

Price \$1.00



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**WHO'S WHO IN THE**  
**COIN MACHINE WORLD**

**1963-1964**

---

*Featuring* **THE ANNUAL MUSIC MACHINE SURVEY**

# NO EXTRA CHARGE

Why you get more for your money with a Rowe AMi phonograph.

- + You get Three-in-One programming. Change from 200 to 160 or 100 selections—or right back again—whatever the location needs. NO EXTRA CHARGE.
- + You get the orbital sound of Stereo Round\* without using additional remote speakers. NO EXTRA CHARGE.
- + You get a genuine diamond stylus good for 50,000 plays. NO EXTRA CHARGE.
- + You get tremendous location personalization. NO EXTRA CHARGE.
- + You get automix as standard equipment. Plays both 45's and 33½'s . . . intermixed. It's mechanical, too—no tubes to give out. NO EXTRA CHARGE.
- + You get an accumulator that holds up to \$3 in nickels, dimes, quarters and half dollars. NO EXTRA CHARGE.
- + You get a 5-year warranty on the search unit, a 2-year warranty on the mechanism. This is the *only* phonograph with such a money-making guarantee on moving parts. NO EXTRA CHARGE.
- + You get an easy changeover to play albums at 25¢ a side. NO EXTRA CHARGE.

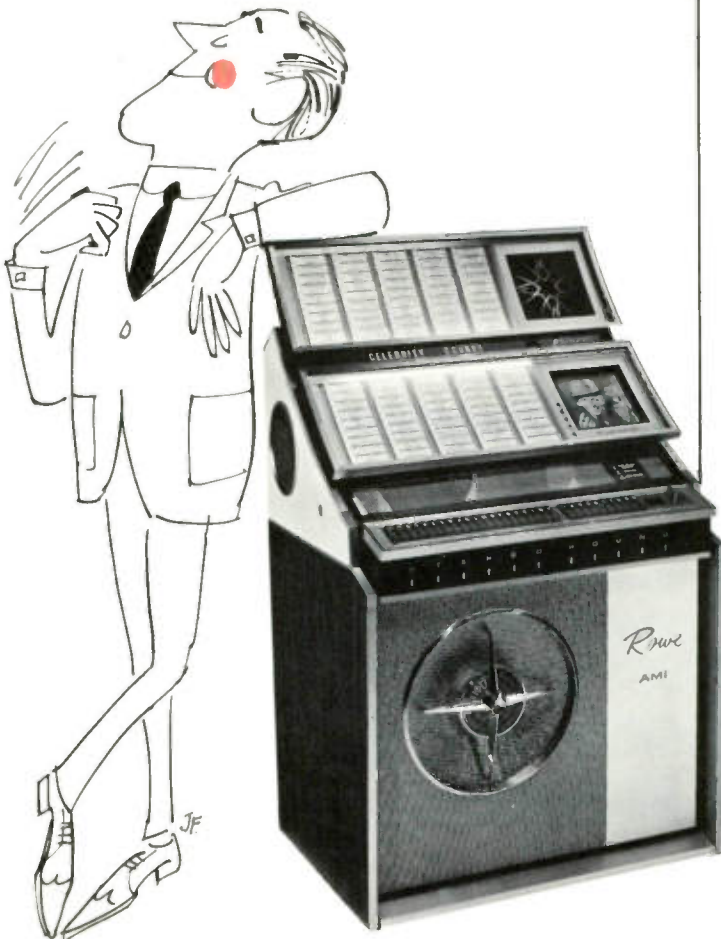
Add all these "NO EXTRA CHARGES" to the realistic low price of a Rowe AMi phonograph, and you've got yourself a deal. See your Rowe AC Services distributor today and let him tell you the full story.

\*Pat. pend.



**ROWE AC SERVICES**

18 South Michigan Ave. Chicago 3, Ill.







# SELL MORE WITH CELEBRITY by ROWE

*more locations, more products, more profitably*

*"I've never tasted a better cup of coffee"*

(Serves coffee 9 different ways—all superb. Single-cup or batch-brew models.)

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

(The All-Purpose Merchandise displays 52 tempting items at a glance.)

*"I just love the appearance of our lunchroom now"*

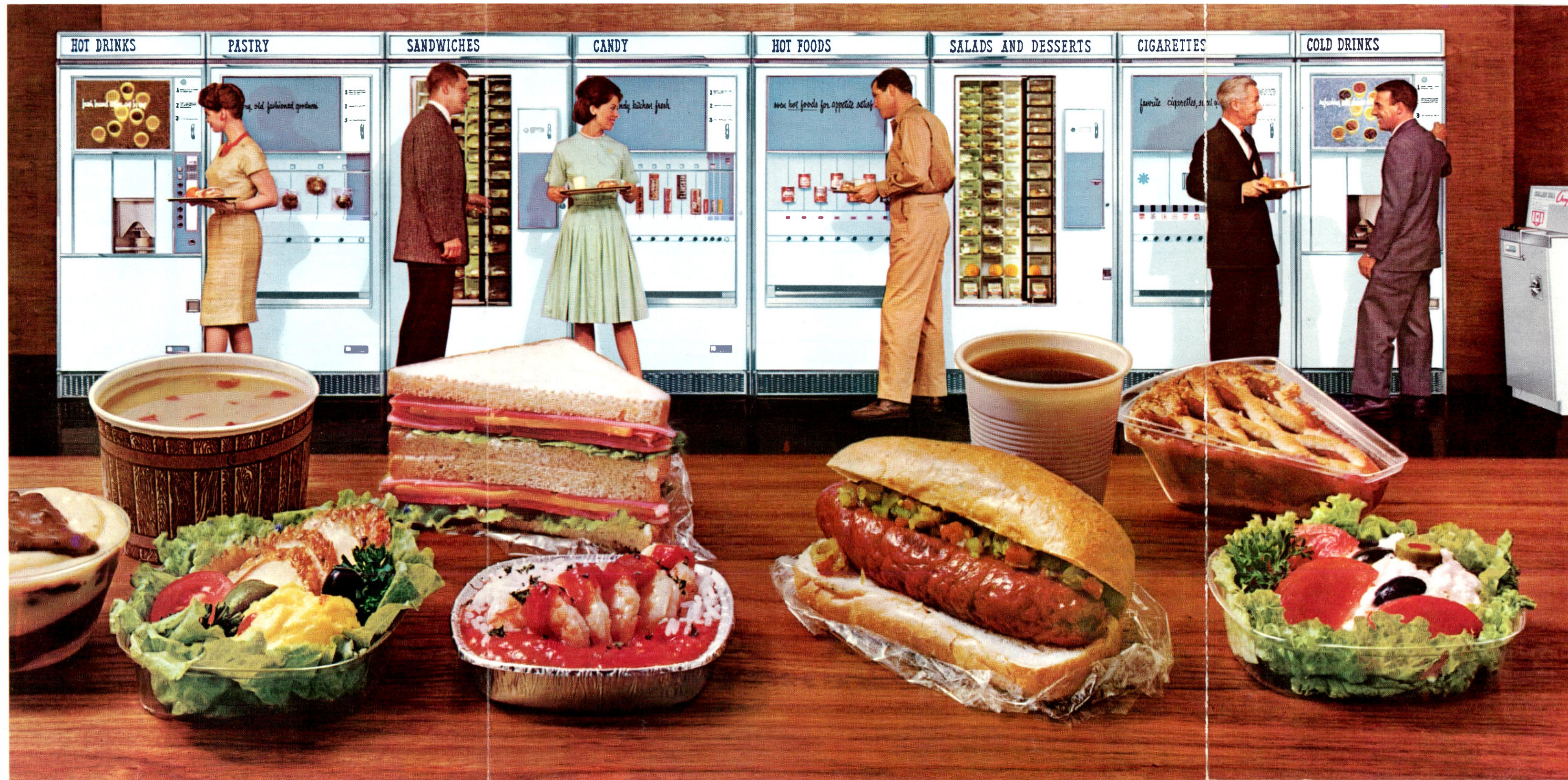
(Celebrity modular vendors are the most advanced in the industry—in engineering as well as appearance.)

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

(When you're ready for extended-line vending, talk to your Rowe AC Services distributor first.)

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

*"Have you seen the Rowe bill changer? Changes a dollar bill just like that, all automatically"*



*"What are they saying about Rowe vending equipment?"*

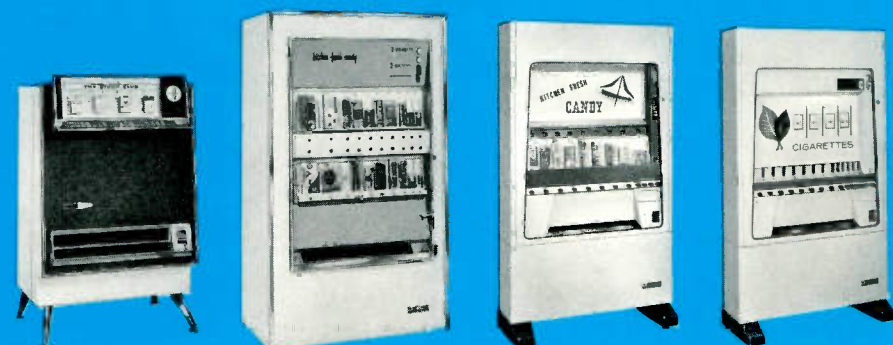
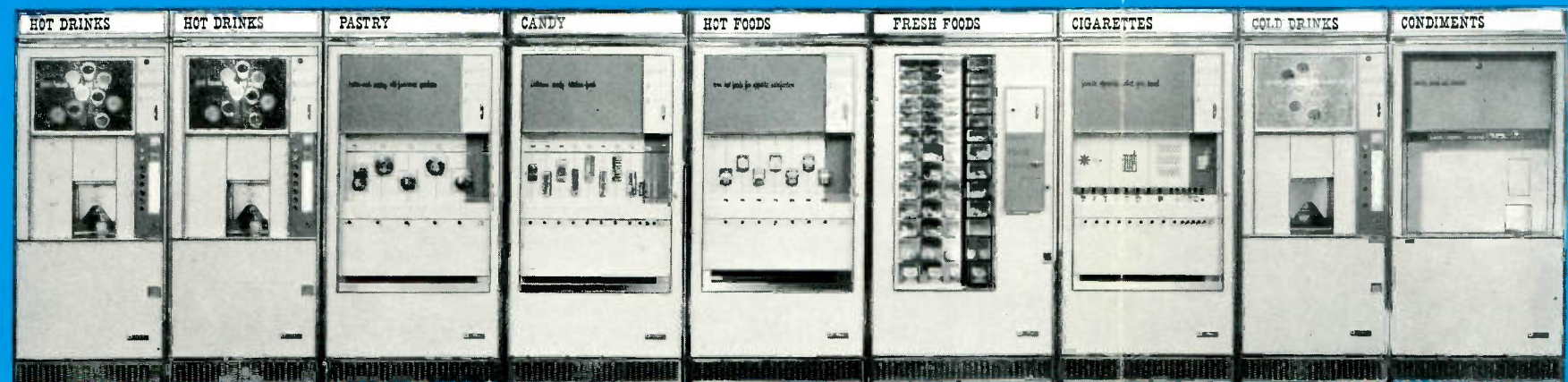
TOP LEFT ALONG THIS LINE FOR COMPLETE REFERENCE TO ROWE VENDORS





# YOU GET MORE WITH ROWE VENDORS

more quality, more features, more value



## THE ROWE BILL CHANGER

**LOCATION PROVED**



**BILL CHANGER**  
Model 6 and Model 6A

Authenticates and Accepts Paper Currency and Returns Change. Assures Complete Change Control. 10 Change Combinations. Operates Around the Clock. Heavy-Duty Cabinet. Stainless Steel Parcel Ledge and Kick Plate.

CHANGE COMBINATIONS*		
Quarters	Dimes	Nickels
4	0	0
3	2	1
3	1	3
3	0	5
2	5	0
2	4	2
2	3	4
2	2	6
1	6	3
1	5	5

\* Model 6 may be set for any of 10 change combinations. Model 6A may be set for top two combinations in above table.

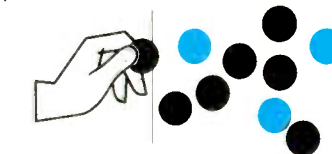
### SPECIFICATIONS

- Model 6—\$150 Capacity, 10 Change Combinations.
- Model 6A—\$300 Capacity, 2 Change Combinations
- Power Req.: 95-125 V AC—60 Cycles; Consumption Peak 3 Amp.
- Height 45 1/2", Width 25 1/2", Depth 15 1/4".
- Net Weight 185 lb.; Shipping Weight 200 lb.

LOOK, THERE'S MORE >>>>

## HERE'S WHERE YOU GET ALL THE FACTS ABOUT ROWE VENDING EQUIPMENT

- |  |  |
|--|--|
| <b>ALABAMA</b><br>Rowe AC Services<br>214 Ponce de Leon Ave., N. E., Atlanta   | <b>NEW HAMPSHIRE</b><br>Trimount Automatic Sales Corp.<br>40 Waltham St., Boston   |
| <b>ALASKA</b><br>R. F. Jones Company<br>309 Ninth Ave., N., Seattle  | <b>NEW JERSEY</b><br>Ronyon Sales Company<br>U. S. Route 22 and Fadam Road,<br>Springfield   |
| <b>ARIZONA</b><br>R. F. Jones Company<br>1269 S. Figueroa at Pico, Los Angeles   | <b>NEW MEXICO</b><br>R. F. Jones Company<br>1314 Pearl St., Denver   |
| <b>ARKANSAS</b><br>Southern Amusement Dist. Co.<br>628 Madison Ave., Memphis   | <b>NEW YORK</b><br>Rowe AC Services<br>31 E. 17th St., New York City   |
| <b>CALIFORNIA</b><br>R. F. Jones Company<br>1269 S. Figueroa at Pico, Los Angeles<br>240 Shotwell St., San Francisco                 | <b>H. Karson, Metropolitan New York</b><br>849 Van Buren, Baldwin, L. I.<br>Sheldon Sales Dist. Corp.<br>881 Main St., Buffalo   |
| <b>COLORADO</b><br>R. F. Jones Company<br>1314 Pearl St., Denver   | <b>NORTH CAROLINA</b><br>Roanoke Vending Exchange, Inc.<br>4930 W. Broad St., Richmond, Va.  |
| <b>CONNECTICUT</b><br>Trimount Automatic Sales Corp.<br>40 Waltham St., Boston   | <b>NORTH DAKOTA</b><br>K. C. Sales and Service<br>1926 University Ave., St. Paul   |
| <b>DELAWARE</b><br>David Rosen, Inc.<br>855 N. Broad St., Philadelphia   | <b>OHIO</b><br>Royal Distributing, Inc.<br>2070 Seymour Ave., Cincinnati<br>1112 N. High St., Columbus   |
| <b>FLORIDA</b><br>Bush International, Inc.<br>60 Riverside Ave., Jacksonville<br>286 N. W. 29th St., Miami<br>207 W. Cass St., Tampa | <b>OKLAHOMA</b><br>Automatic Music Distributors<br>900 N. Western Ave., Oklahoma City  |
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| <b>HAWAII</b><br>R. F. Jones Company<br>841 Halekauwila St., Honolulu  | <b>PENNSYLVANIA</b><br>Banner Specialty Company<br>1508 Fifth Ave., Pittsburgh<br>David Rosen, Inc.<br>855 N. Broad St., Philadelphia  |
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| <b>MAINE</b><br>Trimount Automatic Sales Corp.<br>40 Waltham St., Boston   | <b>VIRGINIA</b><br>Roanoke Vending Exchange, Inc.<br>63 Commonwealth Ave., Bristol<br>4930 W. Broad St., Richmond  |
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| <b>MICHIGAN</b><br>Edward Cromwell<br>34 Cambridge St., Pleasant Ridge   | <b>WEST VIRGINIA</b><br>Roanoke Vending Exchange, Inc.<br>625 Ohio Ave., Charleston  |
| <b>MINNESOTA</b><br>K. C. Sales and Service<br>1926 University Ave., St. Paul  | <b>WISCONSIN</b><br>Pioneer Sales & Service, Inc.<br>3110 W. Fond du Lac Ave., Milwaukee   |
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## ROWE AC SERVICES

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Rowe sets the standards in vending equipment, bill changers, music systems



