45 rpm)

Model 2300  (Stereo or Monaural)  (1959—200 Selections)

Model 2304  (Stereo or Monaural)  (1959—104 Selections)
   Model 2310—100 Selections

Model 2400  —200 Sel. 1960
   Model 2404—104 Sel.
   Model 2410—100 Sel.

The Cash Box—July 30, 1960
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Post-War Phonographs
UNITED

Model UPA-100
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Model UPG-100
(1960—100 Sel.)

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Dickson Distributing Co.
631 Collins Ave.
OKLAHOMA CITY, OKLA.

Eastern Distributors, Inc.
140 W. Mt. Royal Avenue
BALTIMORE, MARYLAND

Eastern Music Systems Corp.
334 N. Broad St.
PHILADELPHIA, Pa.

H. A. Franz & Co.
910 Colston St.
HOUSTON, Texas

G. K. Gabrielson & Co., Inc.
734 Monument Drive, S.E.
ATLANTA, GEORGIA

G. K. Gabrielson & Co., Inc.
2608 Main St.
COLUMBIA, S.C.

G. K. Gabrielson & Co., Inc.
861 S. Cedar St.
CHARLOTTE, N.C.

H & N Distributing Co.
319 Seventh Ave., So.
NASHVILLE, TENN.

I & J Distributors, Inc.
1927 N. Capitol Ave.
INDIANAPOLIS, IND.

R. F. Jones Co.
340 Shovelini St.
SAN FRANCISCO, CALIF.

Liederman Music Co.
167 Plymouth Ave., N.
MINNEAPOLIS, MNN.

S. L. London Music Co., Inc.
3130 W. Linson Ave.
MILWAUKEE, WISC.

Lynch & Zander Co.
827 Sardina Ave.
NEW ORLEANS, LA.

Martin and Snyder Co.
1227 W. Warren
DEARBORN, MICHIGAN

Michael Dist. Co.
110 Illich West
SEATTLE, WASH.

Michael Dist. Co.
1300 S.E. Morrison St.
PORTLAND, OREGON

Minthorne Music Co.
2517 N. Central Ave.
PHOENIX, ARIZ.

Philip Moss & Co.
410 North 14th St.
DES MOINES, IOWA

B. J. Nichols & Assoc.
226 So. Flores St.
SAN ANTONIO, TEXAS

O'Connor Dist. Co., Inc.
2900 Grant Ave.
DALLAS, TEXAS

Sammons-Pennington Co.
1049 Union Ave.
MEMPHIS, TENN.

The Seeburg Dist. Co.
2920 W. Pico Blvd.
LOS ANGELES, CALIF.

Service Games, Inc.
210 Michigan Ave.
HONOLULU, HAWAII

Shaffer Music Co.
649 N. High St.
COLUMBUS, O.

Shaffer Music Co.
2128 E. 21st St.
CLEVELAND, OHIO

The Cash Box—July 30, 1960
Part II—Coin Machines

16
MANUFACTURERS
And Their
Distributors

PHONOGRAPHS (continued)

THE SEEBURG CORP.
(continued)
SHAFFER MUSIC CO.
1819 Central Parkway
CINCINNATI, O.
S. L. STIEREL CO.
635 W. Main St.
LOUISVILLE, KY.
THOMPSON DIST. CO.
127 E. Second St.
SALT LAKE CITY, UTAH
THOMPSON DIST. CO.
1314 Pearl St.
DENVER, COLO.
TRIMOUNT AUTOMATIC SALES CORP.
40 Wolfsen St.
BOSTON, MASS.
W. B. DISTRIBUTORS, INC.
1012 Market St.
ST. LOUIS, MO.
W. B. MUSIC COMPANY, INC.
2305 Mait St.
KANSAS CITY, MO.
WOLFE DISTRIBUTING COMPANY
310 Riverside Ave.
JACKSONVILLE, FLA.
WOLFE DISTRIBUTING CO., INC.
2277 Sixth Ave., South
BIRMINGHAM, ALA.

Export
For list of foreign distributors, write:
AMERICAN STEEL EXPORT CO., INC.
340 Madison Ave.
NEW YORK, N.Y.

UNITED MUSIC CORP.
3401 N. California Ave.
CHICAGO, ILL.

(Continued)
LAMBERTI MUSIC CO.
600 Walnut St.
ANKENY, IOWA
LIFTORE MUSIC CO.
712 Cheese St.
GREENWOOD, MISS.
MAYFLOWER DIST. CO.
2227 University Ave.
ST. PAUL, MINN.

The Cash Box—July 30, 1960

BALLY!
CALDERON DISTRIBUTING CO., INC.
433 NORTH ALABAMA
INDIANAPOLIS, INDIANA
(PHONE: MEllrose 4-8468)

ROCK-OLA!
(Tempo II, Of Course)
Call On Calderon for Both!

Congratulations on your 18th Anniversary!
Bill Suter
MORCOIN CO., LTD.
For East Representative, AMI, Inc.
P.O. BOX 3162 • 601 ECHUCA, MANILA • TEL: 2-17-74-32 • TELEGRAPH: MORCOIN-MANILA

Congratulations to
THE CASH BOX
on its
18th Anniversary
NEW YORK STATE OPERATORS GUILD
Headquarters: BEACON, NEW YORK

1960 IS A
ROCK-OLA YEAR!
THE 1960
ROCK-OLA
Is the Fastest Selling
Music Machine
This Year—
because it's . . .
 ATTRACTIVE • SIMPLE TO OPERATE • FLEXIBLE • SERVICEABLE • DEPENDABLE • PROFITABLE

BUY IT AT . . .

GRECO BROS.
AMUSEMENT CO., INC.
Main Street, Box “G”, Gleno, New York, Tel: (Saugerties) Cherry 6-8700
MANUFACTURERS
And Their Distributors

PHONOGRAPHS (continued)

THE WURLITZER CO.
(continued)

BILLIOTTA ENTERPRISES, INC.
1228 Broadway
ALBANY, N.Y.

BEX-BILLIOTTA DIST. CO.
891 So. Salima St.
SYRACUSE, N.Y.

BRADY DISTRIBUTING CO.
1100 W. Morehead St.
CHARLOTTE, N.C.

BRANDY DISTRIBUTING CO., INC.
1829-31 Olive St.
ST. LOUIS, MO.

BUSH INTERNATIONAL INC.
388 W. N. 39th St.
MIAMI, FLA.

BUSH INTERNATIONAL, INC.
66 Riverside Ave.
JACKSONVILLE, FLA.

BUSH INTERNATIONAL, INC.
Cia Distribuidora Internacional de Musica, S. A., Calle de Ayesaren No. 401
HAVANA, CUBA

CANYON STATES DISTRIBUTION, INC.
361 8th Seventh St
TUCSON, ARIZ.

CENTRAL MUSIC DISTRIBUTION, INC.
1300 Douglas St.
OMAHA, NEA.

CENTURY MUSIC, INC.
1112 N. High St.
COLUMBUS, OHIO

CELEVEAL COIN MACHINE EXCH.
2205 Prospect Ave.
CLEVELAND, OHIO

CELEVEAL COIN MACHINE EXCH.
1807 Adams St.
TOLEDO, OHIO

COMMERCIAL MUSIC, INC.
1415 S. Flores
SAN ANTONIO, TEXAS

CO-OPERATIVE DISTRIBUTING CO.
221 E. Market St.
LOUISVILLE, KY.

CRUIZE DISTRIBUTING CO., INC.
1101 W. Washington St.
CHARLESTON, W. VA.

CULP DISTRIBUTING CO.
614 W. Grand Ave.
OKLAHOMA CITY, OKLA.

DRAKO SALES CO.
2055 West Alameda
DENVER, COLORADO

EMARCY DISTRIBUTING CO.
346 Sixth St.
SAN FRANCISCO, CALIF.

F. A. B. DISTRIBUTING CO., INC.
1019 Baronne St.
NEW ORLEANS, LA.

LEW JONES DIST. CO.
1301 N. Capitol Ave.
INDIANAPOLIS, IND.

LEW JONES DIST. CO., INC.
1620 Central Freeway
CINCINNATI, OHIO

LIBRA DISTRIBUTING
607 Tenth Ave.
KANSAS CITY, MO.

MUSIC DISTRIBUTING CO.
1945 Fifth Ave.
PITTSBURGH, PA.

NORTHWEST SALES CO.
3130 Pyle Ave.
SEATTLE, WASH.

NORTHWEST SALES CO.
171 Grant St.
WOODBURN, ORE.

O’CONNOR DISTRIBUTORS, INC.
2320 W. Main St.
RICHMOND, VA.

O’CONNOR DIST., INC.
86-92 Commercial Pl.
NORFOLK, VA.

PEACH STATE MUSIC CO.
624 New St.
MACON, GA.

PEACH STATE MUSIC CO.
1513 River St.
COLUMBIA, S.C.

PEACH STATE MUSIC.
130 Boulevard, N.E.
ATLANTA, GA.

ROCK CITY DISTRIBUTION, INC.
106 Lafayette St.
NASHVILLE, TENN.

ROTH NOVELTY CO.
54 N. Pennsylvania Ave.
WILKES-BARRE, PA.

J. H. BUTLER, INC.
917 S. State St.
SALT LAKE CITY, UT.

SANDLER DISTRIBUTING CO.
110 Eleventh St.
DES MOINES, IA.

SANDLER DISTRIBUTING CO.
405 Plymouth Ave. N.
MINNEAPOLIS, MINN.

STANDARD AUTO DISTRIBUTING CO.
805 Broadway
LITTLE ROCK, ARK.

STANDARD AUTO DISTRIBUTING CO.
1220 Madison Ave.
MEMPHIS, TENN.

UNITED, INC.
1101 W. Vest St.
MILWAUKEE, WIS.

UNITED DISTRIBUTORS, INC.
925 W. Second
WICHITA, KAN.

BILL WILLIAMS DIST. CO.
3300 Louisa St.
HOUSTON, TEXAS.

WINTERS DISTRIBUTING CO.
1712-15 Harford Ave.
BALTIMORE, M.D.

WURLITZER FASTCOY BRANCH
2940 West Pico Blvd.
LOS ANGELES, CALIF.

Pittsburgh, Conn. 02-EC

The Cash Box—July 30, 1960

LIBRA DISTRIBUTORS
The newest member of the
WURLITZER family.

NOW DELIVERING
THE FABULOUS
WURLITZER 2400
LINE!

Providing operators with a complete
line of games, shuffleboard and
Tobacco machines.

A complete store parts department
is ready to serve you.

Export inquiries invited.

LIBRA DISTRIBUTORS CORP.
607 Tenth Avenue • New York, N.Y. • LOngacre 3-4028-9
In Connecticut: 12 So. Leonard Street, Waterbury, Plaza 5-6566
In Pennsylvania: All Vend Equipment Corp., 806 No. Broad St.,
Philadelphia, Center 6-1400

THE PRICE IS RIGHT!
MAKE THIS YOUR COIN MACHINE HEADQUARTERS
If it's coin operated, we have it or can get it for you. For service, price and quality we
cannot be beat. It will pay you to place your orders with us for prompt attention.

• PHONOGRAPH—Wurlitzer, Seeburg, Rock-Ola, AMI & Allied
• SHUFFLE & BOWLERS—United, Bally, Chicago Cole & Kenney
• BINGO—Bally, United
• UPRIGHTS
• PINBALL—Selltish, Williams
• ARCADE EQUIPMENT—Auto Photos, Voice Recorders, Guns, Movies, Metal Toppers, Counters
• Amusement Games, Novelty Games
• JUKE BOX BINS—Narrows, Boots, Air Ships, Guns, Cycles, Carts, Tents, Rabbits
• VENDING MACHINES—Hot Drinks, Cold Drinks, Film, Pop-Corn, Ice Cream, Candy, Cigarettes,
Peanuts, Salt Gum, Slick Gum & Miscellaneous Merchandise

FACTORY REPRESENTATIVES for
WURLITZER, UNITED, GOTTLIEB, NORTHEAST & HARMON
Cable—CLECOIN

CLEVELAND COIN MACHINE EXCHANGE.
M. G. GISSER
2027 Prospect Ave.
Sales Manager
Cleveland 15, Ohio
(All Phones: Tower 1-6715)

Cable—CLECOIN

METAL TYPERS
Vending Aluminum Identification
Discs Are In Demand Because:
• They are Service Free
• Bring in Dimes
• Require No Electrical Outlet

WRITE FOR INFORMATION TODAY

1318 N. WESTERN AVE.
CHICAGO 22, ILL. • EV 4-3120

The Cash Box—July 30, 1960

18 Part II—Coin Machines
AMUSEMENT GAMES

MANUFACTURERS
And Their Distributors

AMERICAN SHUFFLEBOARD CO.
210 Watson Plank Rd.
UNION CITY, N.J.

SHUFF, SALES CO. OF PEORIA
101 S. Goodwin St.
PEORIA, ILLINOIS

SHUFF, SALES CO. OF WASHINGTON
3144 Elliott Ave.
SEATTLE, WASH.

SOUTHERN MUSIC DIST. CO.
503 W. Central Ave.
ORLANDO, FLA.

STATE MUSIC DIST. CO.
3100 Main St.
DALLAS, TEXAS

TRI-STATE ENGINEERING CO.
Bedford Street
MANCHESTER, N.H.

WALLACE DIST. CO.
607 Broadrick
LUBBOCK, TEXAS

WALLACE DIST. CO.
205 NE First Ave.
MINERAL WELLS, TEXAS

WILCOX AMUSEMENT CO.
211 So. Walnut St.
PINE BLUFF, ARK.

YORK AMERICAN SHUFF. CO.
900 E. Princess St.
YORK, PENNA.

AUTO-BELL MFG. CO.
29 W. Xenos St.
CHICAGO, ILL.

AUTO-PHOTO CO.
1100 E. 33rd St.
LOS ANGELES, CALIF.

AUTO-BELL MFG. CO. (Distributor list not available)

BALLY MANUFACTURING CO.
2640 Benevent Ave.
CHICAGO, ILL.

CAPITOL PROJECTORS CORP.
599 Tenth Ave.
NEW YORK, N.Y.

CHICAGO DYNAMIC INDUSTRIES, INC.
1725 Odyssey Blvd.
CHICAGO, ILL.

EXHIBIT SUPPLY CO.
4218-30 W. Lake St.
CHICAGO, ILL.

FISCHER SALES & MFG. CO.
11 So. State Road
ARLINGTON HEIGHTS, ILL.

J. F. FRANTZ MFG. CO.
1400 W. Lake St.
CHICAGO, ILL.

GAMES, INC.
3800 N. Campbell Ave.
CHICAGO, ILL.

D. GOTTLIEB & CO.
1164-68 N. Western Ave.
CHICAGO, ILL.

ACTIVE AMUSEMENT MACHINES CO.
666 No. Broad Street
Philadelphia 30, Pa.

The Cash Box—July 30, 1960

HERMITAGE MUSIC CO.
74 Lafayette Street
NASHVILLE, TENNESSEE

Alpine 6-5666-7
THE
AMI
“K” is King
And Collections
Prove It!

The AMI Model “K” offers 5 different models in electrical, manual or automatic selector systems...

A choice of 100, 120 or 200 selections...smartly styled with a single design theme that lends equal prestige to every model...engineering features that increase play and pricing versatility...experienced proved, listener-approved 3-channel stereo...and even the new Dual Speed Compatible Play if you want it!

LANNIEL
AMUSEMENT
1807-13
NOTRE-DAME ST., WEST
MONTREAL 3, QUEBEC, CANADA
(Phone Wellington 3-1124)

Exclusive Factory Distributors For
D. GOTTLIEB & CO.

When you say GOTTLIEB —
You’re saying PINBALL!

CHICAGO DYNAMICS
World’s Finest Amusement Machines
ABE SUSMAN
STATE MUSIC DISTRIBUTORS, INC.
3100 MAIN STREET
DALLAS, TEXAS
### MANUFACTURERS and Their Distributors