# THESE SINGLES WILL MAKE MONEY FOR YOU!

## LIBERTY'S ALL-TIME HIT SERIES 35 DOUBLE-HIT RECORDS!

TITLE	Order	TITLE	Order	TITLE	Order
CRY ME A RIVER COME ON-A MY HOUSE #54500 JULIE LONDON		A HUNDRED POUNDS OF CLAY TOWER OF STRENGTH #54512 GENE McDANIELS		TAKE GOOD CARE OF MY BABY PLEASE DON'T ASK ABOUT BARBARA #54523 BOBBY VEE	
TONIGHT YOU BELONG TO ME GONNA GET ALONG WITHOUT YOU NOW #54501 PATIENCE & PRUDENCE		CANADIAN SUNSET LIKE YOUNG #54513 EDDIE HEYWOOD		RUN TO HIM SHARING YOU #54524 BOBBY VEE	
SITTIN' IN THE BALCONY HALLELUJAH, I LOVE HER SO #54502 EDDIE COCHRAN		ENDLESS SLEEP JODY REYNOLDS		LOVEY DOVEY LING-TING-TONG #54525 BUDDY KNOX	
SUMMERTIME BLUES TEENAGE HEAVEN #54503 EDDIE COCHRAN		WESTERN MOVIES #54514 THE OLYMPICS		HURT WHAT'S A MATTER BABY #54526 TIMI YURO	
C'MON EVERYBODY SOMETHIN' ELSE #54504 EDDIE COCHRAN		COME SOFTLY TO ME MR. BLUE #54515 THE FLEETWOODS		CHIP CHIP POINT OF NO RETURN #54527 GENE McDANIELS	
STARDUST DEEP PURPLE #54505 BILLY WARD & THE DOMINOES		RUNAROUND CONFIDENTIAL #54516 THE FLEETWOODS		THE MOUNTAIN'S HIGH TELL ME #54528 DICK & DEEDEE	
I'M AVAILABLE FREIGHT TRAIN #54506 MARGIE RAYBURN		TRAGEDY THE GREAT IMPOSTER #54517 THE FLEETWOODS		THIS TIME TEARS FROM AN ANGEL #54529 TROY SHONDELL	
QUIET VILLAGE ENCHANTED SEA #54507 MARTIN DENNY		WALK—DON'T RUN RAM-BUNK-SHUSH #54518 THE VENTURES		UP A LAZY RIVER AUTUMN LEAVES #54530 SI ZENTNER	
DREAMIN' LITTLE BOY SAD #54508 JOHNNY BURNETTE		PERFIOIA BLUE MOON #54519 THE VENTURES		SURFER'S STOMP BALBOA BLUE #54531 THE MARKETTS	
YOU'RE SIXTEEN BIG BIG WORLD #54509 JOHNNY BURNETTE		WITCH DOCTOR THE BIRD ON MY HEAD #54520 THE MUSIC OF DAVID SEVILLE		OLD RIVERS MAMA SANG A SONG #54532 WALTER BRENNAN	
DEVIL OR ANGEL RUBBER BALL #54510 BOBBY VEE		RAGTIME COWBOY JOE ALVIN'S ORCHESTRA #54521 THE CHIPMUNKS		MY KIND OF GIRL PORTRAIT OF MY LOVE #54533 MATT MONRO	
STAYIN' IN MORE THAN I CAN SAY #54511 BOBBY VEE		HEART TO HEART TALK SAN ANTONIO ROSE #54522 BOB WILLS & TOMMY DUNCAN		THE CHIPMUNK SONG ALVIN'S HARMONICA #55250 THE CHIPMUNKS	



- 15% DISCOUNT
- DEFERRED BILLING
- FREE TITLE STRIPS

SEE YOUR LIBERTY DISTRIBUTOR NOW!



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## **B**ig Business with beautiful scenery.

Messrs. Löwen-Automaten/NSM-Apparatebau is the largest European enterprise for juke boxes and coin-operated pay-out machines. NSM at Bingen/Rhine is manufacturing the juke box FANFARE as well as the coin-operated machines ROTAMINT and ADDI-MINT. So far more than 12,000 juke boxes

and over 200,000 pay-out machines have left the plant equipped with the most modern machinery.

Löwen-Automaten is the sales organisation which together with its subsidiaries in the Federal Republic of Germany has 12 branch offices of its own and in addition a subsidiary in Belgium.

Some 60% of the market in the pay-out machine field, which has an increased economic importance in West Germany, is held by Löwen-Automaten.

Seen from the social point of view NSM/Löwen-Automaten stands at a high level. Every 4th employee lives in a house recently built by the firm. Almost in front of the NSM plant there are quarters surrounded by own parks, playgrounds and stadium—and all



that at Bingen on the river Rhine, one of the most beautiful sceneries of Europe, admired every year by millions of visitors coming from all over the world.

The confluence of the rivers Nahe and Rhine is not only an attractive countryside but this is an area where grapes, famous all over the world, grow and where many a worker of NSM has his own vineyard where he spends his leisure time and the weekends.

As already mentioned above, NSM is a ultra-modern plant established only 7 years ago.



There you find the latest semi- and fully automatically working instruments which enable a monthly production up to 400 juke boxes and 2,000 pay-out machines.

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

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

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

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

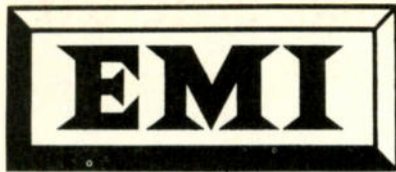
An important link in this organisation is the customers service of the Löwen-Automaten whose members are made familiar with every new device in special instruction courses. Tools and special transportation are everywhere available if a machine should not operate properly.

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

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





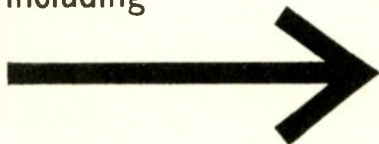


THE GREATEST RECORDING ORGANISATION IN THE WORLD...

manufactures and distributes throughout the world—

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

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



**ARGENTINA** — Industrias Electricas y Musicales Odeon, S.A.I.C., Av. Corrientes 485, Buenos Aires, Argentina.

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

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

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

**BRAZIL** — Industrias Electricas e Musicais Fabrica Odeon, S.A., Caixa Postal 2752, Av. Rio Branco 99-15° andar, Rio de Janeiro, Brazil.

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

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

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

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

**ENGLAND** — E.M.I. Records Limited, E.M.I. House, 20 Manchester Square, London, W.1.

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**HOLLAND** — N.V. Verkoop-Maatschappij, "Bovema", Gramophone House, 49 Bronsteeweg, Heemstede, Holland.

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

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

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ELECTRIC & MUSICAL INDUSTRIES LTD (*Overseas Division*)

HAYES · MIDDLESEX · ENGLAND



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# **THE "POP" RECORDING THE BIGGEST PLAY ARE ON**

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



# ARTISTS THAT GET COLUMBIA RECORDS

BROTHERS FOUR/LES BROWN AND HIS BAND OF RENOWN/OSCAR BROWN, JR.  
CHUCK WAGON GANG/THE CLANCY BROTHERS AND TOMMY MAKEM/RAY CONNIFF  
"LITTLE" JIMMY DICKENS/DION/BILL DOGGETT/THE DREAMLOVERS/THE DUKES  
SCRUGGS/ARETHA FRANKLIN/"LEFTY" FRIZZELL/EYDIE GORME/ROBERT GOULET  
HENDERSON/CAROLYN HESTER/EDDIE HODGES/VIRGINIA HOE/PAUL HORN/THE  
BRUCE JOHNSTON/KENNY KAREN/CLAUDE KING/ANDRE KOSTELANETZ/FRANKIE  
MITCH MILLER/THELONIOUS MONK/GEORGE MORGAN/JERRY MURAD'S  
PATTI PAGE/LES PAUL & MARY FORD/CARL PERKINS/CHARLIE PHILLIPS/STU  
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# ANALYSIS OF THE U. S. MUSIC MACHINE INDUSTRY

## 1962 Calendar Year

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

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

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

### 463,000 Phonographs

The 8,000 juke box operators in the U. S. have some 463,000 phonographs on location, 157,000 of which are stereo and 306,000 are monaural. The breakdown is now 34 per cent stereo and 66 per cent monaural.

A year earlier, 78 per cent of all juke boxes on location were monaural, while only 22 per cent were stereo.

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

### Top Locations

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

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

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

### Poor Locations Dumped

With higher operating costs, Ameri-

can coinmen are finding out that some locations are unprofitable and are dropping them. And with better programming, they are getting more money from fewer locations.

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

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

### Used Machines

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

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

## U. S. Music Machines Gross \$452.4 Million

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

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

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

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

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

### 49,000,000 Records

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

Some 45,300,000 of these (representing 92.4 per cent of the total) were 45 monaural singles. Another 3.1 per cent of the total (1,500,000 disks) were 45 stereo singles, and 3.9 per cent (1,900,000 records) were 33½ stereos. EP purchases were also reported, accounting for 300,000 records or .6 per cent of the total.

As the Little LP (33½ seven-inch disks with three tunes to a side) made its debut late in the year, the record did not figure in the survey. It undoubtedly will next year.

### Stereo Disks

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

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

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

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



# MUSIC MACHINE SURVEY

all locations rented their juke boxes from operators.

## Profit Picture

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

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

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

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

## Winners and Losers

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

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

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

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

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

## Planned Purchases

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

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

# TOP-EARNING JUKE BOX RECORDS FOR 1962

## TOP 10

Regardless of Category

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

## HOW THE SURVEY WAS PREPARED

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

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

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

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

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

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

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

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

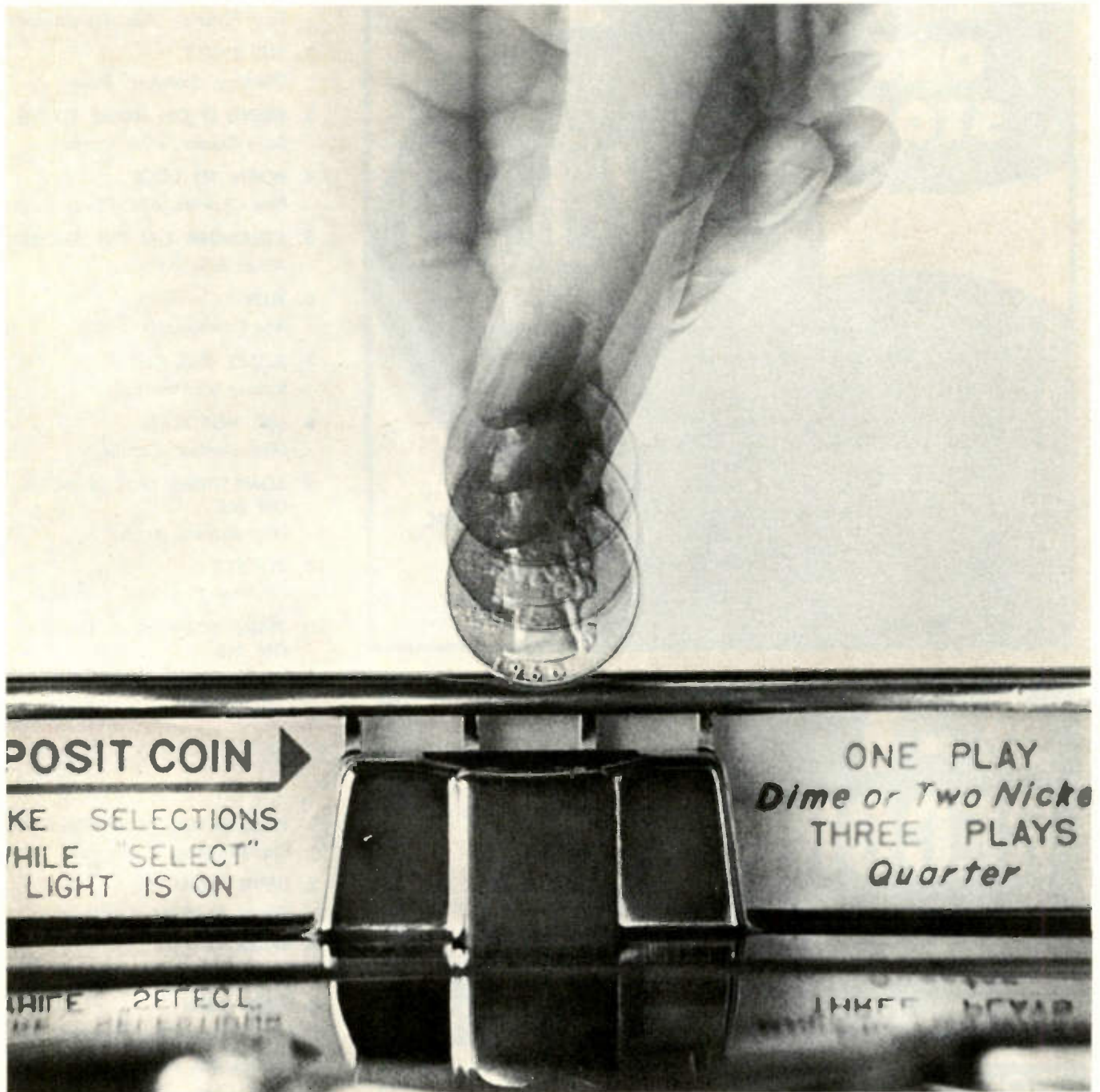
## TOP STANDARDS

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



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"ANOTHER SATURDAY NIGHT": SAM COOKE #8164

"(THESE ARE) THE YOUNG YEARS": FLOYD CRAMER #8171

"I'M SAVING MY LOVE": SKEETER DAVIS #8176 • "THE END OF THE WORLD": SKEETER DAVIS #8098

"LONELY BOY, LONELY GUITAR": DUANE EDDY #8180

"DAYS OF WINE AND ROSES": HENRY MANCINI #8120 • "I WILL FOLLOW HIM": PEGGY MARCH #8139

"MORE": DELLA REESE #8187 • "LET'S GO STEADY AGAIN": NEIL SEDAKA #8169

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- By 16-yr. Vet of Top Las Vegas & USA Clubs!

— TEN SELECTION—CATALOG —

- MK151 Night Train/Johnson's Boogie
- MK149° Sheik Of Araby/Bye Bye Blues
- MK147° Muskrat Ramble-Mama's Gone/  
Indian Love Call
- MK145° Moonlight & Roses/Ain't She Sweet
- MK137° Five Foot Two/Sweet Georgia Brown
- MK127° Basin St. Blues/Stormy Weather
- MK125 Melody Of Love/You Can't Be  
True Dear
- MK113 Tuxedo Junction/Perdido
- MK111 Fascination/Perdido
- MK109 Moonlight Love/Tuxedo Junction

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## TOP R&B

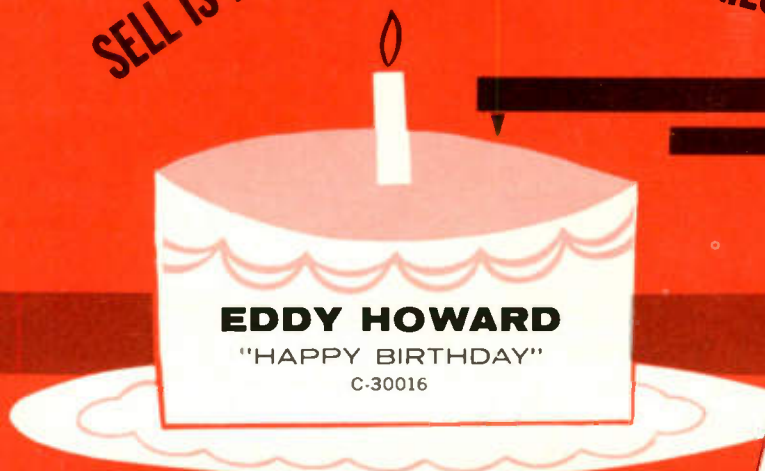
1. **I CAN'T STOP LOVING YOU**  
Ray Charles, ABC-Paramount
2. **THE TWIST**  
Chubby Checker, Parkway
3. **BRING IT ON HOME TO ME**  
Sam Cooke, RCA Victor
4. **BORN TO LOSE**  
Ray Charles, ABC-Paramount
5. **STRANGER ON THE SHORE**  
Acker Bilk, Atco
6. **TUFF**  
Ace Cannon, Hi
7. **ROSES ARE RED**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