#### AMUSEMENT GAMES (continued)

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Address</th>
<th>City, State</th>
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<tbody>
<tr>
<td>MIDWAY MFG. CO.</td>
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<td>CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect Avenue, CLEVELAND, OHIO</td>
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<td>CLEVELAND COIN MACHINE EXCHANGE, 1829 Adams Street, TOLEDO, OHIO</td>
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<td>COMMERCIAL MUSIC COMPANY, 1415 S. Flores Street, SAN ANTONIO, TEXAS</td>
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<td>CENTRAL DISTRIBUTORS, 2120 Locust Street, ST. LOUIS, MO.</td>
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<td>CENTRAL MUSIC DISTRIBUTING CO., 1293 Davisson Street, OMAHA, NEBRASKA</td>
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<td>CENTRAL OHIO COIN MACHINE EXCH., 500 N. High Street, COLUMBUS, OHIO</td>
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<td>DRACO SALES COMPANY, 2005 W. Almeda, DENVEN, COLORADO</td>
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<td>DICKEON DISTRIBUTING CO., 231 W. Calhoun, OKLAHOMA CITY, OKLA.</td>
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<td>EMPIRE COIN MACHINE EXCHANGE, 1012 Milwaukee Avenue, CHICAGO, ILLINOIS</td>
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<td>EMPIRE COIN MACHINE EXCHANGE, 7744 17th Place, DETROIT, MICHIGAN</td>
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<td>LIBERMAN MUSIC COMPANY, 275 Plymouth Avenue N., MINNEAPOLIS 11, MINN.</td>
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<td>MIDWEST DISTRIBUTORS, 709 Linwood Blvd., KANSAS CITY, MO.</td>
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<td>PHIL MESS COMPANY, 19th &amp; Walnut Sts., DES MOINES, IOWA</td>
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<td>NORTHWEST SALES OF OREGON, 1046 S. 2nd Avenue, PORTLAND 4, OREGON</td>
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<td>NORTHWEST SALES COMPANY, 1652 Eliot Avenue, SEATTLE, WASHINGTON</td>
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<td>NEW ORLEANS NOVELTY CO., 111 Magazine Street, NEW ORLEANS, LA.</td>
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<td>REX-SILOTTA DISTRIBUTING CO., 831 S. Dallas Street, STRACUSE, NEW YORK</td>
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<td>C. A. ROBINSON, 2017 W. Pico Blvd., LOS ANGELES, CALIFORNIA</td>
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<td>ROANOKE VENDING MACHINE CO., 4600 W. Broad Street, RICHMOND, VIRGINIA</td>
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<td>J. H. RUTTER, INC., 917 S. State Street, SALT LAKE CITY, UTAH</td>
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<td>ROYAL DISTRIBUTING CO., 225 E. Third Street, CINCINNATI 2, OHIO</td>
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<td>SOUTHERN AUTOMATIC MUSIC CO., 129 W. North Street, INDIANAPOLIS, INDIANA</td>
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<td>SOUTHERN AUTOMATIC MUSIC CO., 635 Brook Street, LOUISVILLE, KENTUCKY</td>
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<td>STATE SALES &amp; SERVICE CO., 1093 E. Baltimore St., BALTIMORE, MARYLAND</td>
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<td>SOUTHERN MUSIC DISTRIBUTING CO., 2465 Harper Street, JACKSONVILLE, FLORIDA</td>
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<td>SOUTHERN MUSIC DISTRIBUTING CO., 503 W. Central Avenue, ORLANDO, FLA.</td>
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<td>TRIMOUNT COIN MACHINE CO., 40 Wolfram Street, BOSTON, MASS.</td>
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<td>VARIETY DISTRIBUTING COMPANY, 585 Grant Street, ATLANTA, GEORGIA</td>
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<td>MIKE MUNVES CORP., 577 Teche Ave., NEW ORLEANS, LA.</td>
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<td>NATIONAL SHUFFLEBOARD CO., 291 Cleveland St., ORANGE, N. J.</td>
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<td>SOUTHLAND ENGINEERING CO., 1427 Euclid St., SANTA MONICA, CALIF.</td>
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<td>SUN-GLO SHUFFLEBOARD SUPPLIES INC., 112 Hecker St., BELLEVILLE, N. J.</td>
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<td>TUSKO CORP., 2177 Venture Blvd., THOUSAND OAKS, CALIF.</td>
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<td>ACTIVE AMUSEMENT MACHINES CO., 664 N. Broad St., PHILADELPHIA, PENNA.</td>
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<td>ADVANCE AUTOMATIC SALES CO., 1300 Howard St., SAN FRANCISCO, CALIF.</td>
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<td>BIOLLA ENTERPRISES, 224 N. Main St., NEWARK, NEW YORK</td>
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<td>CUP DISTRIBUTING CORP., 614 W. Grand, OKLAHOMA CITY, OKLAHOMA</td>
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<td>DUNIS DISTRIBUTING CO., 1003 W. Frost St., PORTLAND, OREGON</td>
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<td>GARRISON SALES CO., 1000 W. Washington, PHOENIX, ARIZONA</td>
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<td>GENERAL VENDING SALES CO., 237 W. Biddle St., BALTIMORE, MD.</td>
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<td>LYNCH &amp; ZANDER CO., 822 Bonanza St., NEW ORLEANS, LA.</td>
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<td>LIBERMAN MUSIC CO., 275 Plymouth Ave., MINNEAPOLIS, MINN.</td>
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<td>MILLER-NEWARK DISTRIBUTING CO., 42 Fairbanks, N.W.</td>
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<td>MIDWEST DISTRIBUTING CO., 709 Linwood Blvd., KANSAS CITY, MISSOURI</td>
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<td>MIKE MUNVES CORP., 577 Teche Ave., NEW ORLEANS, LA.</td>
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<td>NATIONAL SHUFFLEBOARD CO., 291 Cleveland St., ORANGE, N. J.</td>
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<td>TRIMOUNT COIN MACHINE CO., 40 Wolfram Street, BOSTON, MASS.</td>
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<td>UNITED DISTRIBUTORS, 1057 S. Main Street, WICHITA, KANSAS</td>
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**The Most Sensational Money Making Advancement in Juke Box History—and Only Seeburg has it!**

400 S. Atlantic Avenue, Atlantic City, N.J.

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**U.S. Manufacturers and Suppliers of Coin-Operated Machines Are Well Represented in the German Market by the Wurlitzer Distributors for Western Germany<br>Kommanditgesellschaft ERICH SCHNEIDER G.m.b.H. & Co. <br>Hamburg 6—Lagerstrasse 16**
We are extremely proud to have served the Coin Machine trade for the past forty years... thru the services of a group of highly trained sales representatives:

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ALLAN KANAREK
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Fischer Sales & Mfg. Co.

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B. D. LAZAR COMPANY
1635 Fifth Avenue
PITTSBURGH 19, PA.  (TEL.: Grant 1-7818)

THE AMI

“K” is King

Bally...

The factory that brings the operator the most varied and complete line of amusement machines.

SEE THEM ALL AT
BISHOP MUSIC CO.
1216 S. Sanders St.
Raleigh, North Carolina

MANUFACTURERS
and Their Distributors

AMUSEMENT GAMES (continued)

TUSCO MFG. CO.
(continued)

MOUNTAIN STATES DIST.
3630 Downing St.
DENVER, COLORADO
Canada

SELECT MUSIC CO.
VANCOUVER (B.C.) CANADA

FEDERAL AMUSEMENT
MONTREAL, QUEBEC

VAN DUSEN BROS. CO.
EDMONTON, ALBERTA, CANADA

UNITED MANUFACTURING CO.
3401 N. Califonia Ave
CHICAGO, ILL.

(Distributors)

ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
SAN FRANCISCO, CALIF.

ALASKA MUSIC CO.
Box 1294
FAIRBANKS, ALASKA

AUTOMATIC VEND. MACH. CO.
583 California Ave.
WAHIAWA, OAHU, HAWAII

BANNER SPECIALTY CO.
5th above Grand
PHILADELPHIA, PA.

BLACK SALES, INC.
583 Tenth Ave.
NEW YORK, N. Y.

CANYON STATES DIST. CO.
301 E. Seventh St.
TUCSON, ARIZ.

CENTRAL DISTRIBUTORS, INC.
2315 Olive St.
ST. LOUIS, MO.

CENTRAL OHIO COIN MACH. EXCH.
854 N. High St.
COLUMBUS, O.

CLEVELAND COIN MACH. EXCH.
2021 Prospect Ave.
CLEVELAND, O.

CLEVELAND COIN MACH. EXCH.
1827 Adams St.
TOLEDO, OHIO

COIN AUTOMATIC MUSIC CO.
241 W. Main St.
JESSON CITY, TENN.

COMMERCIAL MUSIC CO., INC.
1540 Edison St.
DALLAS, TEX.

COMMERCIAL MUSIC CO.
1415 S. Flores St.
SAN ANTONIO, TEXAS

CULP DISTRIBUTING CO.
614 W. Grand Ave.
OKLAHOMA CITY, OKLA.

EMPIRE COIN MACHINE EXCH.
1012 MILWAUKEE Ave.
CHICAGO 47, ILL.

EMPIRE COIN MACHINE EXCH.
7743 Puritan Ave.
DETROIT, MICH.

J. & M. NOVELTY CO.
5555 Mahoning
YOUNGSTOWN, OHIO

Le FLORE MUSIC CO.
712 George St.
GREENWOOD, MISS.

MATFLOWER DISTRIBUTING CO.
2227 University Ave.
ST. PAUL, MINN.

MID-SOUTHEAST DISTRIBUTORS
1122 Fairmont
FAIRMONT, W. VA.

MID-WEST DIST. CO.
208 N. Madison St.
ROCKFORD, ILL.

MID-WEST DISTRIBUTORS
709 Linwood Blvd.
KANSAS CITY, MO.

MID-WEST MUSIC CO.
3850 Madison Ave.
DENVER, COLO.

OLD DOMINION VEND. SERVICES
1925 Terrace Ave.
BATUSIDE, VA.

PASTER DISTRIBUTING CO.
3601 W. Fond du Lac
MILWAUKEE, WIS.

PIERCE MUSIC CO.
109 W. Market St.
RALEIGH, N.C.

C. A. ROBINSON CO.
2301 W. Pico Blvd.
LOS ANGELES, CALIF.

ROCK CITY AMUSEMENT CO.
109 Lafayette St.
NASHVILLE, TENN.

SANDMAN-PENNINGTON CO.
1049 Union Ave.
MEMPHIS, TENN.

SANDLER DISTRIBUTING CO.
110 Eleventh St.
DES MOINES, IOWA

SOUTHERN AUTOMATIC MUSIC CO.
725 S. Brook St.
LOUISVILLE, K.Y.

SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway
CINCINNATI, O.

SOUTHERN AUTOMATIC MUSIC CO.
1535 Delaware Ave.
LEXINGTON, K.Y.

SOUTHERN AUTOMATIC MUSIC CO.
129 W. North St.
INDIANAPOLIS, IND.

SPARKS SPECIALTY CO., INC.
104 Edgewood Ave., N.E.
ATLANTA, GA.

SPARKS SPECIALTY CO., INC.
1309 Taylor St.
COLUMBIA, S.C.

STATE SALES & SERVICE CORP.
1005 East Baltimore
BALTIMORE, MD.

DAN STEWART CO.
140 E. Second South
SALT LAKE CITY, UTAH

TARAN DISTRIBUTING CO.
6 Riverside Ave.
JACKSONVILLE, FLA.

TARAN DISTRIBUTING CO.
3401 N.W. 36th St.
MIAMI, FLA.

UNITED DISTRIBUTORS, INC.
903 W. Second St.
WICHITA, KAN.

The Cash Box—July 30, 1960
MANUFACTURERS
And Their Distributors

AMUSEMENT GAMES (continued)

UNITED MFG. CO.
(continued)

UNITED PRODUCTS
1208 Douglas St.
OMAHA, NEBRASKA

WESTERN DISTRIBUTORS
1228 S.W. 16th
PORTLAND, ORE.

WESTERN DISTRIBUTORS
3126 Elliot Ave.
SEATTLE, WASH.

Canada
DALE DIST. LTD.
166-70 Seaview St.
VANCOUVER, B.C., CANADA

MUSIC DISTRIBUTORS
437 St. James, W.
MONTREAL, QUEBEC, CANADA

ALLAN PULLMER CO.
145 Scotia St.
WINNIPEG, MANITOBA

GUS WINTER, LTD.
302 Warner St.
ST. JOHN'S, NEWFOUNDLAND

VALLEY SALES CO.
333 Morton St.
BAY CITY, MICH.

WILLIAMS MFG. CO.
4342 W. Fillmore St.
CHICAGO, ILL.

REDD DISTRIBUTING CO., INC.
290 Lincoln St.
ALLSTON, BOSTON 34, MASS.

(Continued)

EMPIRE COIN MACH.
Chicago, Ill.

FEDERAL AMUSEMENT CO.
Montreal, Quebec (Canada)

FRANCO DIST. CO.
Montgomery, Ala.

FRIEDMAN AMUSEMENT CO.
Atlanta, Ga.

GREGO BROS. AMUSE.
Glasco, N. Y.

LEW JONES DIST. CO.
Indianapolis, Ind.

H. Z. VENDING & SALES CO.
Omaha, Nebraska

R. F. JONES CO.
San Francisco, Calif.

KEN POPP EQUIPMENT
Trenton, Mich.

LAKE CITY AMUSEMENT
Cleveland, Ohio

PAUL A. LAYMON, INC.
Los Angeles, Calif.

B. D. LAZAR CO.
Pittsburgh, Pa.

LIEBERMAN MUSIC CO.
Minn., Minn.

MIDWEST DIST. CO.
Rockford, Ill.

MONROE COIN EXCH.
Cleveland, Ohio

MIKE MUNYHS
New York, N. Y.

MUSIC DISTRIBUTORS
Pittsburgh, Pa.

NEW ORLEANS Novelty
New Orleans, La.

PEACH STATE MUSIC
Moran, Ga.

REX-BIOLLOTTA CORP.
Syracuse, N. Y.

ROANOKE VEND. EXCH. INC.
Richmond, Va.

ROTH NOVELTY CO.
Wilkes Barre, Pa.

ROYAL DISTRIBUTING CO.
Cincinnati, Ohio

RUNYON SALES CO.
New York, N. Y.

SANDELS DISTRIBUTING CO.
Nashville, Tenn.

SANDER DISTRIBUTING CO.
Des Moines, Iowa

SCOTT CROSS CO.
Nashville, Tenn.

SHELTON SALES CO.
Buffalo, N. Y.

SOUTHERN AMUSEMENT CO.
Memphis, Tenn.

SOUTHERN AUTOMATIC MACHINERY
Louisville, Ky.

STERLING SERVICE
Mountain, Pa.

TARAN DISTRIBUTING CO.
Miami, Fla.

TRIMOUNT COIN
Boston, Mass.

UNITED DISTRIBUTORS
Chicago, Ill.

WALBOX EQUIPMENT
Dallas, Texas

Shipmentsto made to all parts of the world
Let us have your orders
Prompt shipments from our large inventory

• Bowling Alleys
• Baseball games
• Shuffle games
• Arcade equipment
• Guns
• Phonographs

BIG MONEY-MAKERS
COME FROM

America's Leading Distributor

BLACK SALES CO., INC.
IRVING HOLZMAN
583 TENTH AVE., NEW YORK, N. Y.

WE SPECIALIZE IN EXPORT

RECONDITIONED EQUIPMENT

Regardless of your requirements, we've got what you need! This fine selection of reconditioned equipment has been THOROUGHLY gone over inside and out. You can't buy better machines at ANY price!

PHONOGRAPH:

Item Model Price

PODGEBOARD 145
MOONBOARD 145
\$100.00
\$95.00

BINGOS

Item Model Price

Table BINGO 145
Box BINGO 145
\$150.00
\$145.00

WELL-BEHaved EQUIPMENT:

Item Model Price

Rapid Speed 145
Hi-Fly 145
\$150.00
\$145.00

WRITE, WIRE OR PHONE
FOR PROMPT SHIPMENT

We Extend to

"THE CASH BOX"

Our very sincere congratulations on your 18th Anniversary

We of the Westchester Operators Guild are very proud and happy to have The Cash Box as our friend.

Our Best Wishes For Your Continued Success.

Westchester Operators Guild Inc.
116 NORTH MAIN STREET
PORT CHESTER, NEW YORK

The Cash Box—July 30, 1960
Music and Amusement Machines Show Increase Over 4th Quarter of 1959. Also Better Than Same 1st Quarter Period of 1959.

For the first time in over a year, export statistics for a quarterly period show an upward trend. Total shipment in the first quarter of 1960 to United Kingdom was $2,299,936, compared with $2,199,896 in the first quarter of 1959. This represents an increase of 4.5% in sales. The overall increase was $99,040, valued at $5,034,790. These figures are extremely encouraging in view of the fact that the world market, as a whole, has been slackening. The world market was valued at $4,568,275.

1) Phonographs: American exporters shipped 4,057 music machines, valued at $2,725,046 in the first quarter of 1960. This compared with 3,347 machines, valued at $2,248,632 in the first quarter of 1959. An increase of 19.9% in sales. The overall increase was $4,807,414, valued at $5,034,790. These figures are extremely encouraging in view of the fact that the world market, as a whole, has been slackening. The world market was valued at $4,568,275.

2) Amusement Machines: Shipments of games showed a very healthy improvement in the first quarter over the same period last year. Shipments were valued at $4,568,275.

The $4,568,275. 50
trend in 1960 is a favorable one. Further study of the statistics discloses that coin-op machines were in both music and amusement machines.

An interesting development is the recent lifting of the import restrictions in France. A result of this move, French buying will probably show in the 3rd and 4th quarter statistics of 1960.

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The $4,568,275. 50
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An interesting development is the recent lifting of the import restrictions in France. A result of this move, French buying will probably show in the 3rd and 4th quarter statistics of 1960.
## Exports of U.S. Phonographs, Games and Vendors

### Exports of U.S. Phonographs for First Quarter, 1960

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>314</td>
<td>$227,329</td>
</tr>
<tr>
<td>Mexico</td>
<td>27</td>
<td>$21,004</td>
</tr>
<tr>
<td>Guatemala</td>
<td>8</td>
<td>$6,487</td>
</tr>
<tr>
<td>British Honduras</td>
<td>4</td>
<td>$3,388</td>
</tr>
<tr>
<td>Nicaragua</td>
<td>35</td>
<td>$25,698</td>
</tr>
<tr>
<td>El Salvador</td>
<td>8</td>
<td>$6,475</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>47</td>
<td>$34,183</td>
</tr>
<tr>
<td>Bahamas</td>
<td>6</td>
<td>$3,845</td>
</tr>
<tr>
<td>Jamaica</td>
<td>25</td>
<td>$15,499</td>
</tr>
<tr>
<td>Leeward &amp; Windward Is.</td>
<td>18</td>
<td>$9,658</td>
</tr>
<tr>
<td>Panama</td>
<td>27</td>
<td>$22,069</td>
</tr>
<tr>
<td>Trinidad</td>
<td>11</td>
<td>$9,088</td>
</tr>
<tr>
<td>Netherlands Antilles</td>
<td>8</td>
<td>$6,054</td>
</tr>
<tr>
<td>Honduras</td>
<td>13</td>
<td>$9,874</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>2</td>
<td>$1,537</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>548</strong></td>
<td><strong>$403,565</strong></td>
</tr>
</tbody>
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### South America

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venezuela</td>
<td>190</td>
<td>$140,848</td>
</tr>
<tr>
<td>British Guiana</td>
<td>8</td>
<td>$5,192</td>
</tr>
<tr>
<td>Ecuador</td>
<td>27</td>
<td>$19,023</td>
</tr>
<tr>
<td>Chile</td>
<td>18</td>
<td>$4,866</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>243</strong></td>
<td><strong>$169,964</strong></td>
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### Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>200</td>
<td>$133,800</td>
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<tr>
<td>Netherlands</td>
<td>94</td>
<td>$55,781</td>
</tr>
<tr>
<td>Belgium</td>
<td>885</td>
<td>$598,268</td>
</tr>
<tr>
<td>West Germany</td>
<td>1,328</td>
<td>$869,276</td>
</tr>
<tr>
<td>Switzerland</td>
<td>139</td>
<td>$107,990</td>
</tr>
<tr>
<td>Italy</td>
<td>151</td>
<td>$70,739</td>
</tr>
<tr>
<td>Sweden</td>
<td>20</td>
<td>$14,769</td>
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<tr>
<td>Norway</td>
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<td>$10,949</td>
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<td>Denmark</td>
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<td>$4,777</td>
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<tr>
<td>Portugal</td>
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<td>Ireland</td>
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<td>$1,961</td>
</tr>
<tr>
<td>Austria</td>
<td>7</td>
<td>$3,787</td>
</tr>
<tr>
<td>Turkey</td>
<td>8</td>
<td>$4,222</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>5,102</strong></td>
<td><strong>$2,086,047</strong></td>
</tr>
</tbody>
</table>

### Asia

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pakistan</td>
<td>1</td>
<td>$1,550</td>
</tr>
<tr>
<td>Ceylon</td>
<td>2</td>
<td>$2,440</td>
</tr>
<tr>
<td>Japan</td>
<td>4</td>
<td>$3,098</td>
</tr>
<tr>
<td>Nansel &amp; Nango Islands</td>
<td>23</td>
<td>$10,631</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>9</td>
<td>$7,180</td>
</tr>
<tr>
<td>Lebanon</td>
<td>4</td>
<td>$1,318</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>138</strong></td>
<td><strong>$102,064</strong></td>
</tr>
</tbody>
</table>

### Australia

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>26</td>
<td>$12,606</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>26</strong></td>
<td><strong>$12,606</strong></td>
</tr>
<tr>
<td><strong>GRAND TOTALS</strong></td>
<td><strong>4,057</strong></td>
<td><strong>$2,723,645</strong></td>
</tr>
</tbody>
</table>

### Exports of U.S. Amusements for First Quarter, 1960

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>2,713</td>
<td>$187,220</td>
</tr>
<tr>
<td>Mexico</td>
<td>97</td>
<td>$6,485</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>22</td>
<td>$1,782</td>
</tr>
<tr>
<td>Bahamas</td>
<td>32</td>
<td>$15,000</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>32</td>
<td>$6,400</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>2,886</strong></td>
<td><strong>$216,682</strong></td>
</tr>
</tbody>
</table>

### South America

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venezuela</td>
<td>144</td>
<td>$47,239</td>
</tr>
<tr>
<td>Ecuador</td>
<td>30</td>
<td>$9,370</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>174</strong></td>
<td><strong>$56,609</strong></td>
</tr>
</tbody>
</table>

### Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>922</td>
<td>$96,420</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2,381</td>
<td>$355,981</td>
</tr>
<tr>
<td>Ireland</td>
<td>41</td>
<td>$7,199</td>
</tr>
<tr>
<td>Netherlands</td>
<td>133</td>
<td>$12,164</td>
</tr>
<tr>
<td>Belgium</td>
<td>2,262</td>
<td>$219,760</td>
</tr>
<tr>
<td>France</td>
<td>146</td>
<td>$46,187</td>
</tr>
<tr>
<td>West Germany</td>
<td>1,250</td>
<td>$269,485</td>
</tr>
<tr>
<td>Switzerland</td>
<td>46</td>
<td>$12,577</td>
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<tr>
<td>Italy</td>
<td>51</td>
<td>$20,739</td>
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<tr>
<td>Greece</td>
<td>12</td>
<td>$3,750</td>
</tr>
<tr>
<td>Iceland</td>
<td>2</td>
<td>$1,200</td>
</tr>
<tr>
<td>Norway</td>
<td>32</td>
<td>$12,266</td>
</tr>
<tr>
<td>Denmark</td>
<td>94</td>
<td>$20,410</td>
</tr>
<tr>
<td>Turkey</td>
<td>13</td>
<td>$14,385</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>7,861</strong></td>
<td><strong>$1,082,510</strong></td>
</tr>
</tbody>
</table>

### Asia

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lebanon</td>
<td>1,000</td>
<td>$75,222</td>
</tr>
<tr>
<td>Republic of Philippines</td>
<td>94</td>
<td>$33,374</td>
</tr>
<tr>
<td>Republic of Korea</td>
<td>12</td>
<td>$6,190</td>
</tr>
<tr>
<td>Nansel &amp; Nango Islands</td>
<td>14</td>
<td>$5,978</td>
</tr>
<tr>
<td>Taiwan</td>
<td>8</td>
<td>$4,800</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>1,128</strong></td>
<td><strong>$126,169</strong></td>
</tr>
</tbody>
</table>

### Australia

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>425</td>
<td>$55,335</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>425</strong></td>
<td><strong>$55,335</strong></td>
</tr>
</tbody>
</table>

### Africa

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morocco</td>
<td>37</td>
<td>$19,156</td>
</tr>
<tr>
<td>Tunisia</td>
<td>14</td>
<td>$3,500</td>
</tr>
<tr>
<td>Union of South Africa</td>
<td>10</td>
<td>$9,776</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>61</strong></td>
<td><strong>$26,426</strong></td>
</tr>
<tr>
<td><strong>GRAND TOTALS</strong></td>
<td><strong>12,635</strong></td>
<td><strong>$1,564,906</strong></td>
</tr>
</tbody>
</table>

### Coin Machines of All Kinds Exported by the United States to Nations Throughout the World for January, February and March Totaled 22,209 Machines Valued at $5,034,790
LEADING IMPORT NATIONS FOR 1st QUARTER, 1960

PHONOGRAPHS

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Units</th>
<th>Dollar Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Germany</td>
<td>1,588</td>
<td>$883,276</td>
</tr>
<tr>
<td>Belgium</td>
<td>893</td>
<td>$508,308</td>
</tr>
<tr>
<td>Canada</td>
<td>314</td>
<td>$140,848</td>
</tr>
<tr>
<td>Venezuela</td>
<td>196</td>
<td>$137,340</td>
</tr>
<tr>
<td>Norway</td>
<td>199</td>
<td>$133,800</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>200</td>
<td>$107,360</td>
</tr>
<tr>
<td>Italy</td>
<td>181</td>
<td>$70,739</td>
</tr>
<tr>
<td>Netherlands</td>
<td>94</td>
<td>$55,781</td>
</tr>
<tr>
<td>Nanei &amp; Nanpo Islands</td>
<td>72</td>
<td>$50,531</td>
</tr>
<tr>
<td>Republic of Philippines</td>
<td>45</td>
<td>$34,427</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>47</td>
<td>$34,153</td>
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<td>Nicaragua</td>
<td>35</td>
<td>$25,926</td>
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<tr>
<td>Panama</td>
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<td>$22,086</td>
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AMUSEMENT MACHINES

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<th>Country</th>
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VENDING MACHINES

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<td>Netherlands</td>
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<tr>
<td>Nanei &amp; Nanpo Islands</td>
<td>10</td>
<td>$7,000</td>
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</table>
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<th>Cities/Adress</th>
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<td><strong>ALABAMA</strong></td>
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</tr>
<tr>
<td>Montgomery</td>
<td>Frazon Nevcoly Co., 24 N. Perry St.</td>
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<tr>
<td>Anchorage</td>
<td>M. J. Standy Co., 2901 Gable Blvd.</td>
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<td>Fairbanks</td>
<td>Alaska Music Co., Sec. 1234</td>
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<td><strong>ARIZONA</strong></td>
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<td><strong>ARKANSAS</strong></td>
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<tr>
<td>Fayettevile</td>
<td>7th &amp; State Sales Co., 315 Rollston St.</td>
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<td>Little Rock</td>
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<td><strong>CALIFORNIA</strong></td>
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<tr>
<td><strong>FLORIDA</strong></td>
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<tr>
<td>Miami</td>
<td>All Col Amusements, 3915 N. 7th Ave.</td>
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<td>Atlanta</td>
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**CHAMP GRIP-TEST**

Practice Makes Perfect!

“Grip-Test” creations are growing up to $40 per week in locations all over the nation! The old “test-year-strength” pitch is still bringing in the customers and “Grip-Test” gives them the chance to try their strength... inexpensive, speedy, and big crowd pleaser. Now on hundreds of locations of all types with amazing collection reports. Super markets, bowling alley's, roadside stands and many other “off-beat” locations, in addition to the standard types, are proving the value of a good low-cost coin operated machine. Send for details today!

**CHOICE SALES TERRITORIES AVAILABLE**

**WRITE FOR FREE 1960 CATALOG TODAY**

**MIKE MUNVES CORP.**

**577 TENTH AVENUE**

**NEW YORK 3, N.Y.**

**Bryant 9-6677**

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**IMPORTERS**

We Have 20 Years Experience In Export Sales . . . Export Shipping . . . Export Financing

**WRITE OR CABLE FOR OUR LOW C & F PRICES**

We are in a position to help those qualified dealers promote their sales volume by furnishing a complete and flexible efficient finance plan . . .

**Cable Address:** Boggolos Angeles

**BADGER SALES COMPANY, INC.**

2251 WEST PICO BLVD.

**LOS ANGELES, CALIFORNIA**

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**UNITED**

Brings the world's Operators

**THE BIG MONEY MAKERS**

See them in our Showrooms - Western Canada Distributors D.ALE DISTRIBUTING (B.C.) LTD.

1168 - 70 SEYMOUR STREET VANCOUVER 2, B.C. VANCOUVER MUNI 3-8015 or 4-6914

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Part II—Coin Machines 31
Copy of the Sensational Historical and Statistical 18th ANNIVERSARY ISSUE of The Cash Box to the First 500 Subscriptions

Arriving At This Office Accompanied With The Application On The Bottom Of This Page.

ADDITIONAL COPIES of the 18th ANNIVERSARY ISSUE AVAILABLE FOR A SHORT TIME ONLY at $5.00 per copy

THE CASH BOX
1721 Broadway
NEW YORK 19, N. Y.

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ADDRESS_________________________
CITY___________ ZONE _______ STATE

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1721 Broadway
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FIRM NAME_______________________
ADDRESS_________________________
CITY___________ ZONE _______ STATE

The Cash Box—July 30, 1960
JOBBERS and DISTRIBUTORS
LISTED BY STATES

TEXAS (Cont’d.)

Fort Worth
Fort Worth Amusement Co., 2427 Forest Park Blvd.

Houston
Amusement Distributors, Inc., 1615 St. Emanuel
H. A. Franz & Co., 940 Calhoun St.
J. S. Bond & Co., Inc., 2407 Leslie
R. Warren Co., 3440 Leslie Ave.

Mineral Wells
Waller Dist. Co., Box 75

New Mexico
St. Antonio
Commercial Music Co., Inc., 1435 So. Flores St.
B. J. Nichols & Assoc., 224 So. Flores St.
Pan American Sales Co., Inc., 812 S. Uana St.

San Antonio
Sand State Sales Co., 412 S. Main Ave.
United Amuse, Co., 430 Main St.
R. Warren Co., 121 Navarro St.

UTAH
Salt Lake City
Mel-D-Dee Music, Inc., 712 E. State St.
J. H. Baxley, Inc., 417 South State St.
Dan Stewart Co., 140 E. Second South St.

Weston Park, Co., 2260 Orchard St.

Thompson Dist. Co., 127 E. Second Sth

VIRGINIA
Barvaide
Old Dominion Vendo. Co., 1925 Terrace Ave.

Bristol

Portsmouth
O’Connor Vending Machine Co., 424 Crawford St.

Richmond
Alfa Dist. Co., 4699 West Leigh St.
O’Connor Vending Machine Co., 2313 W. Main St.
Bunker Vend. Exch., Inc., 8800 W. Broad St.

WASHINGTON
Seattle
American Shuf. Sales Co., 3144 Elliot Ave.
Michael Dist. Co., 190 Elliot, W.
Northwest Sales Co., 3145 Elliot Ave.
Regret Seeburg Novelties Co., 3144 Elliot Ave.
Western Dist., 3144 Elliot Ave.

Spokane
Denky Dist. Co., West 806 W. Second Ave.
B. F. Jones Co., 541 W. Second Ave.

Tucson
Pacific Kiddle 100 Dist. Co., 1212 Tucson Ave.

State Amusement Co., 1531 Broadway

WEST VIRGINIA
Charleston
Bunker Vending Mach. Exch., 625 Ohio St.

Fairmont
Mid-State Dist., 1222 Fairmont

Martinsburg

Wheeling
Alfa Sales, Inc., 857 Market St.
Trimlite Amusement, 144 14th St., Rear
Wheeling Coin Machine Exch., 2629 Keef St.

WISCONSIN

Huron
Don Savage Nov., Co., 625 Third St.

Green Bay
Ballot Vending Sales Co., 180 No. Chestnut St.
P. B. Vending Mach. Exch., 245 Summit St.

Milwaukee
Ballot Novelties Co., 2544 N. 16th St.
General Novelties Co., 519 N. 16th St.
Originals By Seeburg, Inc., 4100 W. Lincoln Blvd.

Mitchell Novelties Co., 3610 W. National Ave.

Pioneer Dist. Co., 3601 W. Fond du Lac

United, Inc., 1104 W. Viele St.

Shelbyan
Anthony Hirt, 2429 No. 8th St.

The Cash Box—July 30, 1960

“Artist Of Week”
Success In England

LONDON—Evidently musical tastes run the same in the U.S. as in Britain. London’s Seeburg distributor, the Ditchburn Organization, reports quick acceptance of Seeburg’s new “Artist of the Week” merchandising program, originally introduced here at the A.T.E. Convention.

Purpose of the promotion is to feature the LP selections that Seeburg claims are responsible for a large portion of the record market today. LP selections are programmed via 35 1/3 rpm speed which accommodates the 7” disk. Seeburg Model “Q” photos play both 45’s and 30’s, intermixed.

Ditchburn is also enjoying other good news with the introduction of new vending equipment — Hitspa “400,” Colespa “360” and the Mini-Spa, hot and cold drink vending machines.

Congratulations
On Your 18th Anniversary
H. Z. VENDING
& SALES CO., INC.
1205 DOUGLAS ST.
OMAHA, NEBRASKA

DISTRIBUTORS FOR:
D. GOTTLIEB * BALLY
ROCK-OLA * FISCHER
WILLIAMS * UNITED

The Outstanding
IMPERIAL
with MAGNO PLAY CONTROL

Locations all over the continent are con


gruating operators who have installed the

IMPERIAL, shuffleboard. Why? Because it

stimulates play and increases sales, because

it is exceptionally attractive and because it

is trouble-free.

Operators love the IMPERIAL, too. Exclusive Magna Play Control*, which releases mag-

nets after each game or when time expires.

preventing further play, means more coins in the coin box.

RUFFLER and WALKER LTD.
33-37 ST. JOHNS HILL,
CLAPHAM JUNCTION
LONDON S.W.11, ENGLAND

LARGE and KEEN BUYERS

-invite offers of the following equipment

SLOT MACHINES • BINGOS • ARCADE EQUIPMENT •
Bally SKILL ROLL
Keeney RED ARROW
Midway RED BALL
Bally MOON RAIDER
Games TWIN WILD CAT
Keeney DELUXE RED ARROW
Midway JOKER BALL
Bally TARGETS
Games SUPER WILD CAT
Keeney TOUCHDOWN
Midway JOKER'S WILD
Jennings SOUVENIR SLIDES
Keeney BIG DIPPER
Keeney CRISS CROSS DIAMOND
American SHUFFLEBOARD
Redd HOLLYWOOD CANDID CAMERA

The Cash Box—July 30, 1960

Part II—Coin Machines 41
British Gaming Laws To Be Strictly Enforced

LONDON—Undoubtedly the most important single factor to concern and influence coin men in this country during recent months has been the forthcoming change in the Betting and Gaming Laws. Commenting on the latest development in this direction, Mr. John Singleton, Secretary of The Amusements Caterers Association reports that when the Bill was further considered by the House of Lords last week a last stage amendment was agreed to—the effect of which is to limit to two the number of gaming machines, that can be operated in any one building, under Clause 17 of the Act. This is the clause which permits the operation of gaming machines in clubs and other private premises, subject to the two original conditions: 1) That the machine does not exceed 6d and 2) That the profits are devoted to purposes other than private gain. This limitation to two machines does not apply to licensed amusement arcades where there is no limit on the number of cash pay-out machines that can be installed, providing that the maximum pay-out is not more than 1/- (the maximum charge for use of the machine is also 1/-).

Singleton further comments that it is obvious that great concern is being felt in some quarters over recent developments in the trade regarding the threats of mass importation of fruit and other types of gaming machines. In fact, during last week’s debate a strong attempt was made to persuade the Government to insert into the Bill a new clause which would have given them (the Government) powers “to prohibit, control or regulate the sale, importation or use of gaming machines”—although eventually the suggestion was withdrawn, it seems that the Government will be keeping a very watchful eye.

1961 A.T.E. Show On Same London Site

LONDON—Despite every effort by Mr. John Singleton and his Committee to find a larger and more suitable venue for the 1961 Amusement Trades Exhibition Convention, the search has proved unsuccessful and, once again, it will be held at the New Royal Horticultural Hall, Westminster, London, S.W.1. from Tuesday, January 31st through Wednesday and Thursday, February 1st and 2nd 1961. It is expected that the prospectus will be ready and despatched in late September and that stands will be allocated during the first week of November. In view of the fact that there will certainly be more applications for stands than in previous years and the likelihood that exhibitors of long standing will require more space to exhibit the ever increasing variety of equipment now available, the failure to secure more spacious premises in most regrettable.

AMUSEMENT MACHINES—JULY, 1959 THRU JUNE, 1960

NOVELTY

Bally PONY TWINS

KIDDIE

Tusco CHARGER

Tusco CAMEL

Tusco GEEP

Southland WESTERN TRAILS

The Cash Box—July 30, 1960

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The Cash Box—July 30, 1960
Views On Britain's Coin Machine Market

Cyril Shack Sees More Stable Industry Evolving

LONDON—Cyril Shack, Managing Director of Phonographic Equipment Ltd., sole importers of Wurlitzer Juke Boxes reports that with the free imports of amusement equipment into this country, particularly under the new customs and bingo, many of the so-called investors who originally came into the juke box business with an eye to making quick money, and who were mainly responsible for obtaining locations bringing them down to uneconomical figures, have now switched their attention to gaming machines and bingos which are considerably lower in price than phonographs and therefore the return is higher—this in turn is bringing greater stability to the Juke Box Industry. With no influx of new operators into the industry new locations are being absorbed by existing operators who are aware of the dangers involved in cutting terms, thus making operating uneconomical. There is, therefore, much closer cooperation between bona fide operators than before.

Following the freeing of imports in July 1959 operators were faced with enormous depreciation on equipment purchased prior to that date and were not immediately interested in buying any more equipment. However, with this new found stability they are now becoming much more interested in purchasing new equipment, particularly as the prices of American imported machines are more realistic to present operating conditions. Shack adds that: "We at Phonographic Equipment Ltd., are doing everything to help bona fide operators price wise and we feel that we are getting more than our fair share of business for both new and used phonographs."

MUSIC OPERATORS — Diversify!

with Cine-Sonic "SOUND REPEATER"
Background Music Systems

Using Fidelipack Cartridges Exclusively!

Learn how Cine-Sonic’s "Sound Repeater" Earns Money In 15,000 Locations Today!

- Plays continuous music from top cartridges with over 1000 hours of lifetime music to choose from—Cine-Sonic Sound Library features wide selections in monaural and stereo.
- Features powerful 10-watt volume.
- NEW! Cine-Sonic’s "Sound Repeater" now available complete with public address paging system designed with on-off switch for convenient use. Selections have it! See us at THE SHOW.

SPECIAL EXPORT PLAN

Cine-Sonic Export Sales Plan!