## TOP C&W

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



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<p>"Kiss of Fire" <b>GEORGIA GIBBS</b> "Ballin' The Jack" C-30011</p>	<p>"Night Train" <b>BUDDY MORROW</b> "One Mint Julep" C-30042</p>	<p>"White Lightning" <b>GEORGE JONES</b> "Who Shot Sam" C-30084</p>
<p>"Ruby" <b>RICHARD HAYMAN</b> "Dansero" C-30014</p>	<p>"Little Darlin" <b>THE DIAMONDS</b> "Church Bells Will Ring" C-30050</p>	<p>"Running Bear" <b>JOHNNY PRESTON</b> "Cradle of Love" C-30089</p>
<p>"To Each His Own" <b>EDDY HOWARD</b> "It's No Sin" C-30015</p>	<p>"The Great Pretender" <b>THE PLATTERS</b> "Only You" C-30065</p>	<p>"Unforgettable" <b>DINAH WASHINGTON</b> "Love Walked In" C-30091</p>
<p>"Mule Train" <b>FRANKIE LAINE</b> "Cry Of The Wild Goose" C-30018</p>	<p>"My Prayer" <b>THE PLATTERS</b> "The Magic Touch" C-30066</p>	<p>"Broken Hearted Melody" <b>SARAH VAUGHAN</b> "Misty" C-30092</p>
<p>"That's My Desire" <b>FRANKIE LAINE</b> "River Sainte Marie" C-30019</p>	<p>"Peter Ponsil And His Tonsil, I" <b>GWEN DAVIES</b> "Peter Ponsil And His Tonsil, II" C-30070</p>	<p>"Smoke Gets In Your Eyes" <b>THE PLATTERS</b> "Harbor Lights" C-30093</p>
<p>"Sugar Blues" <b>CLYDE McCOY</b> "St. Louis Blues" C-30023</p>	<p>"Chantilly Lace" <b>BIG BOPPER</b> "Big Bopper's Wedding" C-30072</p>	<p>"The Window Up Above" <b>GEORGE JONES</b> "Tender Years" C-30102</p>
<p>"Tennessee Waltz" <b>PATTI PAGE</b> "With My Eyes Wide Open" C-30025</p>	<p>"Twilight Time" <b>THE PLATTERS</b> "For The First Time" C-30075</p>	<p>"Walk On By" <b>LEROY VAN DYKE</b> "The Auctioneer" C-30105</p>
<p>"Peg O' My Heart" <b>THE HARMONICATS</b> "Charmaine" C-30034</p>	<p>"What A Difference A Day Makes" <b>DINAH WASHINGTON</b> "Come On Home" C-30078</p>	<p>"Lonesome That's All" <b>DAVID CARROLL</b> "A Perfect Day" C-30108</p>
<p>"Misty" <b>ERROLL GARNER</b> "Exactly Like You" C-30037</p>	<p>"It's Just A Matter Of Time" <b>BROOK BENTON</b> "Hurtin' Inside" C-30079</p>	<p>"Battle Hymn Of The Republic &amp; Dixie, I" <b>DICK CONTINO</b> "Battle Hymn Of The Republic &amp; Dixie, II" C-30110</p>

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# Billboard's Music Machine Survey—1962 Calendar Year

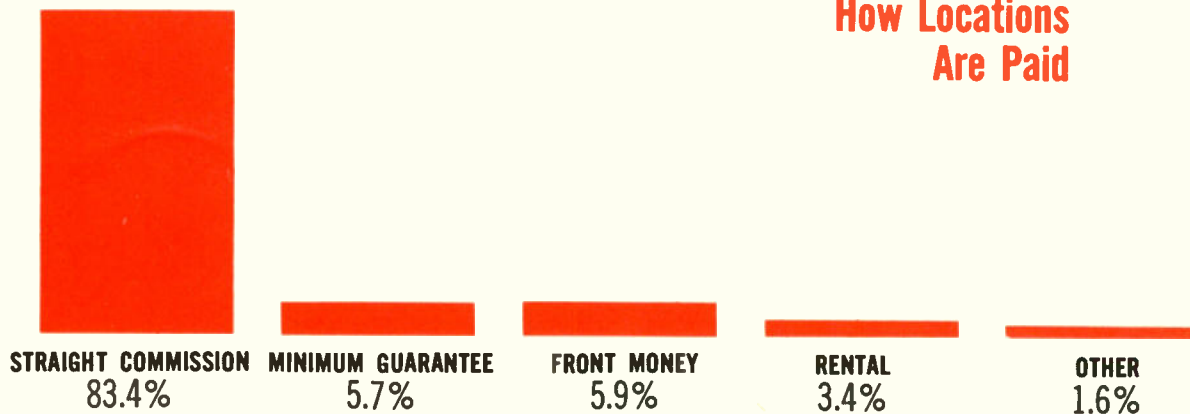
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## Where Juke Boxes Are Located



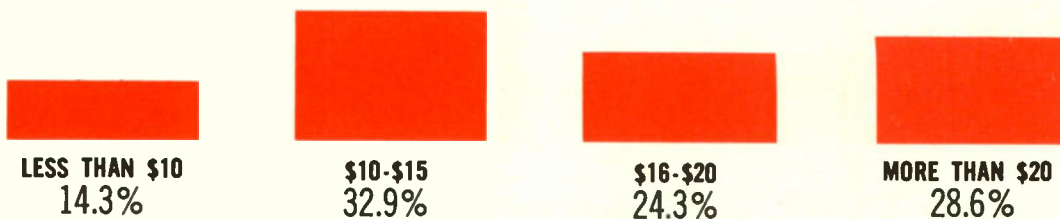
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## How Locations Are Paid



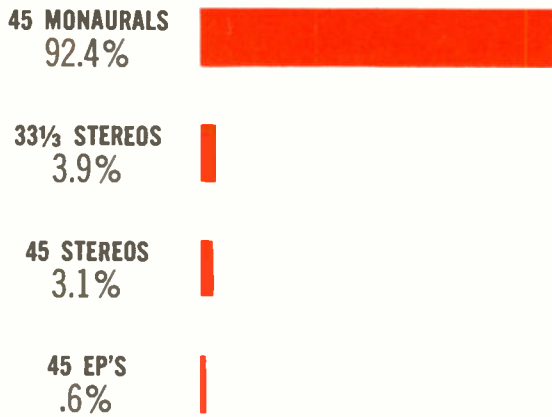
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## Average Weekly Take Per Machine Before Commission

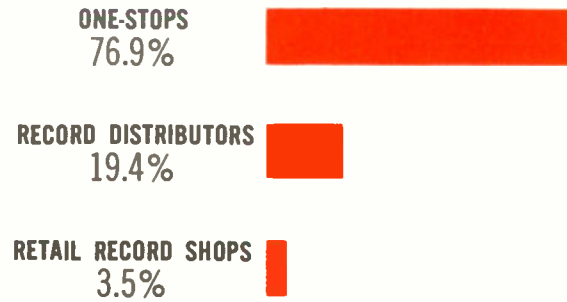




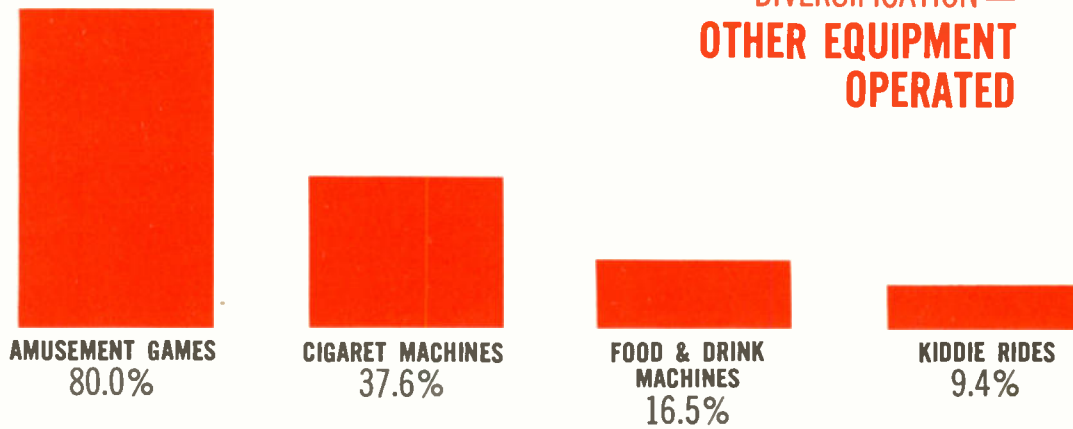
## Record Purchases



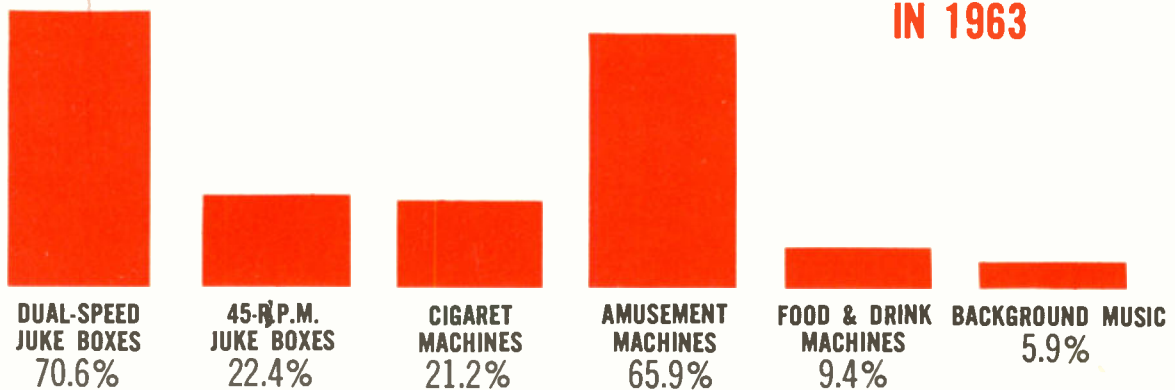
## Where Records Were Bought



## DIVERSIFICATION — OTHER EQUIPMENT OPERATED



## DIVERSIFICATION — PLANNED PURCHASES IN 1963





# Music With ACCENT...

"I LOVE YOU"  
(BOSSA NOVA)

Clarice Howard  
AC 1084

"QUICKSAND"

b/w

"GEE GOSH, GOSH OH GEE"

Dianne Renner  
AC 1088

"BLUE BOSSA NOVA"

b/w

"HALF WAY IN LOVE"

Jean Louise  
AC 1089

"CALYPSO AT NIGHT"

b/w

"WHY, WHY, WHY"

LITTLE ROBBY  
and the Empirics  
AC 1087



RECORDS

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## CURRENT

### BIG RELEASES!!

#### RONNIE SUMMERS

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

#### CHAMP BUTLER

"A Thousand Times"  
b/w "Bread"

#### BILLY WHITE

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

#### FLO BENNETT'S ALBUM

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"HALF PAST LONELY"

#### OTHER RELEASES:

#### THE MASKED DEMONS

"Hi Surfin'"  
b/w "Way Out"

#### LEE STONE

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

#### RECORD RELEASING ENTERPRISES

1617 El Centro St., Hollywood 28, Calif.

## TOP TEN ARTISTS

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



1. RAY CHARLES  
ABC-Paramount



2. ELVIS PRESLEY  
RCA Victor



3. CHUBBY CHECKER  
Parkway



4. TONY BENNETT  
Columbia



5. BRENDA LEE  
Decca



6. NAT KING COLE  
Capitol



7. CONNIE FRANCIS  
M-G-M



8. FRANK SINATRA  
Reprise, Capitol



9. ACKER BILK  
Atco

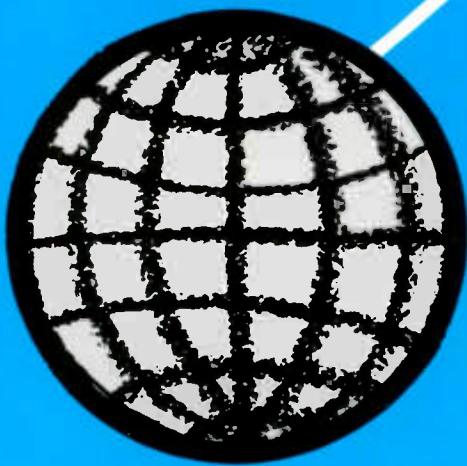


10. PATSY CLINE  
Decca



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- WORLD WIDE**
- **SERVICE**



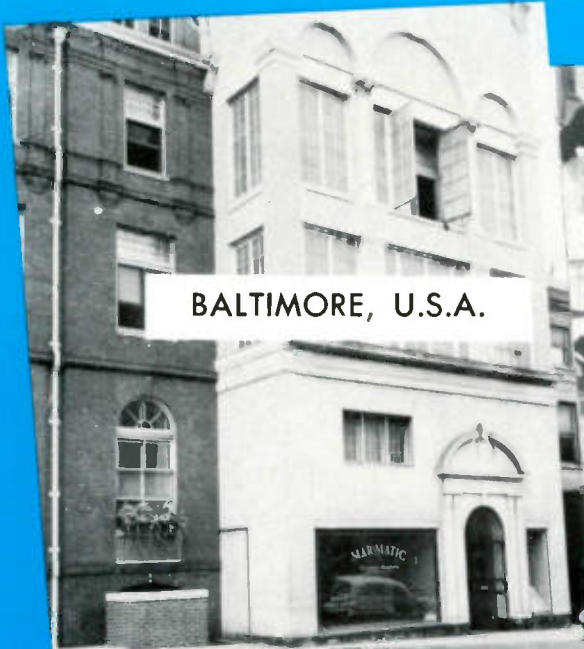




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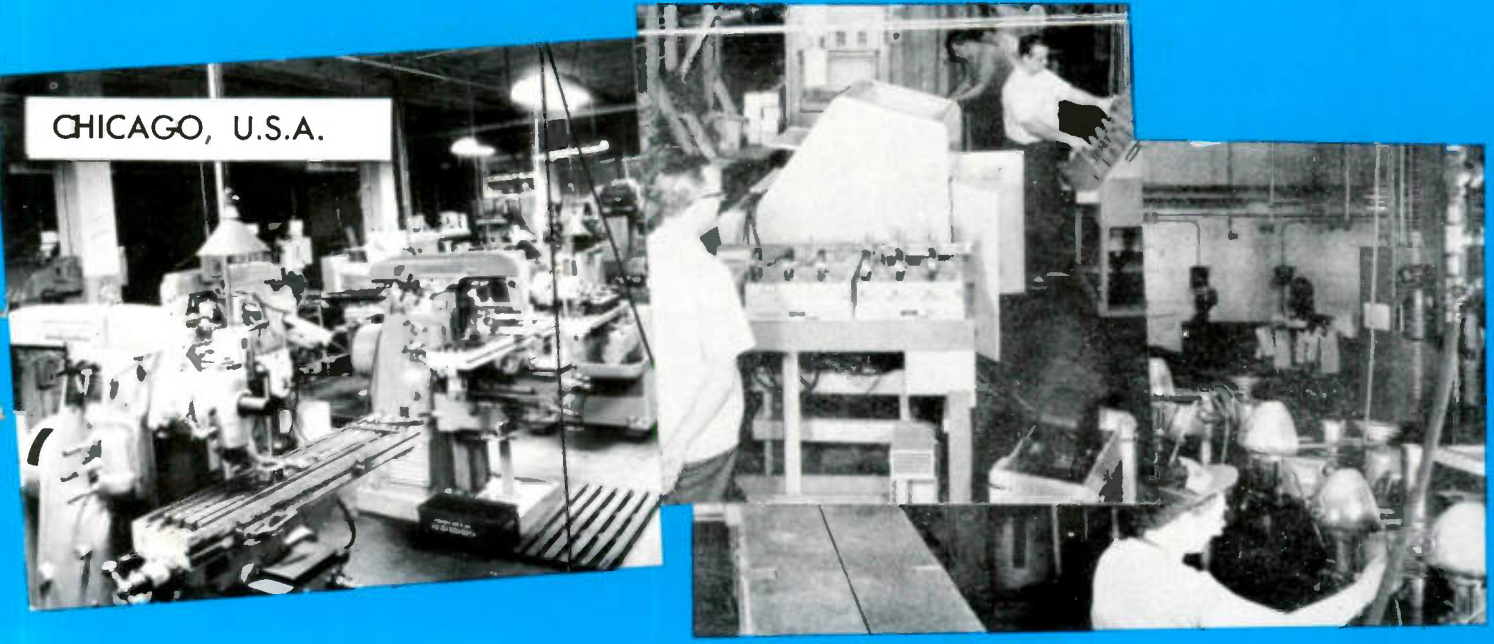


BALTIMORE, U.S.A.





CHICAGO, U.S.A.

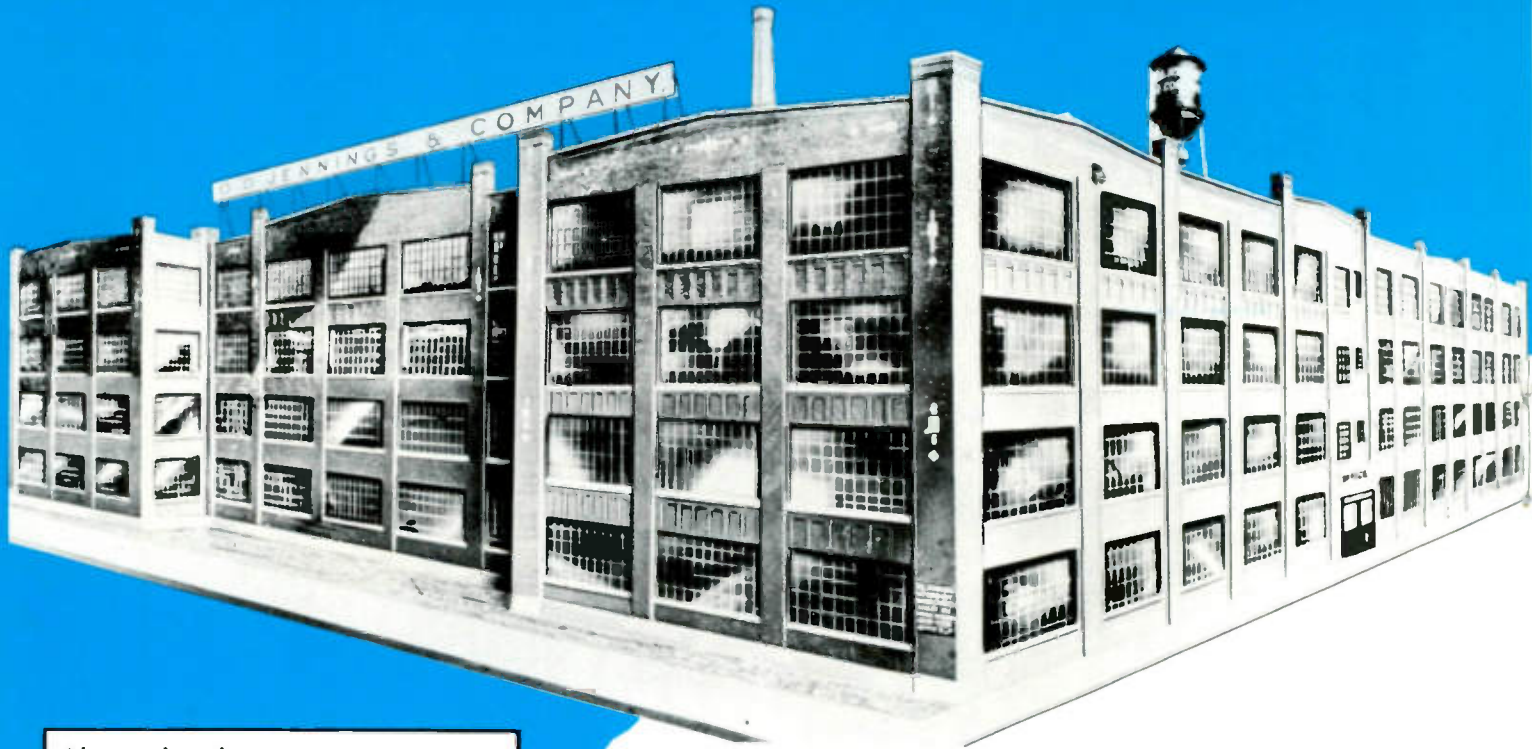


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IRELAND ISLAND, BERMUDA







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

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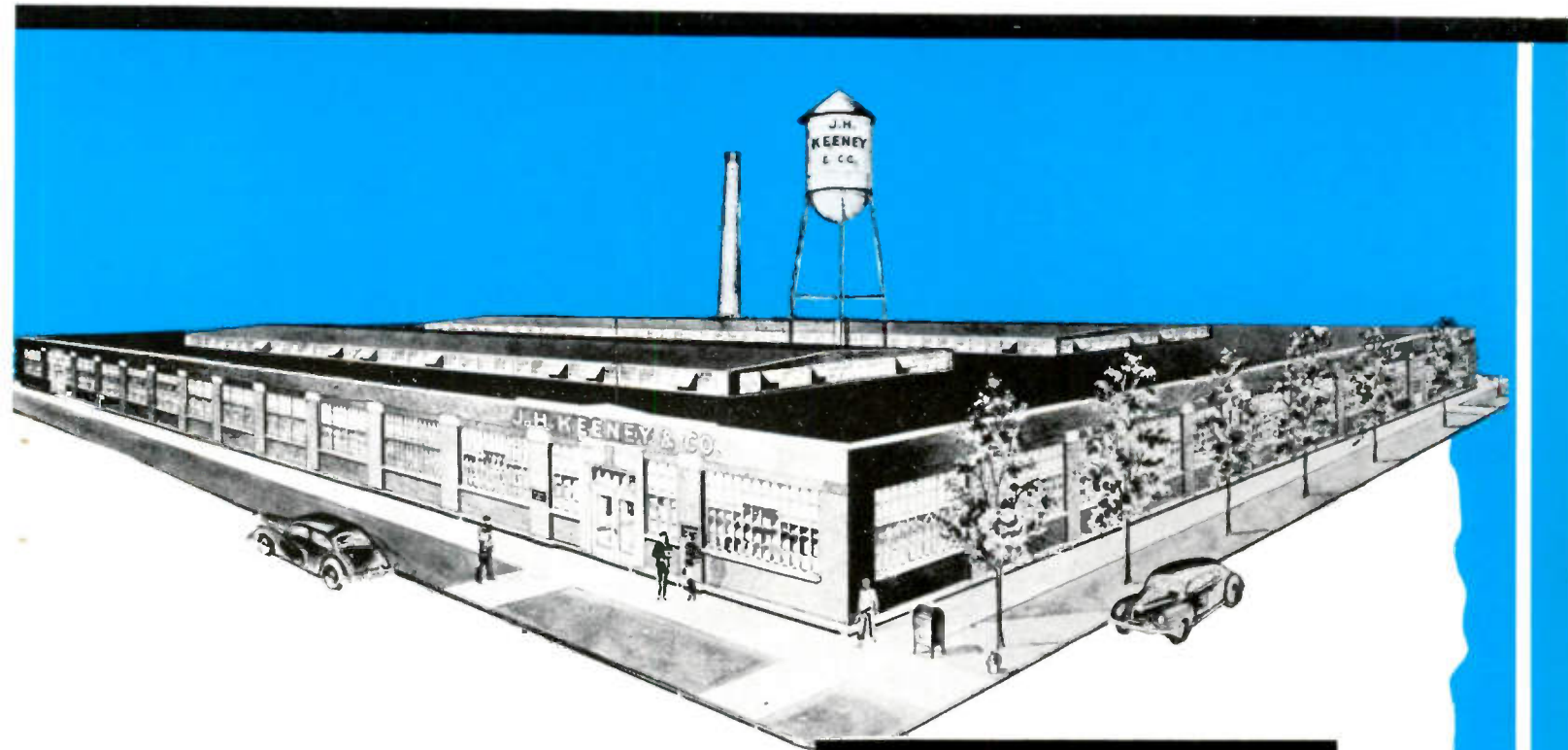
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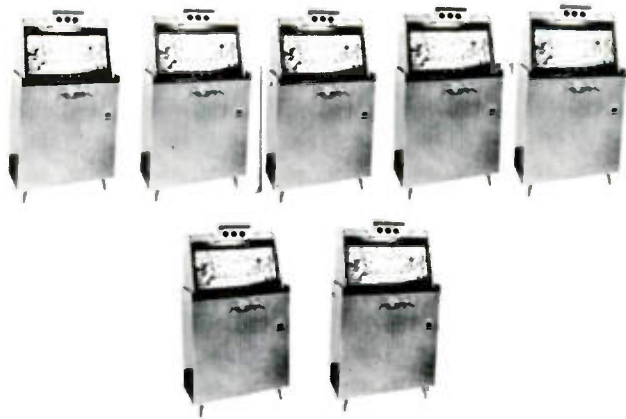
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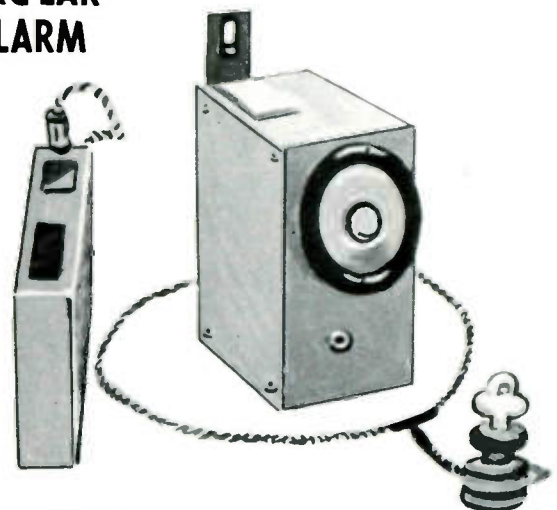
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- 1 Replay Awarded for Score  
of 1500
- 1 Replay each  
Additional 100
  - Red Bumper  
Scores 1
  - Green Bumper  
Scores 3







## Sales Organization Chart

### Report on International Market Conditions:

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

#### Expansion

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

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

#### Jennings - Keeney

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Las Vegas, Nevada
- Mr. Arnold Gibbs  
438 Minerva Lane  
Reno, Nevada

#### UNITED KINGDOM

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

#### GERMANY

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Care of American Express Co.  
Wiesbaden, Germany

#### New Distributors Manager

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(Mailing Address)  
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#### FRANCE

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Paris 16, France

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Fisher Sales Company  
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Ataturk Bulvari  
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# INTERNATIONAL COIN MACHINE REPORT

The following country-by-country breakdown of coin machine operating conditions was compiled by Billboard's staff of correspondents. Import-export restrictions, manufacturing activities and the coin machine economies are included in the reports.

## AUSTRALIA

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

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

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

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

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

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

It is difficult to give an accurate figure on the number of coin-operated games in Australia, but in New South Wales where flipper games are permitted, it is estimated that there are close on 1,000 flipper games and 700 bowlers. Bingos are not permitted, but are tolerated in licensed clubs. In Queensland, flipper games must be located in a room separate from where food and drink are served. No games of any description are permitted in Tasmania, and Victoria requires that games be licensed. There are no restrictions on imports, but games carry 60 per cent duty and 20 per cent loading, and a sales tax of 25 per cent.

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

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

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

## AUSTRIA

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

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

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

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

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

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

The German trade has achieved a strong position in the Austrian mar-

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

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

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

## BELGIUM

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

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

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

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

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

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

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



# S 100 STEREO

**Wall model**



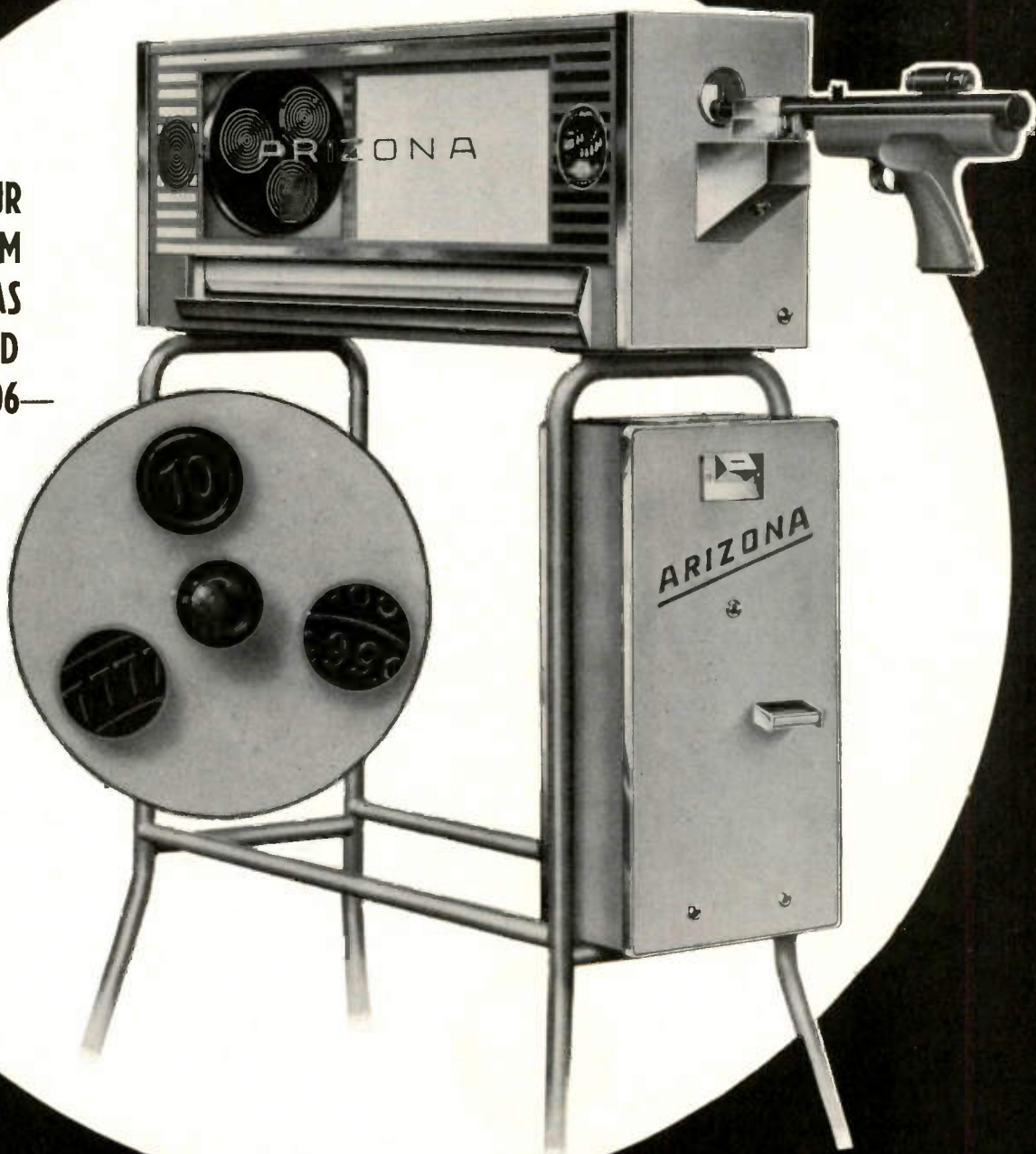
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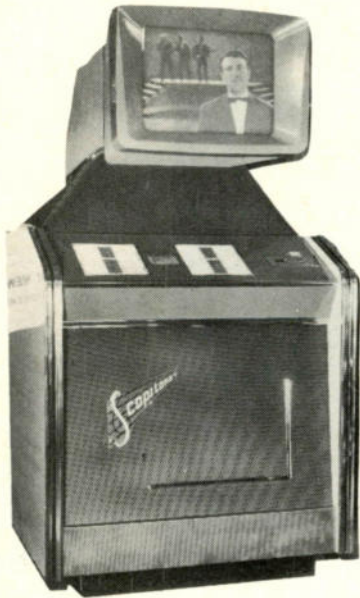
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CANADA

## INTERNATIONAL COIN MACHINE REPORT

with locations here to "settle for nothing but the best"—meaning a U. S. machine.

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

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

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

## CHILE

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

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

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

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

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

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

Indelec (Industrias de Entretenimientos Electronicos) was founded in 1958 as an AMI assembly plant

in Arica. The mechanisms are imported from the United States, with the cabinet work done in Chile. Machines sell for 6,000 escudos.

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

## EASTERN EUROPE

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

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

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

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

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

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

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

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

Communist officials complain that phonograph capitalists are too orthodox and conservative in their trade



tactics. There is some discussion of trying to interest factors in stimulating U. S. juke box sales to Iron Curtain countries. The factor would pay the U. S. shipper in hard currency and dispose of the barter goods on normal markets.

## FRANCE

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

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

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

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

competition against domestic and West German equipment.

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

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

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

Aside from the replacement renaissance, the most significant development in France has been the develop-

ment of film boxes, in which France is indubitably the Continental leader.

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

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

## GERMANY

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

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

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

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

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# INTERNATIONAL COIN MACHINE REPORT

ing that unless it pushes beyond the national borders the future has very little to offer for distributors and operators.

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

The shakeout now in progress seems likely to eliminate marginal operators,

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

The trend is very much toward a reduction in the number of machines on location and the elimination of the smaller and least efficient operators. The future of the the German trade obviously lies in aggressive

expansion into the Common Market, and leading distributors and operators are thinking in terms of eventual gigantic Common Market-wide operations.

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

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

## HOLLAND

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

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

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

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

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

The Dutch launched their first juke

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UNE VISITE A BELGIAN AMUSEMENT COMPANY...PAYE!