EODITE PRODUCTS

3717 3rd
Detroit, Mich.
Phone: TE 2-1498

Music Systems Ltd. Selling United Equipment

LONDON—Music Systems Ltd. of Bury St. Edmunds, sole distributors in Great Britain for the United Juke Box, in January received the new "UPCB 100" selection stereo box, styled by the famous Raymond Loewy and claimed as "... the finest looking phonograph ever built...". Music Systems are also importers and distributors for the full range of games of the Chicago based United Manufacturing Company. Mr. James Sanderson, who heads Music Systems Ltd. expects to receive very shortly United’s fabulous new 20 ft. to 28 ft. bowling game—"BOWLERAMA"—built on the lines of the 80 ft. lanes and yet completely coin operated. It is certain to prove popular and a good seller, particularly in the smaller towns for which it is more suitable than the more expensive 60 ft. lanes.

The Cash Box—July 30, 1960
CIGARETTE VENDING MACHINES
1960 Models

CONTINENTAL VENDING MACHINE CO.
Corsair "360" Std—Auto.
36 Columns
(auto features column equalizer)

ARThUR H. DUGRENIER, INC.
Model K-14
14 Columns

LEHIGH, INC.
Model M-377
20 Columns

CONTINENTAL VENDING MACHINE CO.
556 Brush Hollow Road
WESTBURY, L.I., NEW YORK
(Write for nearest sales representative)
Arthur H. Dugrenier, Inc.
15 Holt Street
HAVERHILL, MASSACHUSETTS
(Distributors)

NEW ENGLAND AREA
Charles M. Suess
Mountingdale Lane
Lincoln, Massachusetts

R.F.D. CONCORD, MASS.
METROPOLITAN NEW YORK CITY
Daniel F. Thomas
Olivebridge Road
OLD TAPPAN, NEW JERSEY
PENNSYLVANIA, MARYLAND, WASHINGTON, D.C. SOUTH JERSEY, DELAWARE
Robert Eliza
1728 Academy Lane
Havertown, Pennsylvania
EASTERN AREA

PITTSBURGH, NORTHERN WEST VIRGINIA
Harry Wyzer
2124 Fifth Avenue
PITTSBURGH 19, PENNSYLVANIA
SOUTHERN WEST VIRGINIA
Guy Moss
318 Clendenen Street
CHARLESTON, WEST VIRGINIA
VIRGINIA AND NORTH CAROLINA
Arthur A. Dugrenier
701 Hanson Avenue
FREDERICKSBURG, VA.
VIRGINA CO.

Flora Friedman
635 Boulevard, N. E.
WASHINGTON, D.C.

MORRIS, PENNSYLVANIA

CHARLTON, NEW JERSEY

ARThUR H. DUGRENIER, INC.
Model L-20 Coronet

Atlantic Music Co.
314 W. Royal Avenue
Baltimore, Maryland

EASTERN MUSIc SysTemS, CORP.
334 N. Broadway
Buffalo, N.Y.

DavIc DISTRIBUTING CoRP.
247th St., East
SYracuse, N.Y.

DavIc DISTRIBUTING CORP.
1231 Main St.
Buffalo, N.Y.

ATLAS MUSIC CO.
2122 N. Western Ave.
Chicago, II.

ATLAS DISTRIBUTING Co.
2231 Fifth Ave.
Pittsburgh, Pa.

DavIc DISTRIBUTING CORP.
1231 Main St.
Buffalo, N.Y.

ATLAS DISTRIBUTING CORP.
3131 Alexander St.
RoCHESTER, N.Y.

DICKSON DISTRIBUTING Co.
631 California Avenue
OAKLAND, CALIF.

EASTERN DISTRIBUTORS, INC.
140 W. Mt. Royal Avenue
ATLANTA, GEORGIA

EASTERN MUSIc SYSTemS, CORP.
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Buffalo, N.Y.

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ATLAS DISTRIBUTING CORP.
3131 Alexander St.
RoCHESTER, N.Y.
### Cigarette Machine Mfrs. and Distributors (cont'd.)

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**The SEESEURG CORP.** (Continued)

86 J. NICOL & ASSO., 225 So. Flores St.
SAN ANTONIO, TEXAS

O'CONNOR DIST. CO., 1049 Union Ave.
MEMPHIS, TENN.

**THE SEESEURG DIST. CO.** 9250 W. Pico Blvd.
LOS ANGELES, CALIF.

SERVICE GAMES, INC. 3102 Mcfadden St.
HONOLULU, HAWAII

---

### Loaded with Selling Power

---

Increase your cigarette sales 20% to 40% in every type location! The big 830-pack capacity and 30 selling columns that handle all the popular brands and packages (including all the new ones) plus today's unrivaled, service-free Corsair mechanism are designed to accomplish this increase.

---

**Today's Unrivaled CORSAIR “30”**

The Corsair “30” is available in two models—the Corsair “30” Standard and the Corsair “30” Automatic. Column Equalizer conversion kits available for all Corsair “30” columns on location.

---

The Customer Selects the Brand, the Column Equalizer Selects the Column

---

### Continental VENDING MACHINE CO. DIVISION

[Continental Vending Machine Co. Address]

The Cash Box—July 30, 1960

Part II—Coin Machines 45
FRIEDMAN AMUSEMENT COMPANY
ATLANTA, GA — 635 BOULEVARD NE
COLUMBUS, S. C. — 2007 MAIN STREET

Auto-Bell Ships “Five Jacks” Game
Counter Game Looks To Big Export

CHICAGO—Auto-Bell Novelty Company of this city released what Zeke Wolf, president of the firm claims as “the greatest counter game ever built” in Art-Bell’s new “Five Jacks.”

“Five Jacks” is primarily earmarked for heavy foreign sales potential, according to Al Wool, sales manager of Auto-Bell Novelty. A prime market for heavy sales is all of Canada.

“Five Jacks” is definitely new, Wolf said. “And we maintain that it is absolutely original.

“It offers tremendous suspense,” he continued, “and steady long life everywhere, assuring steady and high earnings for all operators of coin-operated equipment—and at a very low cost. It takes one, two or three coins to play “Five Jacks.”

“Five Jacks” features a skill trigger which controls the coins. There are five winning traps, and five large award pockets. Each pocket is constantly being refilled for continuous play. Wolf and Woolen pointed up the fact that “Five Jacks” is 100% mechanical, and that no service is ever required.

“Considering all of these facts and figures,” Wolf concludes, “there is small wonder that we are already being deluged in our offices for the orders. The action ‘Five Jacks’ offers, coupled with the low price tag is just what operators everywhere need during these trying times.”

Wico Reflects On 20 Years Growth

CHICAGO—The operating heads of Wico Corporation of this city are reflecting these days over the accomplishment of 20 years of service in the production of parts and components for the coin machine industry, since the firm was founded by its president, Max Wico, who is still a young man by business standards.

Milton Wiczer, sales director, in remarks about the firm’s growth and achievements during this 20 year period said: “Now that we have reached this high point our greatest concern and consideration is—It always was—the thought that we are so highly augmented in every department that each and every part order—from 10 cents on up—is rushed to the customer immediately.

“Since the very first day we emerged as a parts supplier to every market all over the world," he continued, “we have constantly striven to expand, grow our range, and keep the customers in mind every waking hour.”

Edward Ruber, advised that new product thinking is constant at Wico Corporation. The highly skilled, highly skilled engineering department is always planning, thinking and working on new ideas for new products; and for more improved servicing techniques for the nation’s-and foreign—operators on location.

“Wico Corp. maintains a large staff of field representatives whose duty it is to keep in touch with customers and prospects, and assist them in every way possible,” Ruber said.

Max Wiczer, who has always been the guiding genius behind this progressive growth, expressed his assurance that Wico Corp. will continue to forge ahead during the next 20 years. “The goal is—as always—the best possible service for our customers always!” every employee of the firm is totally indoctrinated with this thinking,” he said in conclusion.
The Big Names In Music and Games are all at Mickey Anderson's!

MUSIC

ROCK-OLA "Tempo II"

Model 1478
Model 1485

GAMES

BALLY

AUTO-BELL — ⭐ — GAMES, INC.

KEENEY

POOL TABLES

IRVING KAYE CO

VALLEY SALES CO

Anniversary Specials!

AUTO-BELL CIRCUS PLAY BALL . . . . . . $145.00
AUTO-BELL GALLOPING DOMINOS . . . . . 195.00
GAMES, INC. SKEET SHOOT . . . . . . . . . . 185.00

WRITE • WIRE • PHONE

MICKEY ANDERSON
AMUSEMENT COMPANY

314 East 11th Street
Phone: Glandele 2-3207
Eric, Penna.

American Shuffleboard Appts. Dale Dist. Co. For Canadian Territory

UNION CITY, N.J.—Nick Melone, sales manager, American Shuffleboard Corporation, this city, has advised that Dale Distributing Co., Vancouver, Canada, has named distributor for the Canadian territory. The American line will consist of the entire "Imperial" series including the twenty-two foot shuffleboard size.

Melone advised that M. Johnson, president of the Dale firm has been doing a big job on a jobber level up until now but, effective immediately, is authorized as exclusive distributor for the sales area.

Johnson is an advocate of the shuffleboard game as a means of heavy location activity. "I expect the shuffleboard to do here in Canada what it did originally in the States in 1945 when it got a foothold and took off like a rocket!" said Johnson upon learning of his appointment.

The Dale Distributing firm will carry a complete line of accessories and supplies to service the games in all areas. In addition, Dale has complete supply of American Shuffleboard Literature on tournaments and the correct manner in which to organize group play—the program which brings in greater collections for the operator.

"Look for great inroads in this area within the next few months," stated Johnson in conclusion, "the cause shuffleboard is going to take Canada by storm, and we've got the finest model made."

More On The Origin Of First "Bumper"

HOUSTON, TEX.—Some weeks ago The Cash Box carried several stories attributing the origin of the first bumper game. The articles came about after readers noticed an editorial in the June 11th Edition which gave credit to a coinman in Utica, N.Y.

Harry Mabs, veteran coin machine designer and manufacturer continues the discussion with the remarks that he was the original designer of the first bumper game and is still active at age 77.

This week's mail brings still another reply from Gus Sundman, of the Sun Refinishing Company, in Houston, with additional information on the subject. "I have to go along with Harry Mabs," writes Sundman, "as I used to work with Harry a long time ago. I remember the first four letters that lit up on the backboard. As you know, the name of the game was 'Washington.' Well the first four letters to light up were S-H-L-I and that's when they changed the name to 'Bumper'!"

Anyone with any other stories on the origin of the "Bumper" game?

ABC Vend Declares Div.

NEW YORK—ABC Vending Corporation declared a regular quarterly dividend of 25 cents on the common stock, payable on August 25, to stockholders of record August 11, 1960.

Benjamin Sherman, chairman of the board, announced that the dividend is the 43rd consecutive cash distribution made by ABC Vending since its formation in 1934. The Company is listed on the New York Stock Exchange.

Dividends voted during 1960 total 75 cents. Dividends voted during 1959 totalled $1.00 plus a two per cent stock dividend.
Seeburg presents ........

"ARTIST OF THE WEEK"

THE MOST SENSATIONAL MONEY MAKING ADVANCEMENT IN JUKE BOX HISTORY . . . and ONLY SEEBURG has it!!!

DICKSON DISTRIBUTING CO.

631 California Avenue

Oklahoma City, Oklahoma

MORE OPERATORS BUY WORLD WIDE EQUIPMENT THAN ANY OTHER KIND!
AND HERE’S WHY...

QUALITY! PRICE! SERVICE!

BINGOS

SEA ISLAND 9000  DOUBLE HEADER  $65
CARIVAL QUEEN 345  PARADE  65
REACHFIRE 250  BIG TIME  65
CYPRUS GARDENS 230  SIX CLUB  60
NEW VALLEY 125  SHOWTIME  95
MISS AMERICA 75  STAMPEDER  95
KEY WEST 75  PIXIES  95

PHONOGRAPHIC

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ROCK-BLA 3175-320  $7.95
ROCK-BLA 1448-320 STEREO  $7.95
ROCK-BLA 1595-320  $3.95
ROCK-BLA 1455-320  $3.95
ROCK-BLA 1468-320  $3.95
SEEBURG V 250  2.95
ANN R 200  2.95
ANN E 195  2.95
ANN F 120  2.95

GUNS

Cil. Con Pint EXPRESS—Now WHITE  Chi. Con LANTERN GUN—$420
Cil. Con WHISTLE—Now WHITE  Chi. Con STREET GUN—$420
Un. TINT  445
Un. COUGAR  445
Un. MERCURY  445
Un. VANGUARD  445
Bull NOODLE BEATER  425
Bull SPACE GUNNER  425
Bull GUNWORKER  150
Bull SPY GUN  245
Guns BIG TOP  245
Exhibit SHOOTING GALLERY  $450

BOWLERS

Bally 14” A.B.C. Bowling Alley . . . $225
United 14” Bowling Alley . . . 225
Ch. Coin 14” Bowling League . . . 225
Bally 32” Straight . . . 95
United 13” Straight  95

SPECIAL! MIDWAY JOKER’S WILD FLOOR SAMPLE ONLY $395

UPRIGHTS

Casino WILDCAT  $745
Kentucky 100 Bellevue  145
Kentucky 100 Big Ten  145
Kentucky 100 Spade  145
Kentucky 100 Sweetheart  145
Kentucky 100 Siss  145
Kentucky 100 Piker  250

Co. Address "GAMES" Chicago
Terms: 1/3 Deposit,
Balance Sight Draft.

Worldwide Distributors

MERCHANTISE and SERVICE MACHINE MANUFACTURERS
AND THEIR PRODUCTS
(Listed Alphabetically)

A

A & B Co., Inc.
329 South Ave., Plainfield, N. J.
(Cigarette Vendor)

Abbey Mfg. Co.
5814 East Ave., St. Louis, Mo.
(Bulk Vendors)

A. B. T. & Co.
841 W. North Ave., Chicago, Ill.
(Popcorn Vendor)

American Mfg. Co.
415 S. Kinzie Ave., Chicago, Ill.
(Coin Mechanics, Meters, Accumulators)

Advance Machine Co.
6445 N. Ravenswood Ave., Chicago, Ill.
(Bulk, Candy, Cigarettes)

Albano & Co., Inc.
815 Grace Ave., New York, N. Y.
(Candy and Gum Vendors)

Able, Inc.
5048 N. Lincoln Ave., Chicago, Ill.
(Laundry)

American Scale Mfg. Co.
2906 Grand C., N.W., Washington, D. C.
(Scale)

American Simplex Co.
167 E. Vermont Ave., Los Angeles, Calif.
(Soft Drink Vendor—Bottler)

American Vending Corp.
1315 Grand Ave., Chicago, Ill.
(Sandwich Vendor)

Andrew Mfg. Co., Inc.
(Bulk Vendors)

Apex, Inc.
1700 W. Dryden, N. Y.
(Drink Vendor, Coffee Vendor, Combination Soda-Coffee Vendor)

Appli-Vend Co.
329 S. Beverly Dr., Beverly Hills, Calif.
(Aspirin Vendor)

Apto Mfg. & Sales Corp.
12203 Tunk Rd., Cleveland, O.
(Bulk and Popcorn Vendors)

Atlas Metal Works
Dallas, Texas
(Drink Vendor—Bottle)

Atlantic Photo Co.
1306 E. 13th St., Los Angeles, Calif.
(Photograph Machines)

Bally Vending Corp.
2801 N. Halsted Ave.,
Chicago, Ill.
(All selections—Hot and Cold Drink Vendor)

Barrett, Inc.
Box 91
San Marcos, Calif.
(Drink Vendor—Bottle)

Bellow Mfg. Co., Inc.
122 N. Michigan Ave., Chicago, Ill.
(Bulk Candy Bar and Ice Cream Vendors)

Blair Mfg. Co.
Valver Station, Ky.
(Drink Vendor—Bottle)

Brewer-Titche Corp.
New Milford, Pa.
(Coffee Vendor)

C. B. B. & Son,
N. Franklin & Goodwin Sts., Syracuse, N. Y.
(Soft Drink Vendor)

Cavalry Corp.

Cass. 1st St., Chicago, Ill.
(Drink Vendor—Bottle)

Café-Pak
411 Kimball Way, S.W., Atlanta, Ga.
(Drink Vendor—Bottle)

Cedar Hill Farms, Inc.
4000 Madisonville Rd., Cincinnati, Ohio
( Milk Vendor)

Central Tool Co.
1210 Main St., Hartford, Conn.
(Drink Vendor—Bottle)

Champion Vendors Supply Co.

1129 E. Horrison St., S. Antonio, Tex.
(Bulk Vendor)

Chicago Vendors of America.
1315 Walnut St., Philadelphia, Pa.
(Bulk Vendors)

Clear Pak Vendors,

Inc.

2907 Holmes St., Madison, Wis.
(Coffee, Candy Bar, Cigarette, Soft Drink Vendors)

Coffee-Star Corp.
884 North Ave., Elizabeth, N. J.
(Coffee Vendor)

Coffee Time of America, Inc.

318 S. 15th St., Oklahoma, Okla.
(Coffee Vendor)

Colo Vendors, Inc.
39 S. La Salle St., Chicago, Ill.
(Soft Drink Vendor)

Columbus Vending Co.

412 Hidalgo Ave., Columbus, O.
(Bulk Vendor)

Commercial Controls Corp.

1 Leighton Ave., Rochester, N. Y.
(Laundry)

Continental Vendors, Inc.

1055 W. 38th St., Chicago, Ill.
(Cigarette Vendor)

Counter-Mate

4150 Sunset Blvd., Minn., Minn.
(Cigarette Vendor)

D

Dairy Fresh, Inc.
374 University Ave., St. Paul 3, Minn.
(Milk Vendor)

Darshitam, Inc.

1627 Pontius Ave., Los Angeles, Calif.
(Milk Vendor)

E.

E. B. Dickinson & Co.

2205 Mass Ave., N.W., Wash., D.C.
(Ice Vendors)

Dr. Pepper Co.

2007 W. Maryland Ave., Dallas, Texas
(Drink Vendor—Bottle)

Arbor Greetings, Inc.

Chicago, Ill.
(Candy, Gum and Cigarette Vendors)

E

Electronic Devices
1320 S. Michigan Ave., Chicago, Ill.
(Telephone Machine)

Elm Valley Dairy

715 S. Main St., Holland, Mich.
(Milk Vendor)

Eschbach Mfg. Co.

4218 W. Lake St., Chicago, Ill.
(Card Vendor)

F

Fielding Mfg. Co.

254 W. Pearl St., Jackson, Mich.
(Hot Drink Vendor)

Flott Mfg. Co.

110 S. Michigan Ave., Chicago, Ill.
(Stamp Vendor)

Food Engineering Corp.