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

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

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

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

## ITALY

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

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

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

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

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

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

U. S. equipment continues to hold

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## INTERNATIONAL COIN MACHINE REPORT

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

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

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

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

## JAPAN

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

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

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

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

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

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

Putting Pachinko aside, the number of coin-operated games in use will be at least 10,000 units. Ameri-

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can guns, pinballs and bowlers are most abundantly used at various game centers. Sega is exporting Sega Diamond Star slot machines in quantity to a great many countries in the world, but no juke boxes. The import tariff on amusement machines is a straight 20 per cent with no commodity tax imposed precluding machines similar to Pachinko, which is operated with iron balls bought in cash (one ball at 2 Yen or 0.005½ cents). There is little prospect for the local manufacture of games. Imported machines will outsell domestic units. Games will certainly enjoy prosperous business in many years to come, because all Japanese youngsters, both in urban and rural districts, are turning to be like American counterparts clad in fancy colored shirts and blue jeans with crew cuts or mop hair. They are the lovers of coin machines, jazz and Western pictures.

## NORTH AFRICA

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

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

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

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

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

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

Because of the Tangier free port, U. S. machines have dominated the North African market, even against

competition from French machines (which, under French colonial administration, enjoyed preferential treatment in the North African market).

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

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

is still frontier country, and the future development in all North Africa will be tremendous."

## PHILIPPINES

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

Likewise, you see it in many and

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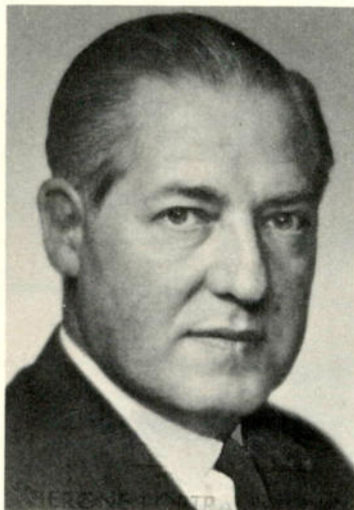
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**CURT SVENSSON**

*President*

Data: Age 51. Entered into the Coin Machine business in 1937 as operator and distributor of amusement games and phonographs. A leading enterprise in the Scandinavian Coin Machine Market. Sole distributor for Scandanavia for games from Williams Electronic Mfg. Corp. of Chicago, Ill. Sole distributor in Sweden for Rock-Ola phonographs. Mr. Svensson is a founder of Sveriges Automatagares Riksförbund, an association of coin machine operators in Sweden. This organization was founded in 1939, its main purpose being to promote sound business methods among Swedish operators.

varied forms of entertainment—the movies, stageshows, limited engagement by visiting artists and troupes, and the healthy growth of the recording industry.

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

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

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

The future looks equally bright, although there may be certain obstacles and problems peculiar to the Philippines and not of common occurrence in other areas. Chief among these is the electrical power situation in this country. Relatively few cities

have a 24-hour supply of stable, reliable power. Most smaller towns are on a 6 p.m. to a.m. schedule, and aside from Manila and possibly, Baguio, rates are rather expensive. This is especially true of areas where the electrical power is supplied by private companies with individual franchises who, in turn, must pay rather high for the fuel required to generate power adequate for the community needs.

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

## PORTUGAL

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

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

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

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

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

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

## PUERTO RICO

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

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

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

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

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

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

Pool tables are also popular. This phase of the business is controlled by about three importers-operators. There is also a small local assembly plant where some component parts are also manufactured.

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

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

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

## SCANDINAVIA

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

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

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

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

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

On balance, there is very little

for U. S. manufacturers to cheer in the Scandinavian picture, which from the American perspective ranges from black to merely bleak.

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

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

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## INTERNATIONAL COIN MACHINE REPORT

merger of European national producers.

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

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

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

### SPAIN

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

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

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

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

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

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

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

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

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

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

### SWITZERLAND

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

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

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

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

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

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

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

There are some trade experts who



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

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

## UNITED KINGDOM

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

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

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

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

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

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

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

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

Even if the British stay out of the market, the forecast is for increasing

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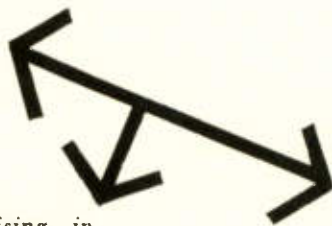
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pressure by Eurpean phonographs in  
the British market.

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

## WEST AFRICA

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

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

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

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

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

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

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

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



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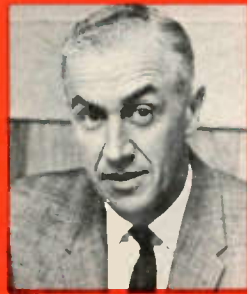
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**E. C. BLANKENBLECKLER**  
Vice-President  
The Seeburg Company  
Chicago



# WHO'S WHO IN THE COIN MACHINE WORLD (continued)



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President  
Oak Mfg. Co.  
Culver City, Calif.



**IRV BLOMFIELD**  
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General Vending Co.  
Baltimore



**ROBERT H. BLUNDERD**  
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Music Operators of America  
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Forest Hills Music  
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**DAVID BEND**  
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**MARSHALL CORAS**  
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Music Opera Crs. of America  
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**DAN COLLINS**  
Vice-President  
The Seeburg Corp.  
Chicago



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North Tonawanda



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Beaver Vend. Mach. & Suppl.  
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Rock-Ola Mfg. Corp.  
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**HOWARD ELLIS**  
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Music Operators of America  
Omaha



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Eppy Chams  
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Automatic Equipment Corp.  
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**NATE FEINSTEIN**  
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World Wide Distributors  
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New York



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Phonographic Equipment Co  
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London



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The Seeburg Corp.  
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National Vendors Assn.  
Oceanside, N. Y.



**BERT FBAGA**  
Director  
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Oakland, Calif.



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**AVRON GENSBURG**  
Chicago Dynamics  
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**A. GIBSON**  
Vice-President  
The Seeburg Corp.  
Chicago



**MORRIS GISSER**  
Cleveland Coin Machine  
Exchange  
Cleveland



**SHELDON M. GISSER**  
Cleveland Coin Mach. Co.  
Cleveland



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President  
Baltimore Amuse. Mach. Assn.  
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Capital Projectors  
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Executive Vice-President  
The Seeburg Corp.  
Chicago



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**DAVID GOTTLIEB**  
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**EVERETT GRAFF**  
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Dallas



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Regional Sales Manager  
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**HARRY BURVICH**  
Partner  
Birmingham Vending Co.  
Birmingham Ala.



**MAX BURVICH**  
Partner  
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**R. F. JONES**  
President  
R. F. Jones Co.  
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**ALFRED JORGENSEN**  
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**LEO KANER**  
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**GIL KITT**  
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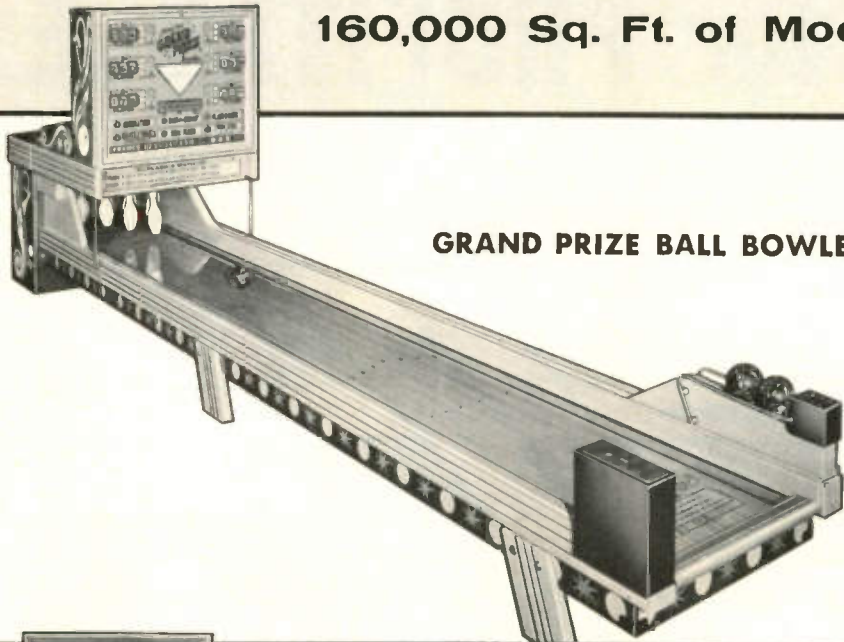


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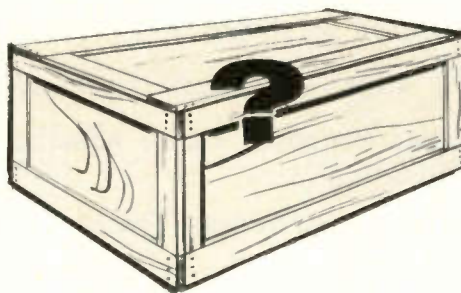
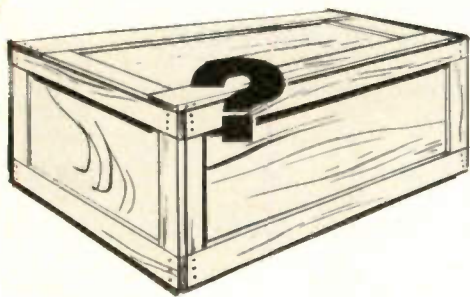
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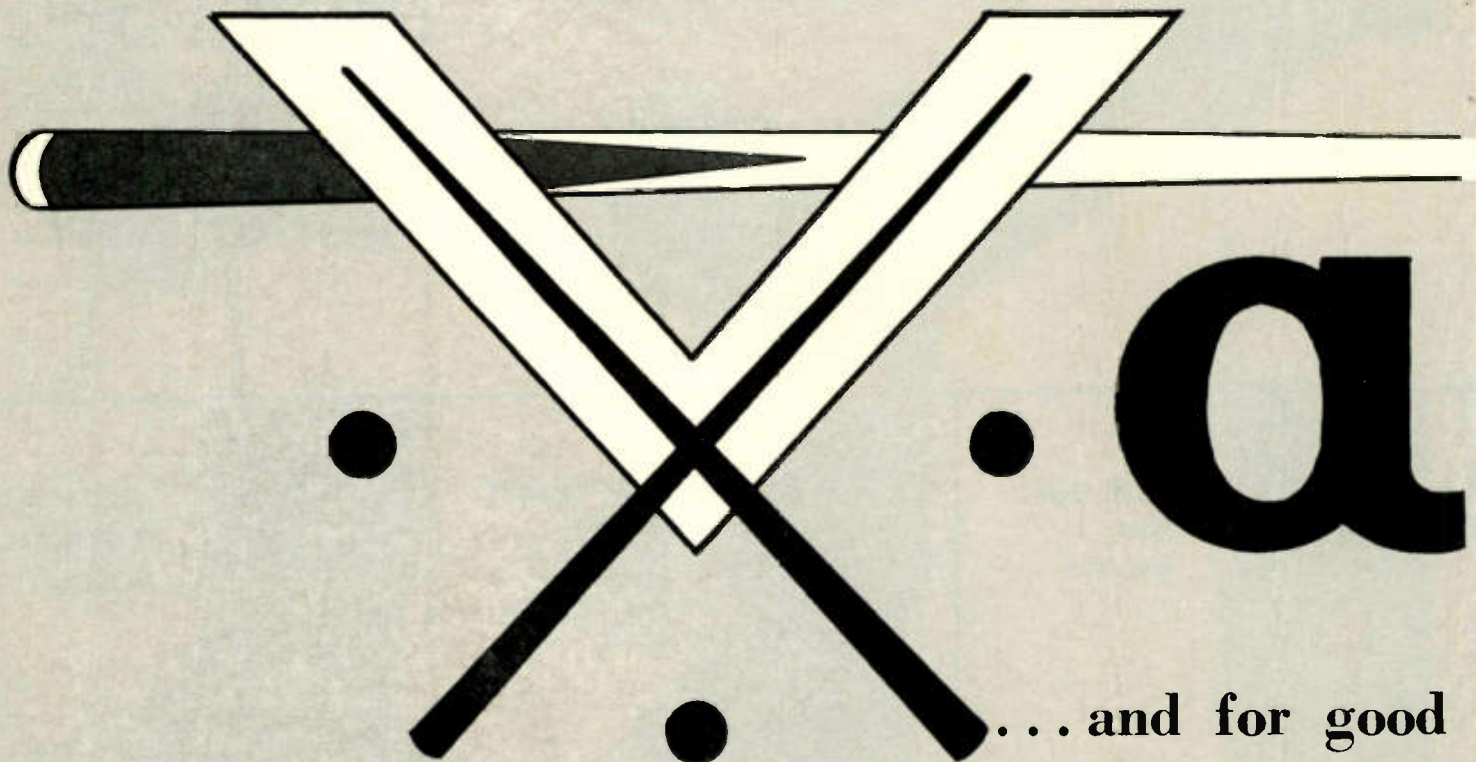
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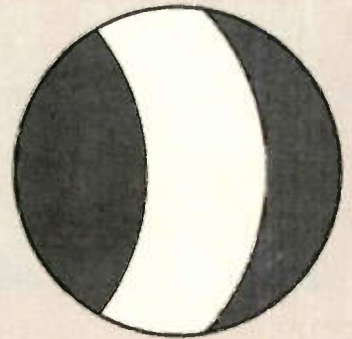
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**S. STANLEY KREUTZER**  
Attorney  
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**HERB OTTINGER**  
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**IRVING OWITZ**  
Partner  
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Advertising  
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Westchester Operators Guild  
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**TED RAYNOR**  
Counsel  
National Vendors Assn.  
Chicago



**SI REDD**  
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**ROY RIEHL**  
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United Mfg. Co.  
Chicago



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Chairman & President  
Rock-Ola Mfg. Corp.  
Chicago



**DONALD C. ROCKOLA**  
Rock-Ola Mfg. Corp.  
Chicago



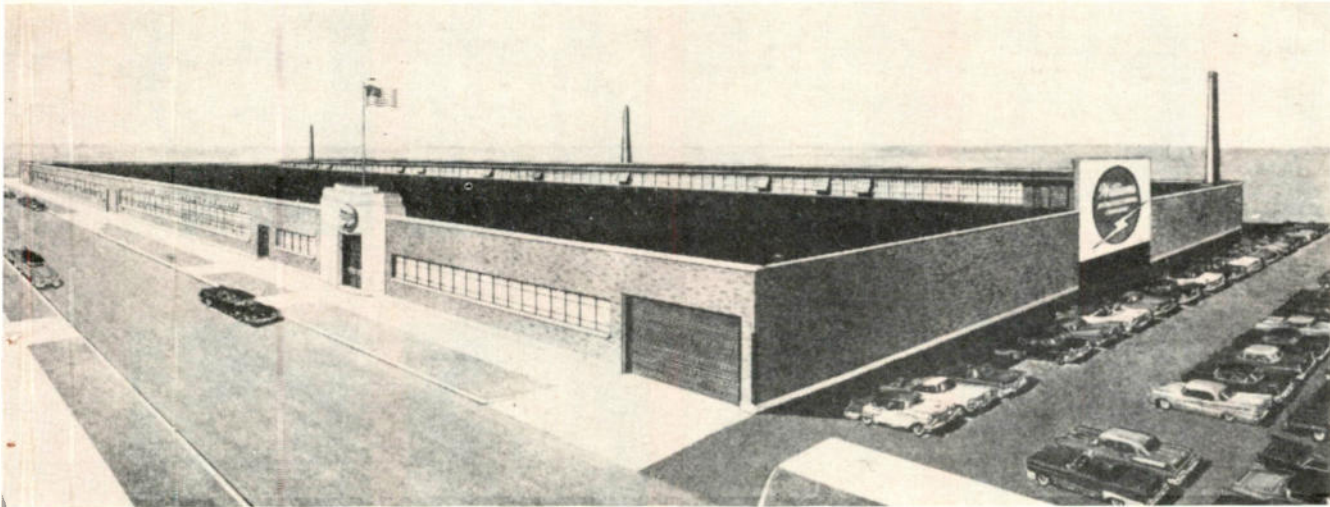
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Vice-President  
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**TOM SAMS**  
Sales  
Buffalo, N. Y.