Manhasset, N. Y.
(Milk Vendor)

Ford Gum & Machine Co., Inc.

1700 E. Lake St., Chicago, Ill.
(Ball Gum Vendor)

J.


1446 W. Lake St., Chicago, Ill.
(Candy Mechanics, vending machines)

G

General Electric Co.

Lamp Division, Nela Park, Cleveland, O.
(Lamp Vendor)

General Vending Corp.

346 W. Washington Blvd., Chicago, Ill.
(Soft Drink (bottle) Vendor)

Guardian Electric Mfg. Co.

1421 W. Walnut St., Chicago, Ill.
(Candy Mechanics, Vending Machines)

H

Hamilco Sales Co.

338 S. Dearborn, Toledo, O.
(Laundry)

Haya Java Distrib. Corp.

110 W. Ohio St., Chicago, Ill.
(Coffee Vendor)

Hawkevitch Novelty Co.

1717 E. 43rd St., Des Moines, la.
(Cigar Vendor)

Hebel (Rock-Ola Mfg. Corp.)

111 W. Madison, Milw., Wis.
( Ice Cream Vendor)

H. J. Heinz Co.

1615 S. 17th Ave., Pittsburgh, Pa.
(Bottle Vendor)

Hosital Specialty Co.

932 Central Ave., Springfield, Ill.
(Coin Conversion Units)

I

Ideal Dispenser Co.

350 S. Western Ave., Bloomington, Ill.
(Soft Drink and Milk Vendors)

Ideal Weight Machine Co.

1516 3rd St., Los Angeles, Calif.
(Bowling)

International Mascot Corp.

448 Research St., Long Beach, City, N. Y.
(Book, Magazine, Post Card Vendor—Photographs and Cigar Vending Machines)

Ivy Products Corp.

P. O. Box 726, Hammond, Ind.
(Coffee Vendor)

J

Jennings & Co.

614 W. 3rd St., Chicago, Ill.
(Milk Vendor)

Jo-Lo Perfumery

326 Stevenson Ave., Jersey City, N. J.

K

J. H. Keene & Co.

2080 W. 56th St., Chicago, Ill.
(Cigar Vendor)


1420 Plymouth Rd., Detroit 2, Mich.
(Cookie Vendor)

The Cash Box—July 30, 1960
SERVICES AND SERVICE MACHINE MANUFACTURERS
AND THEIR PRODUCTS
(Listed Alphabetically)

M

Lehigh Foundries, Inc.,
212 Lehigh Dr., Easton, Pa.
(Ceramic and Porcelain Vendors)

Leather Changer, Inc.,
520 S. Highland St., Chicago, Ill.
(Ice Vendor)

Lincoln-Boyle Co.,
4268 N. Greenview, Chicago, Ill.
(Ice Vendor)

Macco Mfg. Co.,
4416 S. Halsted, Chicago, Ill.
(Ice Vendor)

Mallinckrodt Co.,
1920 Lake St., Newark, N. J.
(Cigar Vendors)

Mercy Vendors, Inc.,
3209 Euclid Ave., Cleveland, O.
(Cigarette Vendors)

Mr. Rebelt, Inc.
72 W. 36th Ave., Chicago, Ill.
(Bulk Milk Vendor)

N

National Refrigerators, Inc.,
1201 N. Madison St., St. Louis, Mo.
(Mechanical Refrigeration)

National Vendors, Inc.,
1233 Natoma Bridge St., St. Louis, Mo.
(Candy and Cigarette Vendors)

Navarro Mfg. Co.,
3809 E. Mississippi Ave., Dallas, Tex.
(Gas Vendor)

Norris Dispensers, Inc.,
2718 W. Lehigh Ave., Minneapolis, Minn.
(Package Milk Vendor)

Northernmost Cooperative,
Bucksboro, Ill.
(Bulk, Gum and Stamp Vendors)

Oak Mfg. Co.,
1411 Elba Avenue, Culver City, Calif.
(Bulk and Gum Vendors)

P

W. G. Parchell, Inc.,
822 N. Ohio St., Chicago, Ill.
(Bulk Vendor)

Peebles Weighing & Vending Mach. Corp.,
24-31 11th St., Long Island City, N. Y.
(Ice Vendor)

Perfumery of Canada, Ltd.
1001 Mill St., Toronto, Canada
(Perfume Spray Vendors)

Pulver Co.
29 Carmel St., Rochester, N. Y.
(Ice Vendor)

Pare-Pak Corp.
(Milk Vendor)

Refrigerated Equipment Sales Corp.
48 W. 43rd St., New York, N. Y.
(Package Ice Vendors)

Refrigeraison Daz. Corp.,
2713 Kennedy St., W. 30th St., Montgomery, Minn.
(Milk Vendor)

Rock-Mi. Mfg. Co. (Hobit)
760 N. Kedzie Ave., Chicago, Ill.
(Ice Vendor)

Rovere Bros., Inc.
2011 14th St., Brooklyn, N. Y.
(Owner Machine)

Rover-End
3211 Wilshire Blvd., Los Angeles, Calif.
(Ice Vendor)

Rowe Mfg. Co., Inc.
111 E. 13th St., New York, N. Y.
(Ice Vendor)

S

S & S Sales, Inc.
316 S. 12th St., Omaha, Neb.
(Coffee Vendor)

S & S Products Co.
P. O. Box 444, Lima, O.
(Drink Vendor/Vending Machine)

Safeguard Mfg. Co.,
211 W. 37th St., New York, N. Y.
(Ice Cream Vendor)

Sanico Co.
14342 Moyer Rd., Detroit, Mich.
(Sanitary Napkin Vendor)

Sattler Co.
427 E. Elliott Ave., Detroit, Mich.
(Coin Mechanisms)

Schrader Products Co., Inc.,
1025 West Ave., Waburton, Mass.
(Coffee Vendor)

Schrader Products, Inc.,
323 Montvale Ave., Woburn, Mass.

Seitek Line, Inc.
1520 Wadsworth Ave., Kansas City, Mo.
(Soft Drink Bottler/Inventory)

The Seiburg Corp.
1206 S. Loraine St., Chicago, Ill.
(Cigarette Vendor)

Shaw Mfg. Co.,
2140 S. Loraine St., Los Angeles, Calif.
(Cigarette Vendor)

Silver Coin Vendor

Silverline Co.
5524 S. New York St., Aurora, Ill.
(Coin Vendor)

Smilten, Inc.
106 Jefferson Blvd., Peoria, Ill.
(Ice Cream Vendor)

Soom Specialty Co.
3046 S. Michigan Ave., Chicago, Ill.
(Night Vendor)

Sparrow & Co.
2765 Neahawk Ave., Stamford, Conn.
(Soft Drink (Cup) and Juice Vendor)

Grant Mfg. Co.
1321 S. Michigan Ave., Chicago, Ill.
(Ice Cream Vendor)

Steel Products Co.
44th Ave., S.W., Cedar Rapids, Iowa
(Non-coin operated coffee machines)

Stoney Mfg. Corp.
2525 S. Damen, Aurora, Ill.
(Cookie, Candy, Gum and Drink Vendors)

Storer Mfg. Co.
2144 Ashland Ave., Evanston, Ill.
(Cigarette Vendor)

Television Corp.
7641 S. Western Ave., Chicago, III.
(Video Machine Vendor)

U

United Coffee Corp.
(23 E. Grand Ave., Chicago, Ill.
(Ice Cream Vendor)

V

V. S. Postage Stamp Mach. Co.
3746 S. California Ave., Chicago, Ill.
(Ice Cream Vendor)

Vender, Inc.
1105 S. Ashland Ave., San Diego, Calif.
(Ice Cream Vendor)

Vein-End
7400 E. 15th St., Kansas City, Mo.
(Soft Drink Bottler, Ice Cream and Coin Changers, Milk)

Vein-Rite Mfg. Co.
200 S. Railroad Ave., Fresno, Calif.
(Ice Cream Vendor)

Victoria Mfg. Co.
1558 S. Halsted St., Chicago, Ill.
(Cookie and Ice Cream Vendors)

Vega-Pak, Inc.
3112 Flourtown Rd., S., Minn.
(Cigarette Vendor)

Vending Machine Corp.
475 Grand Ave., Chicago, III.
(Bulk Vendors)

W

Walling Mfg. Co.
4546 S. Indiana Ave.,Chicago, Ill.
(Scales)

Western Electric Electric Corp.,
406 Fourth Ave., Pittsburgh, Pa.
(Milk Vendor)

Wire Corp.
2006 63rd Place, Chicago, Ill.
(Food Vendor)

Wittenberg, Inc.
1928 W. 33rd Ave., Blythe 37, N. Y.
(Food Vendor)

Z

Zaug's Modern Vending Service
4112 S. New Lenox, Ill.
(Cigarette Vendor)

For the greatest
money-making investments
in the history of our industry .

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IN 60

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SPECIALTY COMPANY
FIFTH ST., ABOVE GIRARD, PHILA, 22, PA.
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1508 FIFTH AVE., PITTSBURGH, PA.
G-R oats 1:1373

Sun Refinishing Kit Sales On Increase

HOUSTON, TEXAS—Gus Sundman,
Sun Refinishing Company's vice city
expanding his phonograph refining business to accommodate the reported increase in the sale of refinishing kits to operators.

Sundman started the reconfinishing and refinishing business several years ago and recently adapted a "kit" method of do-it-yourself, to handle the business that didn't warrant a personal call by Sundman.

The firm's refinishing process is applicable to Seiburg M-100 and M-1001, Model 100C, Model 100R, Model G and W.

Sundman has a custom price, which is the price for the firm to do a complete job and also a "kit" price which is a do-it-yourself program.

"We are equipped to go anywhere," stated Sundman last week, "and complete our refinerying service." Each refinishing job, according to Sundman, receives the utmost attention and care with machines getting one cost sealer, two coats primer, three coats colored lacquer, decals, and three coats clear lacquer. Total job includes grill, cloth, chrome, mouldings, base covering and retylling.

New Lehigh Cig. Vendors

EASTON, PENNA.—Two new 20-column models, M-370 with a 370 pack capacity and M-277, a smaller console height model which vend 277 packs, have been added to the "Smoke Center" series of cigarette vendors, manufactured by Lehigh, Inc., Easton, Pa., according to company officials.

Like their 15-column counterpart, the new machines are manually operated and feature compact construction at low initial cost. Servicing is from the front of the machine where chassis rolls out freely on ball bearings. Both machines accept quarters and nickels for vending any brand at one of two prices, 50-35. They may be converted from one price range to the other at the location at any time. A No. 5800C Slug Receptor is included. An illuminated plastic display panel highlights several cigarette packs. Model M-370 stands 55½ high, is 38½" wide and 11½ deep.
Si Redd Organization Moving Full Speed Ahead On Multiple Projects

Ships "Candid Camera", Moves Plant, Establishes One-Stop Vending Service In N. Eng.

W. S. (ST) REDD

ALLSTON, MASS.—Si Redd, Redd Distributing Co., Inc., this city, very seldom does one thing a time, but it is still unusual for him to tackle several large projects at once and that’s what Redd has gone and done. “I’ve got the bug to make real progress now that I’ve just about made the circuit in this business and I aim to see that I’m successful in not only my main business, buying and selling equipment, but a couple of other tasks we’ve picked up along the way.”

One of the current ideas out of the Redd camp is the newest novelty machine on the market, “The Hollywood Candid Camera.” The coin-operated machine allows the patron to view his face in a distorted, but humorous manner, about four different funny faces for a nickel. “It’s the old distorted-image-in-the-mirror idea we’ve all seen at amusement parks only this time I’ve managed to charge money for each peek. And our eight week location-testing in Chicago and the midwest has proven that the machine will earn a lot of money for the operator with one on location.”

Redd’s optimism is confirmed by the showing of no less than three new toy flight distributors across the country. Samples went out during the past few weeks and according to Redd, every distributor should have one on display. “It’s the novelty machine that does nothing but take in money as far as I can see,” states Si. “No service, no heavy equipment, no large space user. Everything is in its favor and I wouldn’t be going ahead manufacturing this machine if I didn’t have my heart and soul in it.”

“Really there is nothing wrong with this business that a little money would not solve — an idea that is exactly what this new Hollywood Candid Camera does is makes money! The price is right! As a matter of fact, the Candid Camera is just an improved model with many added features that Ex-hibit Supply Co.’s old Arcade Division manufactured some forty-five years ago; yet it is one of the top money-makers in Arcades, discount houses, tourist centers, and other locations. The Candid Camera is the first of a series of different machines which Redd will produce to the ultimate benefit of the Industry in the future. Be on the look-out for the new nickel machine which will be the one that’s giving you weight also gives you your height—the new Engraver machine. Redd’s manufacturing crew is grinding out the daily production of the “Hollywood Candid Camera.” Si Redd is in charge of this, with still another expansion project which entails moving from the present capacity quarters on Lincoln Street to a new and larger building over at 130 Lincoln Street. Two more of these machines are already well under construction and one of them is to be shipped to Europe this week. The nickel machines will be offered operators fast, efficient, tailgate loading taking large than usual quantities of games and music, facilities for expanded export trade, and, another new wrinkle in the vending program, a one-step vending service that will embrace complete vending equipment for the largest we’ve ever had, a one-step vending service for the largest. We’re offering this to the operators in line, including, perhaps a more imaginative idea than what we’ve already selling freight car loads of coffee and syrup each week and our vending machine business is increasing to such an extent that we did what appeared logical. Ex-hibit Supply Co. has carried this line of work for years but the Redd vending business. We’ve done something else and that is to concentrate in the distribution and sale of products of the business. We do not operate and we try to keep our operators from getting into machines. We will, however, provide vending operators, or potential vending operators, with one of our fine selection of machines. Si Redd started one of New England’s first one-step service record machines many years ago and pointed out, he has completed the circuit. Now its one-step vending and he’ll probably be just as successful.

Williams Appoints Stanley in Alaska

CHICAGO—Sam Lewis, vice president in charge of sales for Williams Electric Manufacturing Corporation, this city, announced last week that a new distributorship in Anchorage, Alaska, M. J. Stanley Company, was recently appointed to handle distribution for the entire line of Williams’ amusement games throughout all of Alaska.

The Alaskan firm, owned and operated by Mike J. Stanley, was formed just a short while ago in the 49th state of the union by exactly the same people who formerly operated out of Seattle, Washington.

Atlas Music Holds 2nd “Artist Of The Week” Dinner

“Public Wants Selections”—Gordon

CHICAGO—Edward Ginsburg, president of Atlas Music Company of this city, announced plans for two more of its artists of the week dinners meeting to acquaint music operators throughout the country, with new Seeburg’s “Artist of the Week” promotion and the swing to 33 1/3 rpm records. The first dinner was held in July, 19, at the Sheraton Blackstone Hotel.

Ginsburg, who was assisted by his atlas Music associates Nate Felnstein and Abe Ginsburg, introduced his brother-in-law and Manual Herman, was the perfect host in catering to the pleas-

Representing Seeburg Corporation were Delbert Coleman, president; Bob Kelly, executive vice president; Jack Gordon, vice president in charge of the phonograph division; Tom Herrick, vice president; Fleming Johnson, senior chief engineer; and Newell Bellamy, future president. He also introduced, in reference to the current trend of so-called ‘hit tunes’ being programmed on 45 rpm records in the country. “Now 20,000 operators and av-

At this point in the showing Jack Herrick handed the microphone over to date with Seeburg’s progress in the automatic phonograph field with the add-

He then explained the vast changes through the past several years in the recording technique, that same in the phonograph industry. “Now 33 1/3 records,” he pointed out, “are generally represented at this time in 45-year, 78-year, the 450 and 810B phonograph, which first pro-

He said: “Now 33 1/3 records, which are generally represented at this time in 78-year, 45-year and the 450 and 810B phonograph, which first pro-

(Continued on page 51)
Williams Ships "Space Glider" Gun

Features Bouncing Balls and Star Reserve Bonus

CHICAGO—Sam Stern, president, and Sam Lewis, vice president in charge of sales for Williams Electronic Manufacturing Corporation of this city, asserted last week, in announcing the release of William's Electronic's new rifle target amusement game, "Space Glider", that this gun game is very definitely the finest and most popular rifle target game ever created by Williams in a previous procession of guns such as "Vanguard", "Herocles", "Cruiser" and "?"

Lewis further stated that "Space Glider" is available to the trade just at the precise time when the coin industry is entering the arcades and bowling purchasing season just prior to the big Fall season business.

"Space Glider", which Lewis claims is loaded with exciting scoring features, offers an exciting, different feature in Williams' "Star Reserve Bonus". This feature is located behind the eyefiexl front glass (3-dimensionally), and just above the bouncing ball, in-line targets indicated by numbers from "9" through "19". When the player reaches "9" the light is turned back to "0" to record from "10" through "19".

Three stars are positioned to the right, left, and just above the target, offering the player as much opportunity as possible to earn the "Star Reserve Bonus" award. Each of the stars advances the "Star Reserve". The two stars at eye-level to the right and left of the in-line target area behind the front film. The score registers above the targets, and high score earns extra time (at the option of the operator).

Lewis reminded us that tremendous sales of the "gun" have been reported from every Williams rifle target game featuring this scoring "ball" which is popped into curly slots in the in-line target area. The player's attempt to make the bouncing balls line up horizontally, vertically, or diagonally makes for plenty of exciting play, according to Lewis.

There are 15 shots, and the possibility of free play awards and extra shots available by making high score through the "Star Reserve". High number lighted up and one in-line lineup of bouncing balls doubles the score. Incidentally, all of the balls can be released at a time by pressing a release button in front of the cabinet.

With regard to the cabinetry in "Space Glider", Lewis showed us the cabinet which is sturdily constructed and illustrated throughout with space planetary and rocket symbols to create much attention on location in arcades and other types of locations.

Lewis further remarked, in conclusion, that sample shipments are being rushed out to all of Williams Electric's distributors throughout the country, and that present indications are that the firm has a terrific sales getter on its hands.

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Forino Bump-Proof Tap Roll—Aluminum Castings on All Pockets — Longer, Obstruction-proof Runways.

MODEL "7450"

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—

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Facilities for Sales — Service — Financing — Installation and Complete Line of All Types Coin Operated Equipment.

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★ WHEN WE TALK ABOUT AMUSEMENT MACHINES, WE NATURALLY MEAN "GOTTLIEB," THE TOP BRAND IN AMERICAN "FLIPPER" PRODUCTION!

NOVA APPARATE G.m.b.H.