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K. G. Erica Schneider GmbH.  
Hamburg, Germany



**R. A. SEABROOK**  
Managing Director  
Symphony  
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**CYRIL SHACK**  
Partner  
Phonegraph Supply  
London



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Morris Shefras & Sons, Ltd.  
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**MICHAEL SHEFRAS**  
Junior Director  
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**MORRIS SHEFRAS**  
Senior Director  
Morris Shefras & Sons, Ltd.  
London



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SFC Financial Corp.  
New York



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Operators Assn.  
Philadelphia



**AL SIMON**  
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Al Simon Distributing Co.  
New York



**JOHN SINGLETON**  
Secretary & General Manager  
Amusement Centers Assn.  
London



**LAFF E. SKRIVER**  
German Arcade Operators  
Assn.  
Hamburg



**O. L. (BOB) SLIFER**  
National Coin Mach. Dist.  
Assn.  
Chicago



**J. HARRY SNODGRASS**  
President  
Music Operators of America  
Albuquerque, N. M.



**MEL SOHIER**  
Vice-President  
Eastern Vending Distributors  
Philadelphia



**PHIL OREDEN**  
Western Vending Mach. Oper.  
Assn.  
Los Angeles



**MAXWELL STEIN**  
President  
Eastern Music Systems  
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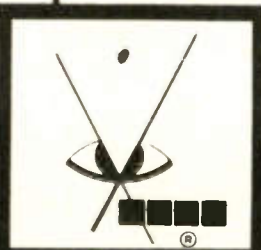
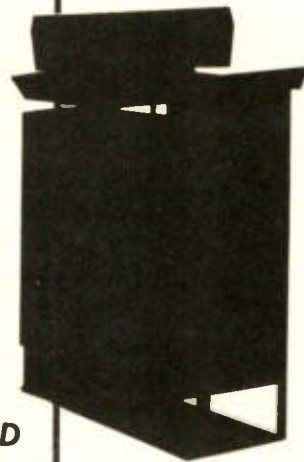


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President  
Runyon Sales  
Springfield, N. J.



**MYRON SUGERMAN**  
Export Manager  
Runyon Sales  
Springfield, N. J.



**LEOP TAKSEN**  
Penn. Amusement Mach.  
Operators Assn.  
Harrisburg, Pa.



**LOUIS TARTAGLIA**  
Treasurer  
Westchester Operators Guild  
Port Chester, N. Y.



**AL THOLKE**  
United Mfg. Co.  
Chicago



**JOHN (RED) WALLACE**  
Director  
Music Operators of America  
Oak Hill, W. Va.



**ROY F. WALTEMADE**  
Vice-President  
The Wurlitzer Co.  
North Tonawanda



**AL WARREN**  
Sales Manager  
Auto Bell Mfg. Co.  
Chicago



**ART WEINAND**  
Sales Manager  
Williams Mfg. Co.  
Chicago



**SAM WEISMAN**  
Partner  
State Sales  
Baltimore



**AL WERTHEIMER**  
President  
Davis Distributing Co.  
Syracuse



**HARRY E. WILLIAMS**  
President  
Southland Engineering  
Santa Monica



**JACK WILSON**  
Director  
N. Y. State Coin Mach. Assn.  
Newburgh, N. Y.



**ABE WITSEN**  
President  
Scott-Crosse Co.  
Philadelphia



**BILL WITSEN**  
Vice-President  
Scott-Crosse Co.  
Philadelphia



**SAM WOLBERG**  
President  
Chicago Dynamics  
Chicago



**EUGENE ZOLA**  
Counsel  
Western Vending Mach. Opera.  
Los Angeles

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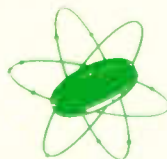
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mounted. Peak authentifica-  
tion . . . no motors.

**OVER \$700 CAPACITY**

**"THE FIRST BILL CHANGER  
TO MAKE SENSE!"**

WRITE! WIRE! PHONE!

**VENDTRONICS** INC.



THERE'S A VENDTRONICS CHANGER FOR EVERY NEED!

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3961 Brotherton Road, Cincinnati 9, Ohio

Phone (513) 271-6870

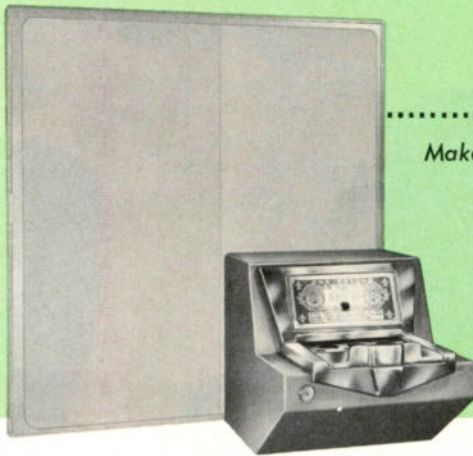
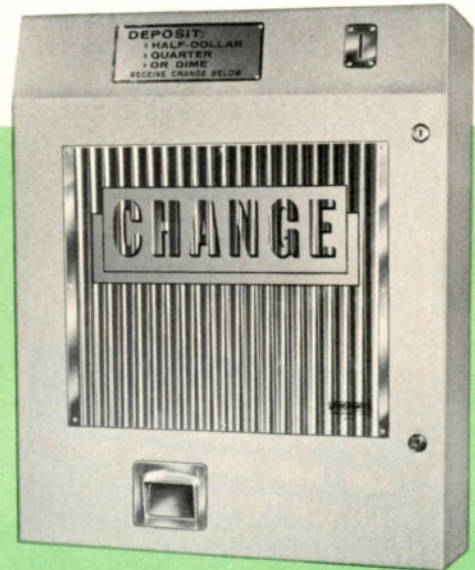
# DESIGNED FOR EVERY NEED!

COMBINATION • A MODEL FOR EVERY PURPOSE

Yes . . . always the leader, Vendtronics is first again! Now, complete in one changer is a dollar bill changer PLUS a coin changer which fulfills every changer need! See the complete VENDTRONICS line . . . you'll find a model designed specifically for you!

## VENDTRONICS COIN CHANGER.....

- **LARGER CAPACITY!**  
Holds up to \$275.00 for Maximum transactions
- **LOWER COST**  
Priced far below any comparable model
- **LARGEST SELECTION**  
There's a model for every need . . . PLUS custom designs
- **MAXIMUM PROTECTION**  
Vault construction with pry-proof door mounting, recessed double locks
- **EASIER SERVICE**  
Pre-loaded coin cartridge PLUS visual coin tube inspection for fastest loading



## .....VENDTRONICS BILL ADAPTER

Makes any coin changer a bill and coin Changer

**THERE'S EXTRA PROFIT IN A DOLLAR BILL CHANGER!**

- **INCREASES BUSINESS**  
It's a proven fact! Without a bill changer you're losing customers and extra business.
- **CUTS LABOR COST**  
Bill changers eliminate the use of extra workers . . . cut down on everyone's work load.
- **LOWEST COST**  
Vendtronics bill changers are sold . . . not leased. Extra sales quickly pay the entire purchase price.

### GUARANTEED BURGLARPROOF

Each VENDTRONICS changer and contents\* automatically protected for one year against loss due to burglary (immediate replacement of unit upon return of burglarized unit and police report) \*Up to \$200.00

### EXCLUSIVE SERVICE POLICY

Guaranteed immediate replacement of Modular components. Rapid factory exchange of complete or partial assemblies in stock of authorized distributor. Plug-in parts installed as easily as replacing a light bulb!

#### IMPORTANT! NOTICE TO MANUFACTURERS

Units may be custom adapted to serve one or a bank of units (offering single or Multiple selections), making exact change electronically.

**MAIL  
COUPON  
TODAY!**

**VENDTRONICS**

3961 Brotherton Road, Cincinnati 9, Ohio

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 CITY \_\_\_\_\_  
 STATE \_\_\_\_\_ ZONE \_\_\_\_\_  
 PHONE \_\_\_\_\_



# *This is Automatic Music's* **BIG MONEY-MAKER**

An automatic phonograph is built for one purpose — **TO MAKE MONEY**. It must have the finest styling . . . the finest sound . . . the best features . . . the most service-free mechanism to make the most money. The new **WURLITZER**, only phonograph with the **TOP TUNES FEATURE**, leads in every category. That's why it has proven to be **THE YEAR'S BIG MONEY-MAKER**.

## **WURLITZER**

**100 & 200 SELECTION PHONOGRAPHS**

### **THE WURLITZER COMPANY**

Domestic Sales Department — North Tonawanda, N. Y., U.S.A.

Wurlitzer Overseas AG — Zug, Switzerland

Deutsche Wurlitzer GmbH — Hüllhorst, West Germany

Latin America Sales — Export Dept., North Tonawanda, N. Y.

Canada & The Far East — Export Dept., North Tonawanda, N. Y.



# U. S. JUKE BOX MANUFACTURERS

## THE SEEBURG CORPORATION

1500 N. Dayton St., Chicago, Ill. Tel. MI 2-0800

The Seeburg Corporation is successor to the J. P. Seeburg Corporation, founded in 1902 by Justus P. Seeburg. The firm first made a piano-action mechanism and entered the coin-operated phonograph field in 1927. In the 1930's the company made coin-operated amusement devices, washer and refrigerator coin meters and dispensing mechanisms. In 1948, Seeburg introduced the first 100-selection juke box, and in 1955 the first 200-selection phonograph. In 1958, Seeburg entered vending with a cigaret machine. The firm now makes a full line of vending machines. Seeburg has affiliated companies in Zurich, Paris, Stockholm, Sydney, Vienna, Helsinki, Mexico City, Manila and Caracas. From 1959 to 1962, the firm's annual volume jumped from \$24,000,000 to more than \$50,000,000. Total plant facilities are 750,000 square feet. Officers include Delbert Coleman, chief executive officer; John Cameron Gordon, executive vice-president; Tom Herrick, vice-president, and William Adair, vice-president.

## ROCK-OLA MANUFACTURING CORPORATION

800 N. Kedzie Ave., Chicago 51  
Tel.: NE 8-7600

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

## ROWE-AMI

18 S. Michigan Ave., Chicago 3  
Tel.: AN 3-0555

Rowe AC Services, marketing agency for the Rowe-AMI juke boxes and the Rowe vending machine lines, is a division of the Automatic Canteen Company of America, the nation's largest coin machine firm. Rowe AC markets, in addition to the Rowe-

AMI juke box, a full line of vending machines, the Rowe Dollar Bill Changer and Customusic background music equipment. International distribution is through franchised distributors, with regional sales managers supervising. Manufacturing facilities are in Whippany, N. Y.; Grand Rapids, Mich., and Rockford, Ill.

## THE WURLITZER COMPANY

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

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

# INTERNATIONAL JUKE BOX MANUFACTURERS

## BELGIUM

### DISCOMATIC

Longe Kievitsstraat 83, Antwerp  
Gama juke box.

### ETS RENOTTE

Rue Gustave Masset, Gembloux  
Renotte juke box.

## FRANCE

### ELECTRO-KICKER SA.

Baume-Les Dames, Doubs. Charles Gosteli  
The firm makes the Jupiter 104-selection juke box in France under Swiss license. Models are available in 96 and 120 selections.

### ETS. MARCHANT

7-9 Rue Voltaire, Levallois  
Emaphone juke box.

### STE. MATEBOIS

39 Ave. de General Leclerk, Chalette sur Loing

### SCOPITONE

103 Blvd. St. Denis, Courbevoie  
Tel.: DEF 2365

The firm makes a coin-operated juke box cinema.

### STELLA

4 Rue Scipioni, Paris 5

## GERMANY

### BEROMAT

Tauentzienstrasse 6, Berlin W 30. Tel.: 245092

Makes Harmonie line of juke boxes: 120-selection consoles and wall boxes and 200-selection console. All are stereo.

### TH. BERGMANN & CO.

Eimsbütteleer Strasse 64-66, Hamburg-Altona  
Tel.: 265

Makes 100-selection console and wall box.

### CANTEEN AUTOMATENBAU GmbH

Neu-Isenburg/Frankfurt, Rathenaustrasse 53  
Tel.: 8536/2657

A subsidiary of the Automatic Canteen Company of America. Makes 200-selection Tonomat juke box.

### DEUTSCHE WURLITZER GmbH

Hullhorst, Kreis Lubbecke (Westphalia)  
Tel.: 164, 165, 166

Wurlitzer's German subsidiary. Makes 100-selection Lyric stereo juke box.

### EICHOFF-WERKE GmbH

Ludenscheid, Westphalia  
Makes Bambi-Box.

## ELTEC

Nollendorfstrosse 11-12, Berlin W 30

### NOVA-APPARATE GmbH

Semperstrasse 24, Hamburg, 39

Makes parts and cabinets using Rock-Ola mechanisms. Assembly plant. President is Al Adickes.

### NSM-APPARATEBAU

Bingen/Rhein. Tel. Sa.-Nr. 5178

Makes Fanfare 100-selection juke box.

### TREDD SPIEL UND WAREN-VERKKAUFAUTOMATEN

Meinestrasse 3, Berlin W. 15-19

Melodie juke box.

### WEIGANDT

#### MUSICAUTOMATEN

Berlin

Makes 40-selection Tonmaster juke box.

## HOLLAND

### JOS. VAN OSCH

55 Kerkstraff, Kerkdriel

continued on page 74



Since 1931 and



BALLYHOO

millions of *Bally*® games prove

you can bank on a *Bally*® game

***get on the Air Special List!***

As the world's only producer of all types of coin-operated games... Bingo Pinballs... Flipper Pinballs... Ball Bowlers... Shuffle Alleys... Arcade Equipment... Bally invites you to add your name to the Bally Air Special List to receive air-mailed bulletins of every new Bally game. Write today.

**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVENUE CHICAGO 18, ILLINOIS



# U. S. GAME MANUFACTURERS

## ALL-TECH INDUSTRIES

950 W. 20th St., Hialeah, Fla.

Kiddie ride manufacturer.

## AMERICAN SHUFFLEBOARD CO.

210 Patterson Plank Road, Union City, N. J.  
UN 5-6633

The firm makes shuffleboards and coin-operated pool tables. Sales manager is Nick Melone.

## AUTO PHOTO

1100 E. 33 St., Los Angeles

Makes coin-operated photo booths.

## BALLY MFG. CO.

2640 Belmont Ave., Chicago 18  
Tel.: CO 7-6060

Founded in 1931 by Ray Moloney and pioneered in the manufacture of pinball games the following year. In 1937, Bally bowed the bumper-type pinball. The firm, with 125,000 square feet of manufacturing facilities and 1,200 employees makes pinballs, kiddie rides, bowlers and other novelty equipment. Officers are Ray Moloney, president; Alfred J. Bohl, vice-president and general manager; Don Moloney, vice-president and treasurer; Herb Jones, vice-president; Bill

O'Donnell, general sales manager, and Herman Seiden, director of engineering.

## CAPITOL PROJECTORS

524 W. 43 St., New York 36

Manufacturer of kiddie rides and viewing machines. Sam Goldsmith is sales manager.

## CHICAGO DYNAMIC INDUSTRIES, INC.

1725 W. Diversey Blvd., Chicago 14

A leader in the manufacture of bowler, shuffle and gun games, the firm is a merger of two former leaders in the field—Chicago Coin and Genco. President is Sam Wolberg. Sales manager is Mort Secore.

## DAV-MAR FILMS

3034 Glendale Blvd., Los Angeles 39  
Tel.: 661-4493

Makes coin-operated movies and distributes 8-mm. film. President is Betty Davidson Garver.

## EXHIBIT SUPPLY CO.

4719-21 W. Loke St., Chicago 44. ES 8-9070

Makes card venders and plastic laminator.

## FISCHER SALES & MFG. CO.

1208 N. Ridge Rd., McHenry, Ill.  
815-385-5530

Pool table manufacturer. Sales manager is R. W. Weikel.

## GAMES, INC.

2950 N. Campbell Ave., Chicago

Novelty manufacturer.

## D. GOTTLIEB & CO.

1140-50 N. Kostner Ave., Chicago 51

Gottlieb's flipper games have had international acceptance for nearly two decades. The firm has pioneered many of the advancements in the five-ball field. Distribution is international. President is David Gottlieb.

## PAUL W. HAWKINS MFG.

329 E. Seventh Ave., Tucson, Ariz. 623-4503

The firm makes the following kiddie rides: Derby Pony Jr., Twin Quarterhouse, Sam the Clown, Rodeo Pony and Ben-Hur Chariot.

## INTERNATIONAL MUTOSCOPE

11-12 44 St., Long Island City 1, N. Y.

Makes viewing machines and all-purpose venders. President is Larry Galente.



*The World's Most Outstanding Photo Machine*

# 60's Photomatic

The only coin-operated photo machine producing a natural, pure black and white photograph.

- Beautiful, modern appearance attracts more people.
- Better, truer, pure black and white photo increases your repeat business.
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- 4 large 1 7/8" x 2" pictures on horizontal strip for natural viewing.

Put this handsome, silent salesman to work 24 hours a day before the picture-conscious public and watch your earnings grow.

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mUTOSCOPE CORP.**

11-12 44th Avenue, Long Island City, N. Y. • STillwell 4-3800





# U. S. GAME MANUFACTURERS

## JENNINGS MFG. CO.

4309 W. Lake St., Chicago 24

Firm makes novelty games, primarily for export.