SEMPER STRASSE 24
HAMBURG 39, GERMANY

Background Music Manufacturers

AMI, Inc.
1500 Union Avenue SE
Grand Rapids, Michigan
MODEL: "K-200" Hideaway, 200 Selection, Selective Play, Stereo and Monaural

CINE SONIC SOUND, INC.
481 Eighth Avenue
New York, N. Y.
(Factory)

EDOLITE PRODUCTS
3717 Third
Detroit, Michigan
(Model shown here)

MUSI-PAK INCORPORATED
145 Hudson Street
New York 13, N. Y.
(Model shown here)

CHICAGO—Automatic Canteen Company of America announced today that it is inaugurating a nationwide program to train technicians in the service and maintenance of "Bill-Changer" currency changing equipment manufactured by the ABT Manufacturing Company, Rockford, Illinois, Division of Automatic Canteen.

Nathaniel Leverone, Canteen Board Chairman, said the training program is designed to strengthen the permanent placement of ABT "Bill-Changer" units in the field. The ABT "Bill-Changer" is a commercially proved currency changer which has been on the market for over two years, having been used by Canteen and others. Leverone added: "For example, one installation has been providing change through 'Bill-Changer' at Freedomland in the Bronx, New York, since that amusement park's opening, and The Wall Street Journal has been using 'Bill-Changers' in its company cafeterias in both New York and Chicago."

The most recent installation of ABT "Bill-Changers," Leverone said, is at the Republican Convention in Chicago where two units are helping make change at Illinois Bell Telephone Company's training center in the International Amphitheater.

The ABT "Bill-Changer" can be designed to handle various denominations and combinations of U.S. or foreign currency. For example, it can be designed to allow the user to insert either a $1 or $5 bill and receive appropriate change or credit.

Cine-Sonic "Sound Repeater"—Tape—PA System—Playing Time: 2 hrs. and then repeat.

"Musit-Pak"—Tape—PA System—Playing Time: 2 Hrs. and then repeat.

"Seeburg 1000"—16-2/3 disks—1000 selections—PA System—Playing time: Approx. 45 hours.

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Canteen Starts Technician Training Program For ABT "Bill-Changer"
Acceptable Anywhere — PROFITABLE Everywhere!

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Take the "Bee-Line" to PROFITS with FISCHER'S "B" Series 6-POCKET POOL TABLES

Handsomely styled "B" Series 6-Pocket Pool Tables, in 6 Ft. and 7 Ft. models, cost less to buy . . . give you bonus quality, play and performance features. Companion pieces to the famous Imperial Series, economy priced "B" Series tables are built to the same high quality standards . . . are designed to upgrade earnings on locations where other tables are impractical to use by reason of initial cost.

The IMPERIAL Series "B" 6-POCKET POOL TABLES

Generally acknowledged by the operating fraternity as the yardstick of Quality, Beauty, Performance and Longevity, the Imperial Series is available in the 90" Imperial VII and the 75" Imperial VI. Tastefully decorated, richly finished mahogany cabinets are highlighted with satin finish aluminum pocket linings. Complete information and literature on request from your Distributor or direct from Bill Weikel.

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An outstanding new bumper type table with regulation playfield in a beautiful 2-tone sloped cabinet. Quality built, to Fischer's high standards. Slate playboard, jumbo bumpers are standard equipment.

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The Cash Box — July 30, 1960

Jennings In Full Production On Slide Vendor

CHICAGO—Louis F. Urban, president of Jennings & Company, advised this past week that the recently released "Vend-A-View" machine, which vends mounted color slides, is now in full production at the plant on the far west side of this city.

The machine, which is available in a counter model or mounted on a trim pedestal, offers a choice of eight different, expertly photographed color slide transparencies (standard 85 mm or super), which are pre-selected by the purchaser by viewing them through an illuminated magnified viewer at eye level.

Edward J. Howard, sales director of Jennings & Company, explained that location possibilities are practically beyond the scope of imagination.

"For example," he said, "hotels all over the country are excellent prospects for operators—and we have personally proven this fact. The average large hotel offers picture postcards for sale to tourists and souvenir hunters. They would more than welcome the opportunity to offer professionally reproduced color slides of scenes in the hotel and exterior views for sale. And hotel personnel would not have to be employed for counter sales.

"These color transparencies, expertly mounted, assure the tourist of perfect reproductions and offer him something to take home to show his friends in a viewer or—better still—a slide projector which flashes it across the screen considerably enlarged and in perfect color harmony.

"Now to get down to bare facts concerning 'Vend-A-View,'," Howard added. "The machine has a capacity of 800 color slides (100 of each selection) and is easily refilled by anyone at the location. In fact there is storage space for more slides inside the cabinet. Operation is on 110 volt, 60 cycle, A.C. There is a selector button in front of the cabinet."

"Operators," he added, "have great opportunities with 'Vend-A-View.' It offers them locations which are unavailable to them with other types of coin-operated equipment, and assures them of higher earnings, and an extremely low cost operation."

"Tempo II" Leaves For Phoenix Spot

PHOENIX, ARIZ.—Irv Webb, Rock-Ola sales representative in this area is a hard working phone salesman and about the only thing he doesn't have to worry about is the "snow and sleet" blocking his way, as can be seen from the photo here taken in the desert sun.

John Hourihan, Copper State Amusement, Rock-Ola distributor in Arizona, one of Webb's two distributors, recently packed a new "Tempo II" phonograph into his truck and hauled it off to a nearby location. The Alamo Bar, in Phoenix. Pictured here left to right are Robert Hourihan, Irv Webb, Art Cousens, John Hourihan, Ken Neumann and Clayton Van Gorder, just leaving for the installation.

Van Gorder is known in the territory as "the salesman who never sleeps." Drives up to 800 miles each day and covers the area like no one else. Copper State Rock-Ola phonograph sales no doubt reflect Van Gorder's ambition and Webb couldn't be happier.

Ed Doris, Rock-Ola vice president, reports that the sales situation is pretty much the same all over the country—Rock-Ola "Tempo II" phonos are enjoying a peak sales year and Phoenix is just one of the territories that reflect this sales growth.
NOW
You Can Do It Yourself!
RESTYLING KITS AVAILABLE FOR MODEL 100 B, BL, C, W, G, & R
SIMPLE, easy to follow DO IT YOURSELF KITS are now available for the appliances that are in a position to take advantage of our factory service. These kits are designed to eliminate costly replacements of plastics, glass, etc.
We also furnish DECAL KITS for all makes of phonographs.

WRITE FOR FOLDER CONTAINING PICTURES AND ALL INFORMATION ABOUT KITS AND OUR COMPLETE RESTYLING SERVICE.

SUN REFINISHING COMPANY
1619 MILKY STREET • HOUSTON 3, TEXAS
CA 7-1919

IRVING KAYE
BROOKLYN, N.Y.—Irving Kaye, president, Irving Kaye Company, this city, manufacturers of pool tables and amusement machines, advised the firm will move from its present quarters on Bergen Street to new and enlarged manufacturing facilities located at 363 Prospect Avenue, Brooklyn. The new plant occupies 32,000 square feet of space and will be ready for occupancy in about 30 days. We’ve decided that larger quarters is our only answer to improved operating service. The larger space will enable us to more efficiently service the customers in the nation with our production of five different coin-operated games, stated Kaye. The manufacturer is currently producing “Fleetwood” and “Jumbo Fleetwood” single-ball viewer pool games; “El Dorado” table pool; “Q-Ball,” and “Klub Pool.” In addition, the firm’s subsidiary manufactures hand dryers, gasoline driven vacuum cleaners, electronic purifiers and other electronic equipment.

Kaye also advised that the company will announce a new game at a later date and that the new manufacturing facilities will enable the production and delivery to operate at peak efficiency.

Irving Kaye sales manager of the firm, stated that the move will also help coordinate various functions of the company and due with, “Production runs to be more easily accommodated.”

The latest device to come off the Kaye assembly lines has been the metal replacement bumper for use on the bumper pool games. Kaye introduced the metal bumper at the MAM Convention in May and reports that sales have been very good since the announcement.

WE HAVE THE FOLLOWING GAMES

UPRIGHTS

| SHAWNEES | $325.00 |
| DELUXE BIG TENT | 225.00 |
| SHAWNEE BIG TENT | 175.00 |
| DOUBLE SHOT | 175.00 |
| BIG HORR | 150.00 |
| JOKER BALL | 350.00 |

CHI COIN ROCKET SHUFFLE

$125.00

KEENEE LEAGUE LEADER (like new)

$100.00

EASTERN FLASHES

BUSINESS REPORTS along Tenth Avenue were just as good this week as last week with a specially bright component. Nicholas Lowengrub, as we visited with the Rumyon Sales crew. Perry stated that the new AMI “Continental” and “Lyric” phonos have boosted sales to an all-time high at the showroom. Perry stated that during the bulky range of fixtures, the booths were jammed with customers, but he said that Salesman Biskin and Irving Kaye, who tells us he’s moving the plant in Brooklyn a few blocks away, into a larger building—32,000 sq. ft. “Ought to make the move in about 30 days,” states Kaye as he heads for the home office. Mrs. Gertrude Browne a pleasant face along chimeus—as always . . . It isn’t often the music ops gets excited over a recording but this week we were advised about two big ones—“Over The Rainbow” by the Demoree. It is said the disk has hit the top of his popularity meter on almost every machine in his territory. “Recommended for every operator with a music machine,” says Biskin.

The second disk that is getting rave reviews from an op is “Bambi Boy” on the Roniny Brate label, as performed by Patti and Peter, a brother and sister act out of Pateny, N.J. The Bristos, G&M Vending. Pateny is getting tons of business on this disk on every one of his machines and the patrons are wearing it thin!

And for good reason. Both records recommended are climbing on The Cash Box Top 100 sales charts . . . Bert Betti and his family left for Europe Thursday, July 21, for a vacation that will include Italy, and a visit with Bert’s dad, Humbert and England, for a visit with Bert’s mother-in-law. Meanwhile, the Betti brothers will hold down the Union City fort . . . Murray Sando, Black Sales Co., prepares promotion material for the export market but takes time out to advise that United equipment sales are just “as solid as they’ve always been.”

“Whitney” and Luc Druckman handle equipment, moving it off the floor and into the awaiting trucks for delivery. Irv Hoizman, out of the office, leaves word that “Sunny” shuffle alley sales are very big . . .

Mike Munves finally got away from the opening arcade season pres- sures of the last couple of weeks and “Rusty” off to the mainlands Florida and “Rusty” off to the mainlands Florida, and the President Hotel on Swan Lake. Joe Munves reports heavy demand for the Munves’ 1960 Catalog, “Changer” and “Ejilor” are presently bringing in money wherever it goes . . . "Coholly Candid Camera," Si Reed’s new machine, was on display at the Munves showroom and caused quite a flurry. The idea in Euphoria, based on the distortion of a giant mirror. Location tests indicate a bright future for the novelty machine and Munves expects big things from it . . . Ted Seidel, visiting cousin from his Spring Valley, N.Y., came up to see about Tenth Avenue, and after a lively, Libra Distrib., reports strong Warlifter “2400” sales while Jimmy Sisti, operating out of the Warwick office, that all the Warwick office offices that all the Warwick office is the Warwick office.

Harry Kneppel reports that used equipment sales aren’t far behind. Carpenter crew is fitting out the new offices in handsome fashion . . .

Dale Lowry, M.JI. Operating Co., planning on moving up the street just before the wreckers take his show. The eastside of Tenth Ave. is being razed to make way for a hotel, or so they say . . . Al Simon, Albert Simon, Inc., is wearing a smile a broader than usual days after checking monthly sales reports on Rock-Ola, ChiCoin games, and Auto-Photo studios. Al Mollo reports that the move from Perry’s Plant Avenue to the new plant is going well and that all the equipment is in the new quarters.

The move was made possible by the sale of the old premises to the equipment. “We’ve got a strong and broad line for ops and evidently it has caught on.” . . . Murray Kaye, Atlantic N.Y. Corp., doing a solo once again as Meyer Parkoff takes a leave of the office on business. “Artist of the Week” promotional results are quite satisfactory according to Kaye and it is shown as if just about every Model “Q” that doesn’t have a new illuminated glass display top will have one by the end of the month. Seebe Distrib. rounds the nation as happy as Murray at the news from Capitol Records that Sinatra and the Kingsmen will be the stars of the forthcoming “O!” programming as of August 1 . . . Ir Edelman, Cin-Conic Sound Corp., back from Schroon Lake vacation just in time to handle a nice sized order as we call on him. Background music and Edelman must agree. He looks fine! . . .

HAPPY BIRTHDAY THIS WEEK TO:

WEEK OF JULY 25, 1960

Now, as The Cash Box is rapidly growing out of its "teens" and has attained through the years great stature as the trade paper for the coin machine industry, which has strutted—successfully—to keep coinmen all over the world completely informed of events and issues, we look to the future and all the unknown quantities it offers. The countless messages of congratulations and best wishes we've received the past few weeks from our coinbiz friends leaves us with a lasting feeling of fraternal goodwill and complete satisfaction. Your "pat on the head" for a job well done is great reward for our efforts in the past. Now to the future—and the business at hand!

Bill O'Donnell and Art Garvey were quick to advise last week that, although the Bally plant closed down for the annual vacation sabbatical last Friday, July 22, they will remain in their offices throughout the vacation period to answer calls, or any other business that comes along. Garvey expressed his and Bill's delight over the terrific action they are getting with Bally's "Roller Derby" pinball amusement game. Production has already been tripled to meet the growing interest in the plant. But the plant is still "darkened" by the vacation period. The entire gang is due back on Monday, July 25, when production will be considerably increased in order to rush the much-in-demand "Bowl-A-Rama" big bowling alley. United execs currently enjoying the benefits of the ideal weather on their vacations are Ben Durant, Herb Oettingter, Bill DeSelm, LeRoy Kruehmer, Glen Johnson, Ray Riehl, Johnny Casola, Al Theolke, and "Big Bob" Jonesi, and the personnel in their time off. We can't overlook the receptionist with the infectious smile, who always greets us with her best smile.

Alvin Gottlieb informs that the Gottlieb plant is back in full production after a pleasant break for two weeks, and is working feverishly to ship the heavy raft of orders Alvin, Nate Gottlieb and Judd Weinberg have been getting the past week on Gottlieb's "Captain Kidd" 2 player pinball amusement game. . . Sam Lewis, vice prexy of Williams Electronic Manufacturing, tells us that the "Mostly Chef" styled cabinetry in Williams' "Darts" pinball is the talk among operators all over the country, and production remains at an exciting pace. Williams is releasing the new "Space Glider" upright rifle-target game this week, according to Sam. . . Another major manufacturing plant to return off of a vacation schedule and go into heavy production this past week was Chicago Dynamic Industries. Art Weinand, director of sales, advises that the back orders really piled up during the vacation period. The game most in demand is—and was—the "6 Game Bowler." Another Chicago Coin product that is flying off the line is the demand chart is "Pony Express," and run-up for attention by operators are the "King" and "Queen" bowlers, which have already been in constant production in the Chicago Coin plant for one full year, "and at the rate things are going (just great) we will continue production on the "King" and "Queen for quite a long while yet."

Over at the J. H. Keeney & Co. plant we noticed that a well tanned Harold Dorgan returned from his lengthy, and he tells us, very pleasant vacation, when he spent as much time as he possibly could making like Izaak Walton with rod 'n reel. The fish bit well—and, so did the mosquitoes! Paul Huebich, Keeney's vice prexy took off on a short hik trip, and Clayton Nemeroff is busy as blazing in his office looking orders on the "Red Arrow" and "Deluxe Red Arrow" upright amusement games. . . We had occasion to long distance via telegram to P. A. Thompson, Thompson Dist. Co., in Salt Lake City, at a prearranged signal. As we phoned him he laughingly retorted that he "can set his time by our calls." The summer doldrums set in at Thompson's territory, however he eagerly looks forward to an excellent, and productive Fall season. Empire Coin's Joe Robbins tells us that there is plenty of activity at Empire considering the fact that vacation schedules are cutting into the staff these days. . . The current vacationer at World Wide Distributors, according to Joel Stern, is Fred Skor, who is sorely missed in the offices. However, Joel and Marge Skor have been kept busy in the export division of World Wide. . . We're expecting exciting news from Joe Kline, prexy of First Coin at any time now; but Joe's current reply to our repeated queries as to "what's cookin'" are "no comment." Meanwhile Sam Kalber and Fred Kline are being kept busy delivering basic equipment to operators.

Now it can be told: Rock-Ola's George Hincker finally revealed the names of his new twin daughters to us. They are Margaret Ann and Mary Elizabeth. (See, George, it wasn't so tough after all!) George further informs that the Rock-Ola plant is delivering a tremendous July business period despite the very warm weather. Sales director Frank Mitchell is in the Omaha territory making the rounds with Joe Blend, service chief for Hymie and Eddie Zorinsky's H. Z. Vending & Sales Co. Speaking of Hymie Zorinsky, we are reminded that Howard Ellis, who manages Hymie's New United Products Co., which handles distribution for United Mfg. and United Music Corp., dropped us a line to advise that operators in the territories which embrace all of Nebraska, Iowa, and North and South Dakota are already becoming interested in the new operation.

Estelle Bye reports that prexy Ted Rubey (Marvel Mfg. Co.) departed for a two week vacation in sunny Miami Beach. The personnel in the plant returned from their vacations this past Monday. The plant is now back to normal production. Meanwhile Estelle is eagerly looking forward to her holiday, which will be sometime in August. . . A blushing Al Kaplan, auditor of Danan Distributors, is back in the office after a trip to Arkansas where he met his wife's folks for the first time, according to Mac Brier. Mac and prexy Don Moloney are rushed on Bally's new "Roller Derby" pinball these days. . . Mike Detzke, Champion Distributors, tells us he's plenty rushed on orders for 48" billboard cues sticks since he is offering them at a low, low price. . . Our favorite host, Eddie Ginsburg, threw another lavish shindig for operators last Tuesday evening to spread the word about Seeburg's "Artist of The Week" promotion, at the Sheraton Blackstone Hotel. He was aided and abetted by Nate Feinstein, Harold Schwartz, Gene Waldman and Manuel Herman. Seeburg brass on tap were prexy Del Coleman, exec veepce Bob Kelly, Jack Gordon, Fleming Johnson, Tom Herrick, Newell Bellamy, Bill Clark, and Malin Kenney. There was 100% attendance at the soiree, much to Eddie's delight.

AMI vice prexy Ed Ratajak is enjoying a very quiet and pleasant vacation—just doing nothing in particular—and, he tells us he's having a ball doing it! . . . Clet Gore, Exhibit Supply Co., informs us he is having a banner summer season with his Vaccumatic "Card Vendor" and card sales for the arcade and amusement park trade. . . Tony Ariberte, Canyon States Dist. Co. in Tucson, Arizona, sadly relates that his premises were sorely threatened recently by a very damaging fire. Although there is still plenty of rubble around he and his staff are conducting business as usual. He hopes to have his building completely rebuilt shortly.
Music From The Adult Viewpoint

Seeburg Exec Outlines Reasons Behind Change To LP Programming

33-1/3 Speed Disks Fill Juke Spot Requests
By Jack Gordon, Y.P. In Charge Phonograph Sales

It has long been a paradox in our industry that the music the public likes best is frequently unavailable on the instrument the public plays the most—the coin-operated phonograph. Out of every dollar spent on phonograph records John Q. Public now spends 96c or more on 12 inch 33-1/3 RPM albums. And as recently as 1953 it was singles which accounted for over two-thirds of the dollar volume of record sales.

Today the single record is running an amazingly poor second to album sales and this is causing considerable alarm and much wonderment in the industry. Actually there are in our opinion at least, good and logical reasons for this development.

However, let’s forget for a moment all of the reasons theoretical and actual—the inconvenience of two speeds, a different center hole and the economic fact that a discounted $3.98 12-tune album is a much better buy than two tunes for $0.98.

Let’s just talk about the music. Although hit tunes are finding their way into albums to some extent the music to be found in albums is characteristically different for the most part than that found on singles. It might be called “adult” music, as opposed to teenage music.

Now, it is a matter of record in all industry surveys that the tavern (where teen-agers may not congregate) shelters more than half of the country’s juke boxes. So it follows that if you can get only teenage music on single records and the juke box can play only singles, the adult taste in music is certainly not being satisfied by what’s available at the location level.

On the south side of Chicago there is a new weekend phenomenon in top locations called “jam sessions.” Several imaginative young entrepreneurs have set up a little Saturday night business which involves visiting top locations with a good stereo record player and an armload of albums. For a $10 fee they set up shop during the busiest part of the evening and play the latest, best selling albums for the cash customers. What do you suppose is happening with the juke box while this is going on? It’s unplugged and dealer than a doormat.

The people sit down and listen to all the artists and kinds of music that they can’t hear on the juke box—all of the top vocalists and big band material; the Sinatras, Darins, Kingston Tris, Mitch Millers, Basies and others who automatically sell a jillion of a new album. Do you suppose there would be any market for this service if this same music were available selectively on the juke box?

The public is hungry for a kind of music that they can’t get on single 45’s. Certainly the hit tune record is a dominant factor in our business—and always will be. But its prominence in coin-operated phonograph programming is far in excess of what retail record sales indicate it should be.

33 1/3 RPM Singles

NEW YORK—At the present time approximately twenty labels are producing packages of 33-1/3 rpm 7” singles which are available for juke box programming. According to the record manufacturers regular releases with singles at intervals increasing the amount of programming material.

Labels not listed here are also considering the manufacture of the new type disks and according to factory outlets several major labels are expected to release the 33 1/3 disks simultaneously with the release of every 45 rpm in an effort to aim at an eventual single speed. The disks available in 33-1/3 are as follows:

ABC PARAMOUNT
Paul Anka
Eddy Gorme and
Steve Lawrence
Sing Along in Italian
Ray Charles

ARGO
—

BURLINGTON
Jackie Wilson

CADENCE
Andy Williams

CAPITOL
Peggy Lee
Kay Starr
Paul Weston
Jimmie Rodgers
Kingston Trio

COLUMBIA
Mitch Miller
Johnny Mathis
Ray Price
Ray Price
Miles Davis

Current Availability

Dave Brubeck
Les Dolos Do Ponchos
Lesley Flait & Earl Scruggs
Carmen Cavallaro
Red Foley
Weezy Pierce
Kitty Wells
Roy Hamilton
Buddy Greco
Woody Herman
Gloria Lynne
Duane Eddy
Earl Bostic
Bill Doggett
Dion & The Belmonts
Dave Carey Quintet
Juke London
Martin Donny
Lionetti
Connie Francis
Conway Twitty
MGM

PRESTIGE
Shirley Scott
Moodsville—Vol. 1

ROULETTE
Count Basie
Lonnie Rodgers

VERVE
Otis Redding
Verve

WORLD PACIFIC
Swinging Late Sixty
The Swingen

*Available August 1st.
Wurlitzer Appoints Billwiller To European Sales Post

NORTH TONAWANDA, N. Y.—As part of a sales expansion program covering the European Continent and North Africa, Wurlitzer has further strengthened its sales force with the appointment of Adolf R. Billwiller to the post of Sales and Service Representative. In announcing Billwiller's assignment, Arthur C. Rutzen, Export Sales Manager, said, "Our new field sales representative will be added to the present staff working out of our office at 76 Militiastrasse, Zurich, Switzerland. His efforts will include the responsibility for sales and service of all Wurlitzer instruments, including electronic organs, conventional pianos, electric pianos, the side man and coin-operated phonographs. In the main, representatives of the European office will work with existing distributors in all major European countries. In some places where our coverage is not considered complete, it is also the responsibility of these men to develop additional wholesale and retail outlets. "Billwiller comes to us with well rounded experience in sales abroad. A native of Switzerland, he was trained in primary schools of that country and attended five years in official commercial schools of Canton, Aarlen, Bern, Zurich, and at Rappetwil, Switzerland. He also undertook a private courses in electronics. "In the main, Billwiller has been occupied with the sales and service of industrial equipment for the textile and leather industry, machines for the graphic arts specifically electronically controlled engravers' and other machines, and manufactured items. He is well versed in the world trade and has made business trips to the United States, Canada, Mexico, Australia and New Zealand. He is fluent in German, English, and French, with a fairly good knowledge of Spanish. "Billwiller assumes his duties at once and will work in conjunction with Hans Schiedegger who for some years has been manager of the Wurlitzer office in Zurich.

Ruffer & Walker Show New Equipment

LONDON—Ruffer & Walker Ltd., sole importers for Rock-Ola in this country, who introduced the new "Tempo II" dual purpose monaural and stereo machine in January this year, are also the main agents for Williams, Gottlieb and Chicago Coin, and last month received the first new Willams contemporary style "Darts" portable. This was shown in the Ruffer & Walker showrooms at the same time that appeared on the American market. All new equipment will, in future, be given simultaneous release. A spokesman for the company reports that the tremendous amount of equipment both new and reconditioned imported from America during the past twelve months, has enabled them to make very advantageous offers to their customers throughout the United Kingdom. Established for over 30 years Ruffer & Walker Ltd. have built up an excellent goodwill relationship with customers, founded on first class after sales service and their ability to buy in bulk enables prices to be very competitive. As previously reported the move into their new factory, covering an area of 17,000 square feet, is already under way and on arrival all new equipment goes there for testing and checking by mechanics before despatch to customers. The move is expected to be completed by the end of August.

Ruffer & Walker Ltd. have signed an extended contract with the B.B.C. to supply their new Rock-Ola 200 selection stereo to be used in the top television disk show "Juke Box Jury". This replaces the Wurlitzer juke box which has been featured for some considerable time.

Specials!!

CINE-SONIC TAPE REPEATEDS

With Tape $69.90 ea.

LUGDDLE CITY GUNS LIKE NEW

$110.90 ea.
Operators and distributors along Pico Blvd, the past week seem to be just as concerned with "vacation time" as they are about business trends. At the Seeburg Distributing Co., Don Dubois reports several operators are becoming interested in the new 33-1/3 rpm phonograph, which is now being manufactured by approximately 20 of the leading record manufacturers. Word from operators who have these phonographs on location, Dubois continued, is most encouraging as this program, "definitely increases the take of profits for the operator." Martin Farr, Jr., operator from the Chicago area, returned from a vacation in Utah stating he had a wonderful time. At Leucadia's newest record bar, Mary Solie reports that Tommy Makem, currently in the USAF at Lackland Air Base in Texas, dropped them a card to say hello and let them know about his new waxing on Capitol. Mary, Kay, Claire, and Barbara Chaney are planning to spend the weekend in Palm Springs. Mary says she would like to look at house trailers while there, and if a purchase is made, to locate a Blue Cross-Trailer Truck. Joe Crotwell, operated by Wollard, recently underwent an operation to remove shrapnel from an old World War II wound, and is reportedly doing very well. John Freeman, at St. Simon Distributing, states that business in the month of July has been surprisingly good on all equipment. Sonny Lomberg back on the job following a one week vacation with his son Freddy, which was spent at Credence. Sam Ricklin, at California Music, reports Ray Sacker, head of RCA Victor's rack jobbing sales on the Coast, stopped in recently while he was in town. Howie Soli, recently hired by Cal Music during his trip to the Coast. Dorrie Wizer, of the Wico Corp., in Chicago, making the rounds of the distributors on Piano with Manny Glass, went rep for the company. Wizer is in town for 2 weeks on a combined business and pleasure trip. At C. A. Robinson & Co., Hank Trombik states that both used and new equipment is moving steadily.

Mr. & Mrs. Ed. Petek, and family of Ely, Minn, stopped off in Minneapolis for a few days before returning home after spending a nice vacation in Wyoming and Colorado. Ed. had a nice tan. Congratulations to Mr. & Mrs. John Tagemo, Delwood, S. D., on the birth of their baby whose name and baby doing very nicely and Johnny passing out cigars. Al Thoelke, United Mfg, travelling engineer in the cities for a few days before taking off for Wisconsin and the Dakotas to call on the operators. Al expcting to get back to Chicago by Aug. 15th, to meet his Dad arriving from Germany to visit him. Elly, Kenny, Glen, Foster Dist, Co., St. Paul, is on a family vacation week. Sam Sigel, Lieberman Music Co. left on his vacation Friday 15th. Will be gone about two weeks. Jon Strauss, Sander Dist. Co., Mpls. parts manager back on the job after a few weeks vacation in Chicago. Stan Baerd, Fargo N. D., and his service man in the cities last weekend and returning Monday afternoon. Stan, was complaining about business. ald. Mr. & Mrs. Lawrence Sanford, Dodge Center, Minn. in town Monday for the day buying their records and parts. Bud Nitteberg, Castlewood, S. D., in the Twin Cities for a few days making the rounds. Bud wanted to let us know this summer resort year has been exceptionally good. Situated on one of the highest lakes and having live music evenings the proprietors have found it wonderful. Glen Bischel, Chippewa Falls, Wis. in town with his uncle. Glen sold him his teen age canteen and is now devoting most of his time to his route. Over 6,000 people in Minneapolis went to the Metropolitan Stadium Wednesday evening to hear Ella Fitzgerald and her Trio and Nelson Riddle conducting the orchestra. Needless to say the sisters gave her rave notices. Ella was great. This is the first of many other stars to come in the next several weeks sponsored by the Jaycees as "Concert Under The Stars." hap, inc., has had a few visits from the distributors. Operators in town this week were Frank Grant, St. Cloud, Minn. A. Hinson, "No Le Deux, Virginia, Minn. Art Haggard, Grand Forks, Minn. Huey May, Eau Claire, Wis. Ben Kraftcorp, Tracy, Minn. Al Eggermont, Marshall, Minn., Ted Heinen, St. Cloud, Minn., Frank Phillips, Jim Stansfield; Winona, Minn.

HAPPY BIRTHDAY THIS WEEK TO:

WEEK OF JULY 18

SINCERE BEST WISHES ON THE OCCASION OF YOUR 18th ANNIVERSARY — CHESTER GORE —

WATCH FOR NEW DEVELOPMENTS SOON!

EXHIBIT SUPPLY CO.
4719-21 W. LAKE ST., CHICAGO, ILL.
Here it is!

The Novelty Machine that Does

NOTHING but TAKE IN MONEY!

READY FOR DELIVERY

Si Redd’s

HOLLYWOOD CANDID CAMERA

(Location-tested for 8 weeks)

... and will positively earn money in dime
stores, discount houses, theaters, terminals,
shopping centers, bowling alleys and standard
type locations! — A MUST IN ALL ARCADES.

HOLLYWOOD CANDID CAMERA amazed several
midwestern location owners during June and July
when it attracted scores of people on the strength
of the age-old gimmick, the “distorted mirror-
image”... that’s all HOLLYWOOD CANDID
CAMERA gives the patron for his nickel! Several
hilarious views of his own face, rotated with color!
Every person playing attracts two or three more
just on the laughs! Rotating funny faces can be
stopped whenever the player desires—on his favorite
face.

- COMPACT 26” x 26” x 66” high
- MINIMUM MAINTENANCE—heavy duty mo-
tors, bulbs, and electrical components
- RIGID CONSTRUCTION—designed to operate
in crowds, outdoors, etc.

SEE YOUR DISTRIBUTOR TODAY!

ADVANCE AUTOMATIC MUSIC
San Francisco, Calif.

ATLAS DISTRIBUTORS
Boston, Mass.

ATLAS MUSIC CO. of IOWA
Des Moines, Iowa

ATLAS MUSIC CO.
Pittsburgh, Pa.

BADGER SALES CO.
Los Angeles, Calif.

BILotta DISTRIBUTING CO.
Birmingham, Ala.

BLACK SALES INC.
New York, N.Y.

BUSH DISTR. CO.
Charlotte, N.C.

BUSH DISTR. CO.
Miami, Fla.

Caldwell DIST. CO.
Inez, N.Y.

Cleveland CINN MACH.
Cleveland, Ohio

COMMERCIAL MUSIC CO.
Dallas, Texas

CRAIG DISTRIBUTING Co.
Cleveland, Ohio

DUNNS DISTRIBUTING Co.
Cincinnati, Ohio

EMPIRE CINN MACH.
Chicago, Ill.

FEDERAL AMUSEMENT CO.
Montreal, Quebec (Canada)

FRANCO DISTR. CO.
Montreal, Ala.

HOLLYWOOD CANDID CAMERA
Atlanta, Ga.

GRECO BROS. AMUSE.
Gloucester, N.Y.

H. Z. VENDING & SALES CO.
Omaha, Neb.

LEW JONES DIST. CO.
Indianapolis, Ind.

LINDA JONES CO.
Chicago, III.

KIN PIN EQUIPMENT
Detroit, Michigan

LIME CITY AMUSEMENT
Cleveland, Ohio

MAUNDY DISTRIBUTIONS
Boston, Mass.

MARTIN DISTRIBUTING
Chicago, Ill.

MOLANDOY VEND. EXCH.
Edmonton, Y. C.

MUNVEY COIN MACH.
Cleveland, Ohio

PAUL A. LAYMON, INC.
Los Angeles, Calif.

R. D. LAZAR CO.
Pittsburgh, Pa.

LIEBERMAN MUSIC CO.
Minn., Minn.

MIDWEST DIST. INC.
Rockford, Ill.

MONROE COIN EXCH.
Cleveland, Ohio

NEW ORLEANS NOVELTY
New Orleans, La.

PEACH STATE MUSIC
Macon, Ga.

ROEVER-BILotta CORP.
Chicago, Ill.

ROANOKE VEND. EXCH.
Richmond, Va.

ROTH NOVELTY CO.
Wilkes Barre, Pa.

ROYAL DISTRIBUTING CO.
Columbus, Ohio

SUNTOY SALES CO.
New York, N. Y.

SANDERS DISTRIBUTING CO.
Nashville, Tenn.

SANDLER DISTRIBUTING CO.
Des Moines, Iowa

SCOTT CROSS CO.
Pittsburgh, Pa.

SCHOFIELD SALES CO.
Sheffield, Ohio

SOUTHERN AMUSEMENT CO.
Memphis, Tenn.

SOUTHERN Music DIST.
St. Louis, Mo.

SOUTHERN SALES CO.
Louisville, Ky.

STERLING SERVICE
Muncie, Ind.

THAR DISTRIBUING CO.
Omaha, Neb.

TRI Kingdom COIN
Boston, Mass.

UNITED DISTRIBUTORS
Chicago, Ill.

WALDO EQUIPMENT
Duluth, Minn.

Wilson Bros.

REDD DISTRIBUTING COMPANY, INC.

The Cash Box—July 30, 1960

Allston (Boston) 34, Massachusetts
298 Lincoln Street
Tel: Algonquin 4-4040

Part II—Coin Machines 59
THE MOST SENSATIONAL
MONEY MAKING ADVANCEMENT
IN JUKE BOX HISTORY—and
Only SEEBUG has it!

See It On Display
At Our Showrooms

A Quarter Century of Service
2116 N. Western Ave.
Chicago 47, Illinois

2231 Fifth Ave.
Pittsburgh, Pa.

LONDON—At the Variety Club of Great Britain's Luncheon at London's Savoy Hotel on Tuesday, July 12th, the guests of honor were Sir Edmund Stockdale, Lord Mayor of London, Viscount Hailsham, the Lord Privy Seal and Minister for Science, and the Rev. Arthur Morton, Director of the National Society for Prevention of Cruelty to Children.

A highlight of the occasion was the presentation to the Society by the Phonograph Operators Association of a mobile van fully equipped with film projectors to give films to underprivileged children in hospitals, orphanages and institutions presented by the Juke Box Operators of Great Britain. This is the first of three which they undertake to equip. All concerned expressed their grateful thanks for the generosity of the juke box industry.

The above picture taken after the Variety Club of Great Britain's luncheon at the Savoy Hotel, when the mobile cinema, presented by the P.O.A. was handed over. Left to right: Fredd Betts, Monty Berman, Mike Francovitch, Bernard Brigges, Gordon Marks, Col. Carreras, Max Fine, Nat Cohen, and T. W. Thomas.

AMI Ltd. Continues Growth
LONDON—During recent months Automatic Musical Instruments (Great Britain) Ltd. have pursued their expansion policy with the appointment of several new BAL-AMI distributors. These have included in January, Davis Automatix of Torquay for the areas of Devon and Cornwall and in February, David Laren, operator of long standing and experience and sub-distributor over the years for BAL-AMI, was appointed main distributor for Essex, Hertford, East London, Bedfordshire and parts of Bedfordshire and Middlesex. Laren's firm, Engineering Metals Ltd., operates from new premises in Woodford, East London. In May this year the Peter Simper Company, BAL-AMI distributors in the West, with offices at Bath, Bordon and Torquay, opened new premises in London following their appointment as distributors in this city and the Home Counties.

The Cash Box—July 30, 1960
FORGET... about your service problems is just what you'll be able to do when you start putting the gorgeous new Rock-Ola Tempo II in your locations. As every Operator knows, service costs are often the biggest single drain on profits. Today, more Operators are discovering that the easiest way to eliminate this drain on profits is by joining the "Big Switch" to Rock-Ola.

When you switch to Rock-Ola, you get not only the most dependable phonograph available, but also the one truly flexible phonograph that plays either stereo or monaural music at the flip-of-a-switch.