## IRVING KAYE CO.

363 Prospect Place, Brooklyn 38

Pool table manufacturer.

## J. H. KEENEY & CO., INC.

2600 W. 50th St., Chicago 32, Ill.

Tel.: HE 4-5500

Founded in 1916 as coin-operated amusement machine and vending manufacturer. Plant occupies 65,000 square feet on one floor. Officers are Roy P. McGinnis, president, and Richard J. Tennes, vice-president and general manager.

## KIDDIELANE MFG. CO.

5000 Brush Hollow Rd., Westbury, L. I., N. Y.

Kiddie ride manufacturer. President is Bert Lane.

## MARVEL MFG. CO.

2847 W. Fullerton Ave., Chicago 47

Tel.: DI 2-2424

Makes electric scoreboards for shuffleboard games, counter games, replacement parts. President is Theodore Rubey.

## MIDWAY MFG. CO.

10136 W. Pacific Ave., Franklin Park, Ill.

Novelty game manufacturer.

## NATIONAL SHUFFLEBOARD CO.

31 Main St., East Orange, N. J. OR 2-9100

Shuffleboard manufacturer. President is Paul Cottler.

## NYACK SLATE CO.

Railroad Ave., Nyack, N. Y.

Makes pool tables. President is Bucky Van Wyck.

## SOUTHLAND ENGINEERING, INC.

1657 Euclid, Santa Monica

EX 3-3724

H. E. Williams

## STANDARD-HARVARD METAL TYPER, INC.

1318 N. Western Ave., Chicago 22, Ill.

Tel.: EV 4-3120

The firm makes a machine which vends an aluminum identification disk. The patron is able to stamp his name and address on the disk before it is vended. Henry F. Barnas is vice-president.

## UNITED MFG. CO.

3401 N. California Ave., Chicago 18

Tel.: CO 7-2240

Founded in 1942 by Lynn Durant, the United Manufacturing Company is a leader in the manufacture of coin-

operated bowlers and shuffle alleys. In the late 1950's, the firm began production on a juke box. Officers are Lynn Durant, president and treasurer; Herb Oettinger, vice-president and secretary; Ray Riehl, vice-president; Billy DeSelm, vice-president; Henry Dabek, vice-president; Roy Kraehmer, vice-president.

## URBAN INDUSTRIES

715-17 W. Main St., Louisville 2

Makes motion picture viewer.

## VALLEY MFG. CO.

333 Morton St., Bay City, Mich.

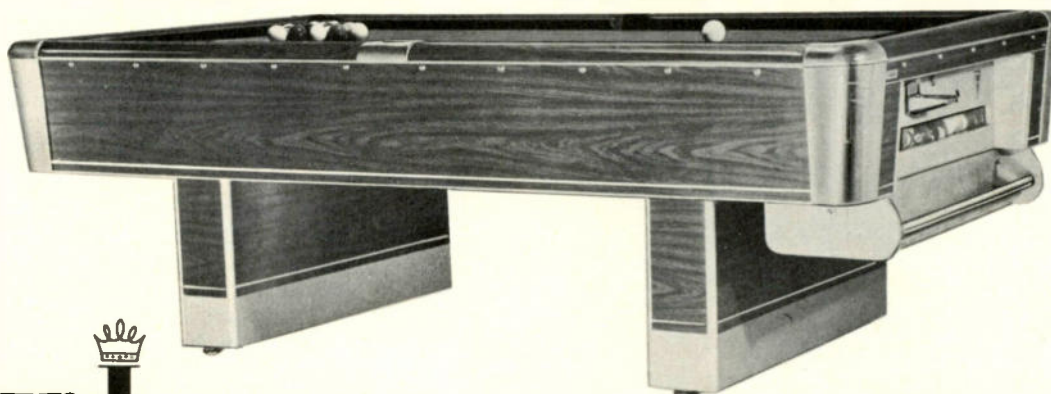
Firm makes coin pool tables. President is Earl Feddick.

## WILLIAMS ELECTRONIC MFG. CORP.

4242 W. Fillmore St., Chicago 24

Tel.: NE 2-4900

The firm was founded in 1944 by Harry Williams. Sam Stern acquired an interest in the company and became executive vice-president in 1948. Three years ago he acquired a full interest and became president. Williams is a leader in the manufacture of coin-operated pinball and baseball machines. Art Weinand is vice-president and director of sales.



# Crown Imperial 6-POCKET POOL TABLES

by **Fischer**

{ CROWN *One Hundred* #XF-100 56"x100"    CROWN *Ninety* #XF-90 50"x90"    CROWN *Eighty Five* #XF-85 48"x85"

**DEPENDABLE:** proven ball trap and return system, recessed mechanism, pull-out drawer, totally secured cash box, trouble-free quiet operation, fast ball action • **RUGGED:** tremendously strong frame; full 3/4" laminates bolted and glued to massive aluminum alloy corners. Interior beams, girders and plates give practical indestructibility • **FUNCTIONAL BEAUTY:** cast aluminum corner posts, pocket fittings. Removable top frame, Formica rails, molded pocket liners, famous Fischer cushions. DURAN "clad-on" Mahogany finish.



Also Crown FIESTA Bumper Tables. See your Distributor or write R. W. "Bill" Weikel:

## Fischer SALES & MFG. CO.

1208 N. RIDGE RD., McHENRY, ILLINOIS • PHONE: 385-5530

# International Game Mfrs.

## BELGIUM

### CENTRALE DES JEUX

54 Place du Aout, Lutlich  
Coin-operated football games.

### FABRIEK VAN CAFESPELEN

Koophandelstraat 2, Wetteren

## EIRE

### INTERNATIONAL DYNAMIC INDUSTRIES

Shannon  
European manufacturing plant of  
Chicago Dynamic Industries. Makes  
shuffles, bowlers, gun games.

## GERMANY

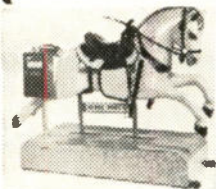
### TH. BERGMANN & CO.

Elmsbutteler Strasse 64-66, Hamburg-Altona  
The firm, founded in 1906 by Theo-  
dor Bergmann, makes flipper games,  
the Arizona shooting gallery and juke  
boxes.

### Derby Pony Jr.

Lowest priced.

Full-size horse with  
fibreglass body.  
Metal stirrups for  
extra safety.



Manufacturers of  
Rodeo Pony, Ben Hur Chariot, Twin  
Quarterhorse, Sam the Clown (Seesaw).

All rides carry one-year warranty.  
Some distributor territories available.

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Phone: 623-4503—Area Code 602

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of Significance to  
the World-Wide  
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Automatics Industry

a name  
you can  
rely on

# American...



for Pool  
Tables ...

## THE ELECTRA

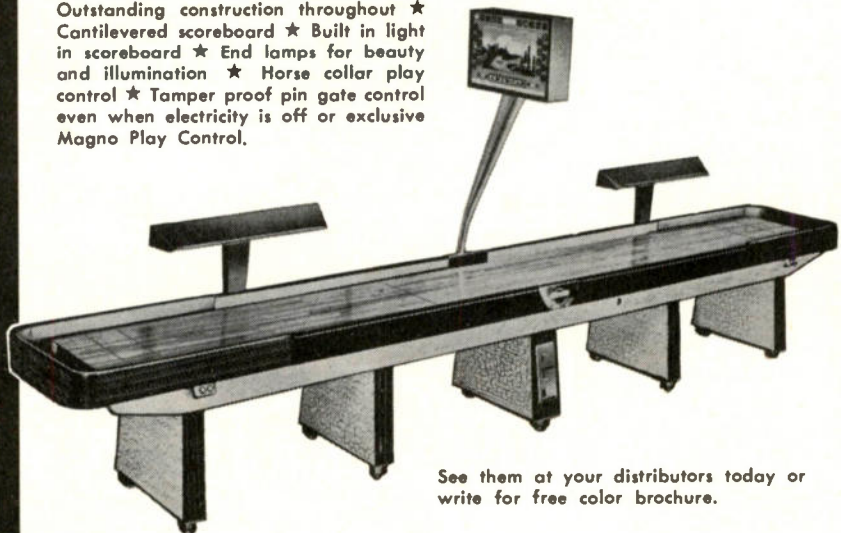
Battery operated drop coin mechanism ★  
Cue ball lock ★ One piece cabinet ★  
Shorter sturdier legs ★ Famed American  
leg adjusters ★ Steel wire runways ★  
Furniture finished cabinet ★ Formica top  
rails, steel corners ★ Genuine cured slate  
top ★ Specially designed professional  
cushions

The World Famous

for  
Shuffleboards ...

## Imperial

Outstanding construction throughout ★  
Cantilevered scoreboard ★ Built in light  
in scoreboard ★ End lamps for beauty  
and illumination ★ Horse collar play  
control ★ Tamper proof pin gate control  
even when electricity is off or exclusive  
Magno Play Control.



See them at your distributors today or  
write for free color brochure.

# American SHUFFLEBOARD COMPANY

210 Paterson Plank Road, Union City, N. J.

Code 201  
UNION 5-6633



Midway's

# SLUGGER



**EXTRA BALL  
BUILD-UP FEATURE**

**DISAPPEARING  
BASEBALL TARGETS  
ON PLAYFIELD**

AVAILABLE IN  
REPLAY AND  
REGULAR MODELS

AVAILABLE WITH  
SINGLE OR  
TWIN REJECTORS

25" WIDE  
66" HIGH  
55" DEEP

**FLY AWAY  
SKILL  
TARGETS**

**MIDWAY MANUFACTURING CO.**  
10136 PACIFIC AVE. • FRANKLIN PARK, ILLINOIS

## International Game Mfrs.

### DR. HANSBERG

Bliesmühle 1, Neukirchen/Saar. Tel.: 2297  
Makes manually operated football game.

### LEONHART

Landau/Isar

### LOWEN-AUTOMATEN

Bingen am Rhein

### HELMUT REHBOCK

Alter Teichweg 19, Hamburg 22  
Tel.: SA-NR 291031

### WINKLER & CO.

Hohenzollernring 2-10, Cologne  
Tel.: RUF 237389

### GUNTER WULFF

#### APPARATEBAU

Taentzienstrasse 6, Berlin W 30. Tel.: 245023

### JAPAN

### SEGA

2 4-chome, Haneda, Ota-ku, Tokyo

The firm makes kiddie rides, gum games, arcade equipment and juke boxes. Largest coin machine manufacturer in the Orient. Scott Dotterer is general manager.

### UNITED KINGDOM

### WALDORF ENGINEERING CO.

11 New St., Cromer, Norfolk. Cromer 2067  
Eric P. Hipwell

## INT'L JUKE BOX MFRS.

### ITALY

### SOCIETA INTERNAZIONALE SONOVISIONE

Corso Matteotti 8, Milan

Manufacturer of cinema juke box. U. S. distributor is Cinevision Corporation of America, 210 W. John St., Hicksville, L. I., N. Y. Tel.: 516-GE 3-7000.

### JAPAN

### SEGA, INC.

2 4-chome, Haneda, Ota-ku, Tokyo

The firm makes a stereo juke box and sells throughout the Far East. Dick Stewart is president and Scott Dotterer is general manager.

### UNITED KINGDOM

### CHANTAL LTD.

Station Road, Kingswood, Bristol

### DITCHBURN EQUIPMENT LTD.

Dock Road, Lycham, Lancashire

Music Maker, Telematic juke boxes.





Competition is  
doing it...  
**why  
aren't  
you?**

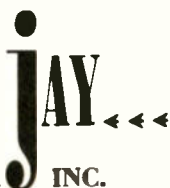


**Offer THE PROGRAMMER I**

Go into the Background Music business with the PROGRAMMER I, the most complete on-premise background music system in the industry—compact, rugged, world-proven, no handling required—operates continuously with 3-hour endless tape cartridges available from a vast music library.

The market for background music is expanding rapidly. There are hundreds of businesses and institutions in your territory ready for installation . . . and the PROGRAMMER ties in perfectly with your music and game routes. Simply lease out the PROGRAMMER on a high-profit basis and watch your business grow. Financing plan also available.

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**ELECTRONICS, INC.**

65-37 Fresh Meadow Lane  
Flushing, New York  
Hickory 5-5800

Dealer and Distributor inquiries invited.

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1-touch coin operated—custom designed  
**MOVIE MACHINE**  
featuring the  
**TECHNICOLOR MAGI CARTRIDGE**

**TECHNICOLOR**  
Trouble-Free 8 mm.  
**PROJECTOR**

**NO REELS • NO THREADING • NO REWINDING**  
**FILM CHANGED IN 2 SECONDS!**

*Deal for...* } **PARKS AND PLAYGROUNDS, TOURIST ATTRACTIONS, BUS, TRAIN AND AIR TERMINALS, SHOPPING CENTERS, BARS, COCKTAIL LOUNGES, FAIRS, RECREATION CENTERS AND MANY OTHERS.**

**LOW INVESTMENT—QUICK RETURNS!**  
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Readers Digest Bldg., 1 Takehiracho Chiyozu—Ku, Tokyo, Japan. Cable: Roseprises

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DESIGNERS AND MANUFACTURERS  
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TRAVELING KIDDIE RIDES AND GAMES

**X-17 SPACE SHIP**  
**WESTERN TRAILS TRAVELING PONY**  
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**FANTASTIC TRAVELING FROG**

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1657 Euclid St., Santa Monica, Calif. Telephone: EXbrook 3-3724

**NEW PROFIT HORIZONS**  
With **VISTA-SCOPE**  
COIN-OPERATED TELESCOPE

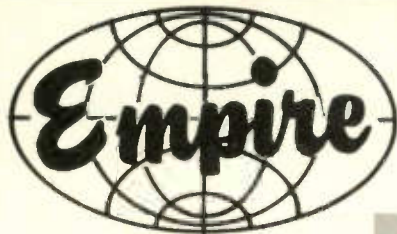
Add this self-liquidating 20-power telescope to your present route of coin-operated equipment at little or no extra service costs. Vista-Scope is simple to maintain and brings a steady flow of profits day after day, year after year. Anyone can operate it.

**Ideal for All Outdoor Locations Where People Gather**

**Specifications:**  
• 63" high, 27" long  
• 24" base diameter  
• 135 lbs. net weight  
• 10¢ coin chute  
• Two-tone grey and red ladder  
Write for literature and price. Foreign inquiries are invited.

**AMERICAN SCIENCE CENTER, INC.**  
5700 Northwest Highway  
Chicago 46, Illinois





# WORLD'S LARGEST COIN MACHINE HOUSE

● Shipments All  
Over the World

● From Port of  
**CHICAGO**—April  
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**NO INLAND FREIGHT**

● "As Is" or  
Reconditioned

● Special Chutes!

● Special Packing!

● We Service What  
We Sell!