Let your local Rock-Ola Distributor show you how Rock-Ola's all-purpose flexibility and true dependability can help you forget most of the service and installation problems on your route.

Your profits will be glad you did!

**ROCK-OLA**

THE ALL-PURPOSE STEREOPHONIC PHONOGRAPH WITH 120 OR 200 SELECTIONS

THE ROCK-OLA MANUFACTURING CORPORATION • 800 N. Kedzie Avenue, Chicago 51, Illinois

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**Sun-Glo Announces New Powdered Wax**

BELLEVILLE, ILL.—Carmine Decepoli, president of Sun-Glo Shuffleboard Supplies, Inc., this city, leading powdered wax supplier to the amusement machine industry announced a new formula powdered wax last week for use on shuffleboard games that is available to the industry under the Sun-Glo labels and also, as is the policy with many of the Sun-Glo brand products, under private labels.

The new products are a brown powder which has smoother qualities than previous products and is marketed under the "Brown Bear" brand name. According to Decepoli, the brown powdered wax will last longer, run smoother and throw extremely fast play. The second new product out of the Sun-Glo plant this season is another powdered wax, a yellow mixture, named "S-1 Star," similar to the "Brown Bear" but a less expensive commodity. The "S-1 Star" holds up very well and is actually smoother in texture and does make for a faster game. Of the two new products, Decepoli advised that the "Brown Bear" was the quality item.

The Sun-Glo firm has expanded markets in the past several years to include a broad export program supplying Europe and the Far East with a large portion of the powdered wax used in those countries. Decepoli markets the brands under private labels and permits resale in various markets under local brand names. The demand for powdered wax has increased continuously since the start of shuffle growth years ago, and according to the Sun-Glo head, "is expected to continue growing in leaps and bounds."

Sun-Glo also provides the military market, the world over, with its powdered wax needs and continues to develop and improve the product.

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**Cole Announces "Iceburg"**

BROOKLINE, MASS.—Ben V. Palis- trant, New England divisional sales manager for Cole Products Corporation, Chicago, hosted a "President's Luncheon" for some one hundred operators on Thursday, July 14, at the 1200 Beacon Hotel, this city.

Al Cole, president of the manufactur- ing firm, gave an interesting talk on the vending industry in general, and projected his views into the future. At the same time Cole advised the group that the firm is ready to introduce a new cold drink machine "Iceburg," which will throw chipped ice into each drink. On display at the luncheon was Cole's "Fireshall" instant coffee and hot chocolate drink vendor.

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**H. Z. Vending Rolls On**

OMAHA—Reports from this rapidly growing city indicate that vet colman Hymie Zorinsky's new delivery and service truck keeps in constant touch with operators throughout his vast territory, and on the streets of Omaha.

Photo above shows the truck, gen- erously emblazoned with the H. Z. Vending & Sales Company sign parked at the curb in front of Zorin-

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**AMA is also the home of the world's finest reconditioned coin phonographs. The matchless beauty of our own restyled used phonographs satisfies the most particular location. Write or call for list of available makes and models.**

**AMA DISTRIBUTORS, INC.**

500 MAGAZINE ST. NEW ORLEANS 12, LOUISIANA

**PHONE:** Magnolia 6979

The Cash Box—July 30, 1960
WANT

WANT—As always we need for immediate and future delivery quantities of: Bally Bingos, United Bingos, all types of Bally shippers. Mail AMI, Wurlitzer music. Call collect. BEL- GIAN AMUSEMENT CO., 808 NO. BROAD ST., PHILADELPHIA, PA. (Tel: P0phar 3-7808).

WANT—Wm., & Gottlieb Single Player 1953 to 1938. Send your list to 498 ANDERSON AVE., CLIFFSIDE, NEW JERSEY.

WANT—New 45 RPM records that have appeared on the Cash Box Top 50 in 1952. We pay 15¢ to 35¢. Can use any quantity. Bad records acceptable. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK 36, N. Y. (Tel: Bryant 9-6677).

WANT—Will pay cash for all Latin galls, all Latin Arcade Machines and Low minimums. Mail AMI, Wurlitzer, 2399 N. 123RD ST., NORTH MIAMI, FLORIDA. (Tel: PL 7-8661).

WANT—Will pay cash for all late records, all Arcade Machines and Low minimums. Mail MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK 36, N. Y. (Tel: Bryant 9-6677).

WANT—45 RPM Records, new or used. No quantity too large or too small. High minimums. Mail AMI, Wurlitzer, 2399 N. 123RD ST., NORTH MIAMI, FLORIDA. (Tel: Chicago B-3339).

WANT—Used 45 RPM Records. All types, as they run, right off the rack. Send 20¢ per dozen. We pay freight from anywhere in USA. Standing order available for regular customers. BELGIAN AMUSEMENT CO., INC., 14 EAST 21ST ST., BALTIMORE 15, MD.

WANT—Records, 45's & 78's, new only. Please give full details first contact to avoid delay and assure quick deal. HARRY WARNER, 8003 4TH ST., BALTIMORE 6, OHIO. (Tel: Chillery B-3389).

WANT—Juke Box Operators, If you want profitable and consistent results (No One Shot Deals), Call or write us for Complete Lineup on the following: 823 WILLARD STREET, NORTH BELMORE, L. I., N. Y. (Tel: Castle 1-0556).

WANT—Unlimited quantities of See- burg A and B. Further details on other models Seeburg, Wurlitzer 1700, 1900, 1901, Bally Bingos, multi-player Pinballs, State condition and lowest prices. F.O. outgoing vessel. Mail AMI, Wurlitzer, 2399 N. 123RD ST., NORTH MIAMI, FLORIDA. (Tel: Antwerp, BELGIUM. Cable Address: MATROCK ANTWERP). WANTS—Exhibits 10¢, Selectum and Hollenbeck State, price, quantity and condition in first letter. NEW LIFE & SALE, 2 EAST BALT- MORE STREET, BALTIMORE, MD.

WANT—We need Gottlieb Jumbos, Wurlitzer 2104, AM-150, United Clipper 8, United Clipper 1, United Lightning 8, RUNYON SALES COMPANY, INC., 593 TENTH AVE., NEW YORK 11, N. Y. (Tel: Long- acre 1-1830).

WANT—To purchase 5,000,000 new records, all speeds. We prefer large quantities and will pay for cash. Top prices offered. No Juke Box Records. Write to: RANSEL TRAD- ITIONS, 228 NORTH 11TH STREET, ISLAND PARK, N. Y. (Tel: Genreal 2-1650). JESSE SELTER, Pres.

WANT—Will buy—Bingos, Shuffle- board, arcades, any arcade, phonographs. LEW JONES DISTRIBUTING COMPANY, INC., 1301 N. W. 86TH STREET, INDIANAPOLIS, INDIANA.

WANT—Juke Boxes and Games for resale. Cash, send list, condition and prices. HASTINGS DISTRIBUTING COMPANY, 610 WEST BLUE- MOUND ROAD, MILWAUKEE 15, WISC. (Tel: Blaward 8-6700).

WANT—Coin operated Laundry Equipment, AML, 120 Selection Phonographs, Hitways, Wall Boxes, 5¢ and 10¢ Counter Sales, THOMAS COIN SALES LTD., ST. PAUL, MINNESOTA, CANADA. (Tel: Melrose 1-9550).

WANT—Mills Panorama, Also Parts. Advise Best Price. WESTERN DI- STIBUTORS, 3126 ELLIOTT AVE., SAN DIEGO, CALIFORNIA. (Tel: Garfield 3-5855).

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all types. Our prices are reasonable. No lot too large or too small. No minimums. Mail AMI, WURLITZER, 2104, N. 123RD ST., NORTH MIAMI, FLORIDA. (Tel: Beacon 821). NO. MAIN STREET, PROVIDENCE, R. I. (Tel: Cherry 9-7725).

WANTED—Any quantity new records, 45 RPM, 15¢ to 35¢ each. We pay freight. Over-run, cut-out, unique, whatever. Mail AMI, WURLITZER, 2104, N. 123RD ST., NORTH MIAMI, FLORIDA. (Tel: Beacon 821). NO. MAIN STREET, PROVIDENCE, R. I. (Tel: Cherry 9-7725).

WANTED—To act as distributor for rec- ord manufacturing companies for the sale of music stores and operators in cities and towns in Iowa and surrounding states. First prices and good terms. Send lists and prices. C. W. HUGHES, 120 E. MAIN STREET, CRAWFORD, IOWA. (Tel: Arlington 2-2322—Whitney 2-2549 evenings).


WANT—Wish to Buy and Sell any ma- chines or model Phonographs. Also Amusement Arcade Equipment._called DISTRIBUTORS, INC., 1200 NORTH ABBOT Ave., HOLLYWOOD, CALIFORNIA. JERSEY. (Tel: Blawiey 3-3245-4).

WANT—Late Wurlitzer Phonographs and late Bally Bingos for resale. FOLLETT MUSIC CO., S. 160 HOW- ARD ST., SPORANE, WASH. (Tel. MA-4-6555).

WANT—Late juke box records not over 5 months old. We pay 15¢ and the freight, HARRISON RECORDS, 651 N. 16TH STREET, NORTH MIAMI BEACH 62, FLA.

WANT—Wm., Vanguard, Hercules and Coin Operated, Flipping Type Shuffles, State quan- tity and best price in 1st letter. MONROE MACHINE EX- CHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. (Tel. Su- perior 1-4600).

WANT—To Buy—Two Classes for Under Leader Chef, DOMI- NIAN MUSIC COMPANY; 257 PLY- MOUTH AVE., NORTH MINNESOTA, MINNESOTA.

WANT—Seeberg Juke Boxes and Bally Bingos, Cash, send list, condition perfect. Ex- Change, Inc., 2423 Payne Ave. BOSTON 15, MASS. (Tel: Régent 4-1384).

WANT—Used rhythm & blues 45's. Will pay 15¢ to 35¢ each. Write us first for list of artists desired. RECORD MART, 222 ELM ST., DALLAS 1, TEXAS.

WANT—To Buy—Antique Phonographs, either Wurlitzer or Seeberg, preferably with coin instrumenta- tion and Music Rolls. CLEVELAND COIN MACHINE DISTRIBUTING COMPANY, 2029 PROSPECT AVE., CLEVEL- AND, OHIO. (Tel: TO-6715).

WANT—New or used 45 R.P.M. Rec- ords. Write or call—BINGO AD- VERISING, 184 W. 32ND ST., NEW YORK 184, N. Y. (Tel: Oxford 1-6169).

WANT—Baseball games and guns of all types, must be in A-1 condition. Tested. With coin machine instru- mentation. Mail AMI, WURLITZER, 2104, N. 123RD ST., NORTH MIAMI, FLORIDA. (Tel: Beacon 821). NO. MAIN STREET, PROVIDENCE, R. I. (Tel: Cherry 9-7725).

WANT—Immediately—Frut Mach- ines, high tops, three "77" Black Cherries, etc. Must be in reasonable condition. All inquiries answered. Details price lists. Etc. B. OLLIER, REVIO NOVELTY CO., 120 E. ST., KENTUCKY WICK, WASHINGTON, (Tel: LI 7- 9777).

WANT—Sound Engineers. Call: PL-7-3180, MR. SMITH.

WANT—5 Un Jumbo 16' Bowlers and late Bally Bingos, high trade-in, REDD DISTRIBUT- IONS, INC., 298 LINCOLN ST., ALLSTON, MASS. (Tel: AL 4-1040).
CLASSIFIED ADVERTISING SECTION

FOR SALE—6 Pocket Pool Tables, excellent shape $150; 14 Bowling $195; Binkers $195; Skeeball $225; 5-Man Shuffleboard $49.50. Write or wire today, PURVEYOR DISTRIBUTING CO., 3401 W. FULLERTON AVE., CHICAGO 18, ILL. (Tel. Juniper 8-1814).

FOR SALE — Records, New 45's 100 assorted tunes per carton — 60% majors, 11% and less. EP's $25 per record. Box of 100 $25, pre-packaged 100 or more, $75. Write to prove quality or money order. SID TABACK RECORDS, 2524 W. PICO BLVD., LOS ANGELES 6, CALIF. (Tel. Dunkirk 3-7830).

FOR SALE — Relays — low cost, high quality, 2 different prices and a wide selection of used combinatorial relays to your specifications. Short run specialty. Also electrical harnesses and wire to suit assemblies. MARVEL MANUFACTURING CO., 2487 W. FULLERTON AVE., CHICAGO, ILL. (Tel. Dl 2-2344).

FOR SALE — We have Surf Clubs, Garesties, Starlettes, Varieties, Palm Springs, Big Time, Follies and Ice Follies. No offer refused. Send your letter (time) to the manufacturers, KAYE, INC., 1625 NO. CALIFORNIA AVE., CHICAGO 47, ILL. (Tel. Armitage 6-0780).

FOR SALE — Complete line of Pool Table Supplies & parts, Slates, Cushions, Balls, Cloth, Bumpers, etc. Save money by buying quality parts. Write or phone for our new 1959 Catalog. EASTERN NOVELTY DIST., 1706 MANHATTAN AVE. UNION CITY, N. J. (Tel. UN 3-8574).

FOR SALE—4Chin League Bowler, 11 ft. Ball Strike Bowler, 11 and 12 ft. Pro Boli-3, 11 ft. Ball Tournamant Bowler, 14 ft. any at $250.00 each. Deposit required, DAVE LOWY, 592 TENTH AVE., NEW YORK 36, N. Y. (Tel. Chickering 4-1190).

FOR SALE—Seeburg G-100 $300.; Seeburg G-100 $275.; Seeburg R-100 $400.; Seeburg VL-200 $350.; Warliiter 2000 $295.; AMI-2000 $300.; AMI-I200 $255.; BELLMONT MUSIC MFG. CO., 1109 N. GLENDALE AVE., PEORIA, ILL. (Tel. 6-4424—45866).


FOR SALE — Complete line of used Electric or Mechanical Machines and various types of all other pool hall equipment. Lowest prices. Best merchandise. One letter, wire or phone call will convince you. We represent for United, Williams, Bally-Grinder and others. Call or write. PURVEYOR DISTRIBUTING CO., 3401 W. FULLERTON AVE., CHICAGO 18, ILL. (Tel. Juniper 8-1814).

FOR SALE — We have a large stock of reconditioned Shuffle Games and Equipment. Write or phone D. M. VENDING, INC., 3726 KESSEN AVE., CLEVELAND, OHIO. (Tel. Miltan 1-5000).

FOR SALE—6 Pocket Pool Tables—Fischer 75" x 43", new slates, cushions complete remanufactured and refinshed $1460; Genoa 6 pl. Skill Ball $1250; United Targette $75; Comet $935; Williams 6 pl. Major League Baseball $95; Chin-Clou Recreation Shuffle $515; Shuffleboard w/e, e scoring $75; Clark Bicycle Bullseye $125; Chin-Clou Home Run 6-player $65; Wms. Deluxe Baseball $75; Bally-Grinder and sons $75.; UNIION TAN AVE., UNION CITY, N. J. (Tel. UN 5-8504).


FOR SALE — C. C. World, new $425.; C. C. Bulls Eye Drop Ball Basball $110.; C. C. Explorer Shuffle $195.; AMI L-2136 $210.; AMI C-200 $345.; AMI E-120 $195.; AMI W-20 wall box $45.; Wms. Deluxe Shuffle $150.; Gun $400.; All equipment remanufactured and ready for use. GLOBE-Newmark DISTRIBUTING CO., 42 FAIRBANKS ST., NEW YORK, N. Y. GRAND RAPIDS 2, MICH.

CHICAGO COIN MACHINE
6-Game Bowler (Shuffle) World Series
Fumble Bumper Queen Bowler 16 1/2 in. 21 1/2 in.
21 1/2 in. 21 1/2 in.
King Bowler 16 1/2 in.
J. H. KEENEY & CO., INC.
Red Arrow $750.
Deluxe Red Arrow $950.
Popcorn Vendor $600.

Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers’ list prices. There are no price lists, the manufacturers have not authorized price publication.

ROCK-OLA MFG. CORP.
1478 S. 120 St. Phila., Pa.
1461 1-St Phila., Pa.
1451 1-St Phila., Pa.

THE SEEBOURG CORP.

UNIVERSAL MFG. CORP.

BALLY MFG. CO.
1,550 S. Phila., Pa.

UNITED MFG. CO.
Falcon Bowler

UNITED MFG. CO.
1150 S. Phila., Pa.

UNITED MFG. CO.

BALLY MFG. CO.
W. 1150 S. Phila., Pa.

VALLEY SALES CO.
Bumper Pool Table

THE WALLRITZ CO.
2400 S. St. 200 Sl. Phila. and Step.

WILLIAMS MFG. CO.
Screenade (5-Ball)

WILLIAMS MFG. CO.
18-Deluxe (5-Ball)

The Cash Box — July 30, 1960
auxiliary speakers can increase your take up to 50%*

"The latest change we are making from one end of the route to the other is the installation of auxiliary speakers . . . the reason for this is that we are primarily music salesmen . . . the public must hear what it considers to be pleasant sounding music before they patronize the machine. Several tests . . . proved that a location with music at the same volume for everyone in the place . . . invariably increases the play on the machine. I do know that with our auxiliary speaker program nearing completion, collections have increased as much as 50%. An old or regular location can be surveyed for additional speakers, remote control facilities, possibly a new machine with the result bringing a happy location owner, more money in the box for all concerned, and in many instances, more business for the location itself." *

* REPORTED BY A SUCCESSFUL OPERATOR IN THE FEBRUARY 20TH ISSUE OF "CASH BOX."

...and AMI offers the outstanding speaker value!

The AMI EX-600 wall speaker makes the addition of auxiliary speakers to your route both practical and profitable. The ingenious new cylindrical design forms an ideal baffle for rich, full-range sound reproduction.

It is easily mounted in vertical or horizontal position and may be aimed in any direction after mounting.

The EX-600 is an outstanding performer at a surprisingly low price. Hear it . . . price it . . . prove it . . . at your AMI distributor's.

another aid to profit from

AMI and its family of distributors in the United States and Canada

Affiliate of Automatic Canteen Company of America
1500 Union Avenue, S.E., Grand Rapids 2, Michigan. Since 1909 Designers Engineers and Manufacturers of Automatic Musical Instruments for Business and Industry
The Cash Box—July 30, 1960
Congratulations to THE CASH BOX

Over the past 18 years THE CASH BOX has been an authoritative voice in the coin machine industry. You have accepted your responsibilities and carried them out in a manner befitting your stature. Your contributions to the advancement of the business have been many and important. Wurlitzer congratulates you, wishes you well, looks forward to a continuance of your leadership in the years ahead.

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