● Write for  
Complete Catalog



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Williams Crusader Guns  
Williams Titan Guns

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Music Man	Coquette
Hollywood	"21"
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Ten Spot	Metro
Viking	Three Coins
Satellite	Space Ship
Blackjack	Reserve
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Steeplechase	Kismet
Clubhouse	Valiant

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United Jumbos	United Dual
United Bonus	United Line-Up
United Playtime	United Sunny
United Atlas	United Big Bonus
United Zenith	

## SPECIALS

Midway Target Galleries  
Midway 2-Player Target Galleries  
Bally All Star Bowlers  
Williams Ten Strikes

## GOTTLIEB 5 BALLS

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Melody Lane	Falstaff
Captain Kidd	Miss Annabelle
Straight Shooter	Gondolier
Mademoiselle	Wagon Train
Race Time	Sweet Sioux
Picnic	Roto Pool
Hi Diver	Atlas
World Beauty	Around the World
Whirlwind	Seven Seas
Kewpie Doll	Sittin' Pretty
Double Action	Sunshine
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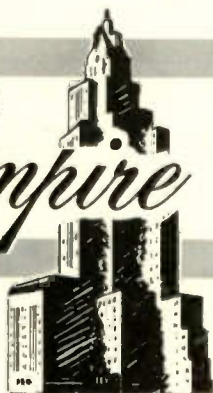
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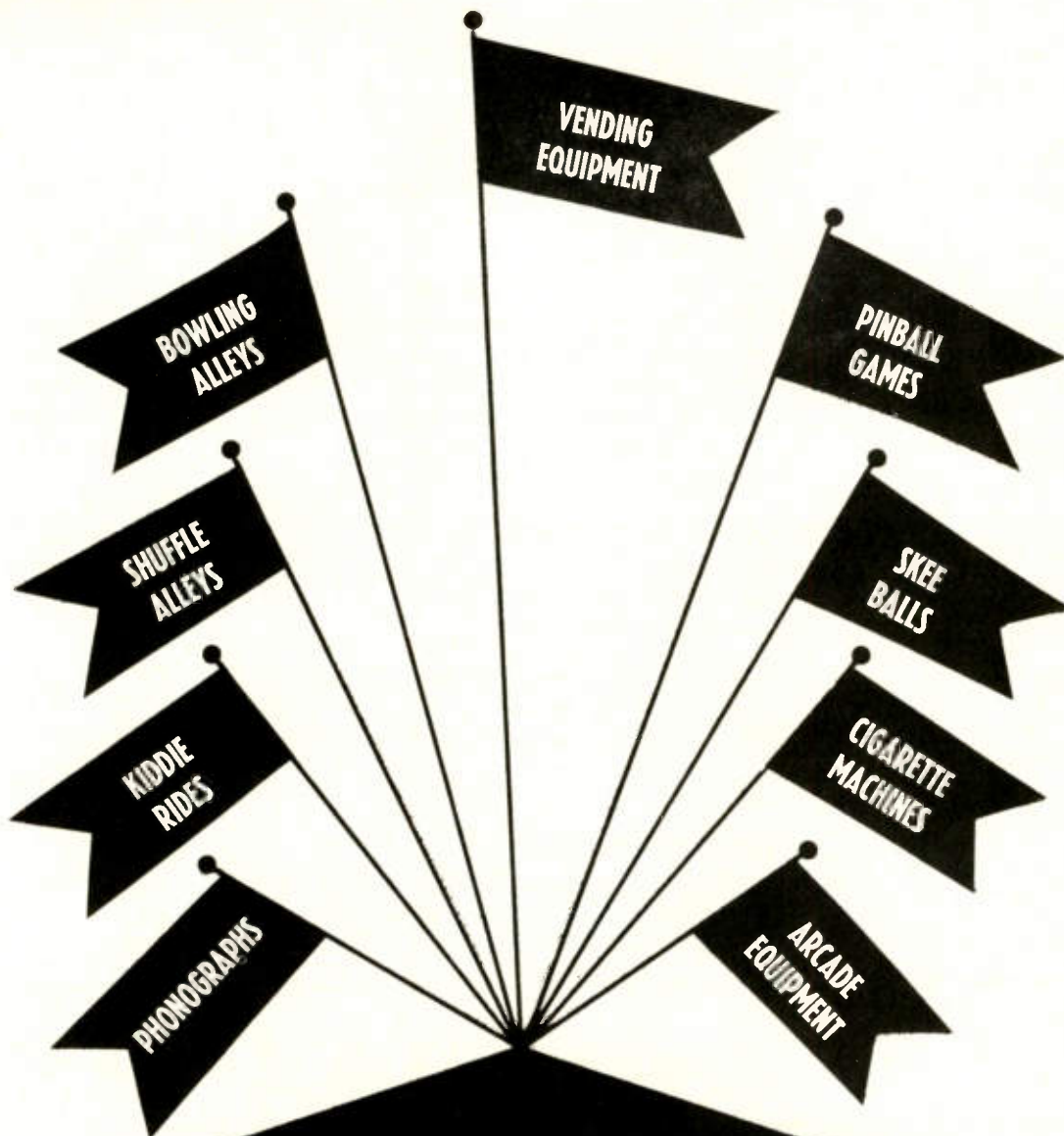


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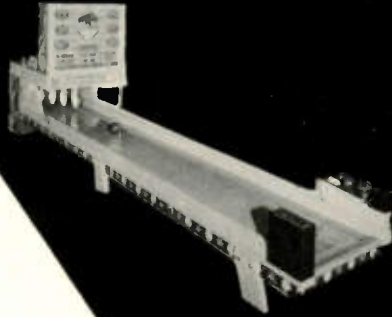
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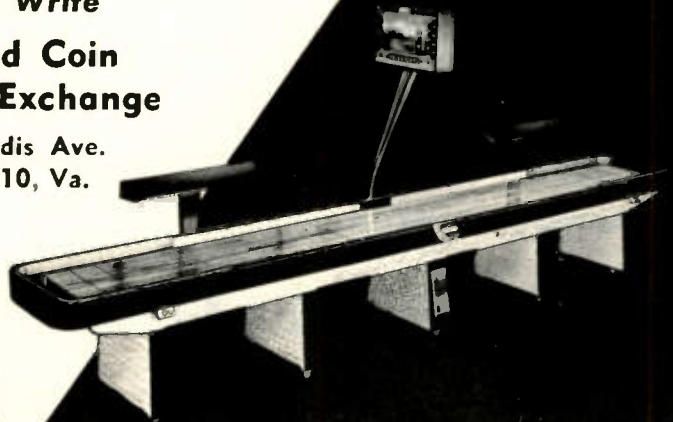
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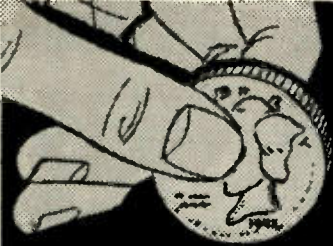
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*continued on page 104*

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Portland 5, Ore.

**Phonograph Merchants Assn.**  
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**Recorded Music Service Assn.**  
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Pierre, S. D.  
Gordon Stout, President

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Union Belge De L'Automatique  
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Lyskaer 8  
Herley, Copenhagen

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D'Electrophones Automatiques  
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Paris  
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L'Automatique  
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Paris

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Deutscher Automaten-Grosshandels-  
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Verband Der Automatenbetriebe  
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Hamburg 19. Tel.: 494341-42  
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Schulterblatt, 23C  
Hamburg  
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Industrie  
Lietzenburger Str. 36  
Berlin  
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Automatengrosshandels E. V.  
Schutzenstr. 4  
Frankfurt/Main  
Verein Deutscher Automatenfachleute  
Stadtwaldgurtel 49  
Köln/Lindethal  
Zentralverband Der Organisationen Des  
Deutschen Automaten Aufstellgewerbes  
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Frankfurt

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Bond Van Muziek En Amusementsap-  
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Westewagenhof 1  
St. Laurensuis, Rotterdam

Music Co-Operation  
Rechthuisstraat, 8  
Rotterdam

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Associazione Nazionale Esercenti Spet-  
taxoli Viaggianti  
Via di Villa Patrizi 10  
Rome  
Associazione Nazionale Noleggiatori Ap-  
parecchi Automatici  
Pza. Buonarotti 24  
Milan

## SWEDEN

Sveriges Automategares Rikforbund  
Vanadisplan 5  
Stockholm

## SWITZERLAND

Verband Der Schweizerischen Automa-  
tenbranche  
Kasinostr. 12  
Zurich

## UNITED KINGDOM

Amusement Caterers Association  
Gloucester House  
19 Charing Cross Rd.  
London W. C. 2  
The Phonograph Operators Association  
76B Rochester Row  
London S. W. 1

# INTERNATIONAL AIR FREIGHT CARRIERS

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

### Aerlinte Eireann (Irish Air Lines) (N)

43 Upper O'Connell St.  
Dublin  
(Aerlinte, Dublin)

### Aerolineas Argentinas (S)

Paseo Colon 185  
Buenos Aires

### Aerolineas Ini y Cia, S.A. (S)

Maipu 484—1st and 2d floor  
Buenos Aires

### Aeronaves De Mexico, S.A. (S)

Ave. de los Hangares 416  
Mexico 9  
(Aeronaves, Mexico)

### Aerovias Nacionales De Columbia (S)

Parque de Santander  
Bogata  
(Avianca, Bogota)

### Air France (N)

2 rue Marbeuf  
Paris 8  
(Airfrans, Paris)

### Air-India (N)

3d Floor, New India Assurance Bldg.  
Mahatma Gandhi Road  
Fort, Bombay  
(Airindia, Bombay)

### Alitalia-Linee Aeree Italiane (N)

92 viale Maresciallo Pilsudski  
Rome, Italy  
(Alitalia, Rome)

### El Al Israel Airlines Limited (N)

Lod Airport  
Israel  
(Israelal, Lod Airport)

### Empresa De Viacao Aerea Rio Grandense (S)

(Varig)  
257 Avenida Rio Branco, 10th floor  
Rio de Janeiro  
(Savarigair, Rio)

### Iberia, Lineas Aereas de Espana, S.A. (N)

Avenida de America 2  
Madrid  
(Iberia, Madrid)

### Japan Air Lines Company, Ltd (N, P)

8th Floor, Tokyo Building  
No. 3, 2-chrome  
Marunouchi, Chiyoda-ku  
Tokyo  
(Jalc, Tokyo)

### KLM Royal Dutch Airlines (N, S)

Plesmanweg 1  
The Hague, Netherlands  
(Transaerotelex, The Hague)

### Linea Aerea Nacional (S)

Los Cerrillos Airport  
Santiago, Chile  
(Lanchile, Santiago)

### Northwest Airlines, Inc. (P)

Minneapolis/St. Paul International  
Airport  
St. Paul 11  
(Nwair, St. Paul)

### Venezolana Internacional De Aviacion, S.A. (S)

Edificio Caracas, 70 Piso  
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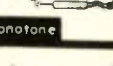
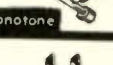
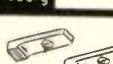



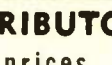
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				1 TO 11	12 & UP
 Astatic	09-1010 09-1011	1 Mil Sapphire 1 Mil Diamond	AMI C, D, E Rockola 1432 thru 1465	.45 1.65	.40 1.60
 Astatic	09-1020 09-1021	.7 Mil Sapphire .7 Mil Diamond	Rockola 1484, thru 408	.90 1.65	.85 1.60
 G.E.	09-1110 09-1111	1 Mil Sapphire 1 Mil Diamond	AMI "F"	.80 1.65	.75 1.60
 G.E.	09-1120 09-1121	1 Mil Sapphire 1 Mil Diamond	AMI "G"	.80 1.65	.75 1.60
 G.E.	09-1130 09-1131	1 Mil Sapphire 1 Mil Diamond	AMI M, I, J, K, LYRIC CONTINENTAL ROCKOLA 1468, 1475 UNITED UPA, UPB	.80 1.65	.75 1.60
 G.E.	09-1140 09-1141	.7 Mil Sapphire .7 Mil Diamond	AMI K, Lyric, Continental Stereo United Stereo	.90 1.65	.85 1.60
 CBS-Hytron	09-1210 09-1211	.7 Mil Sapphire .7 Mil Diamond	Rockola 1468ST, 1475ST, 1478, 1485	.90 1.65	.85 1.60
 Sonotone	09-1320 09-1321 09-1322	.7 Mil Sapphire .7 Mil Dia.-Sapp .7 Mil Dia.-Dia.	AMI I, J (Stereo) Wurlitzer Stereo Models 2300 thru 2600	.90 1.65 3.25	.85 1.60 3.20
 Sonotone	09-1330 09-1331 09-1332	.7 Mil Sapphire .7 Mil Dia.-Sapp. .7 Mil Dia.-Dia.	Wurlitzer Stereo Models 2700	.90 1.65 3.25	.85 1.60 3.20
 Seeburg	09-1410 09-1411	1 Mil Sapphire 1 Mil Diamond	Seeburg M-100B, 100C, 100G, 100W	.90 pr. 2.90 pr.	.85 pr. 2.85 pr.
 Seeburg	09-1420 09-1421	1 Mil Sapphire 1 Mil Diamond	Seeburg 100R, V160 V-200, KD200, L-100 101, 161, 201	3.50 pr. 6.95 pr.	3.45 pr. 6.85 pr.
 Seeburg	09-1430 09-1431	.7 Mil Sapphire .7 Mil Diamond	Seeburg 220, 222 Q100, Q160, AY100 AY 200, DS & LPC	3.60 pr. 6.95 pr.	3.55 pr. 6.85 pr.
 Zenith	09-1520 09-1521 09-1522	Imported Cobra Cart. Genuine Zenith Cobra Diamond Cobra Cart.	Wurlitzer 1100 thru 2410	1.50 1.95 4.00	1.45 1.90 3.90

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## cleaning compounds

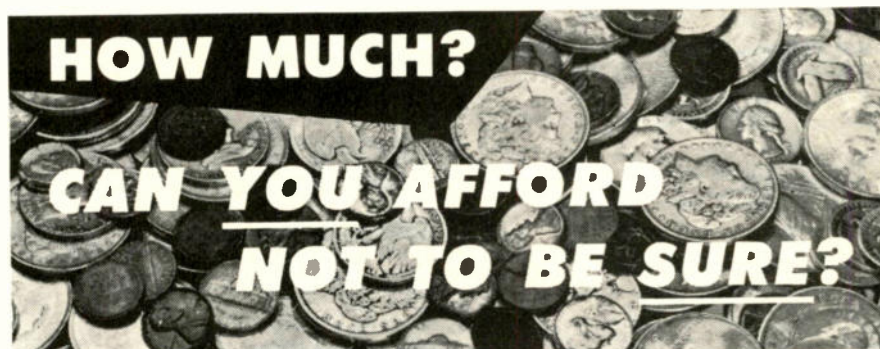
**Barrett Chemical Co.**  
H and Luzerne Sts.  
Philadelphia 24

**Beaver Laboratories, Inc.**  
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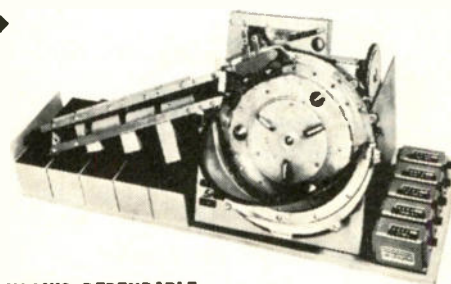
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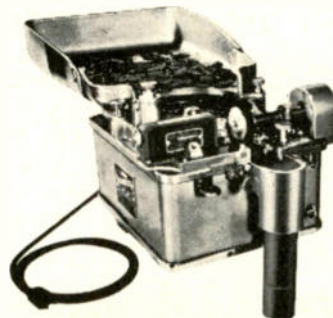
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Lincoln 1, Neb.  
Coin Sorter.

**Klopp Engineering, Inc.**  
35551 Schoolcraft Rd.  
Livonia, Mich.  
Manual and Electric Coin Counter-  
Packager, Coin Sorter.

**Major Metalfab, Inc.**  
Box 3323  
Chicago 54  
Portable Coin Sorter, Counter.

**Pic Automation Controls Div.**  
General Controls Co.  
8080 McCormick Blvd.  
Skokie, Ill.  
Coin Sorter, Counters, Totalizers.

**Standard Change-Makers, Inc.**  
422 E. New York St.  
Indianapolis 2  
Coin Sorter-Counter.

**Wico Corp.**  
2901-13 N. Pulaski Rd.  
Chicago 41

## juke box cabinets

**Sun Refinishing**  
Box 348  
Fort Worth

**Wico Corp.**  
2913 N. Pulaski Ave.  
Chicago

## part houses

**Block Marble**  
1425 N. Broad St.  
Philadelphia

**Peach State Dist.**  
130 Blvd., N.E.  
Atlanta

**Wico Corp.**  
2913 N. Pulaski Ave.  
Chicago

Known Around the World  
AMERICA'S LEADING  
MANUFACTURER  
**SUN-GLO**



Pucks  
Products  
for  
Shuffleboards  
(Sun-Glo Patent 2704211)



Powdered  
Wax

**ALSO**  
SCOREBOARDS  
PASTE WAX  
COMBINATION  
SUPER GLIDE

Laboratory and Field tests  
prove Sun-Glo best. See  
your local distributor to-  
day. Write for complete  
catalog and prices.

**SUN-GLO**  
SHUFFLEBOARD SUPPLIES, INC.  
MANUFACTURERS

111-113 Heckel St. Belleville 7, N. J.  
Phone: Plymouth 9-4474

## penny mechanisms

Automatic Products Co.  
Div. Gross-Given Mfg. Co.  
301 Chestnut St  
St. Paul 2

National Rejectors, Inc.  
5100 San Francisco  
St. Louis 15

Reed Electro Mech Corp.  
340 Blackhawk Pk. Ave.  
Rockford, Ill.  
ABT Products.

## shuffleboard waxes

Slick Shine  
207 Astor St.  
Newark, N. J.

Sun-Glo Shuffleboard Supplies  
111-113 Hackel St.  
Belleville, N. J.

## slug rejectors

Coin Acceptors, Inc.  
1711 Hereford St.  
St. Louis 10

National Rejectors  
5100 San Francisco Ave.  
St. Louis 15

Reed Electro Mech Corp.  
340 Blackhawk Pk. Ave.  
Rockford, Ill.  
ABT Products.

## steam cleaners

Progress for Vending, Inc.  
3601 N. Mozart Ave.  
Chicago 18

Steamaster Co., Inc.  
110 W. 30th St.  
New York 1

## title strips

Hit Parade Program Service  
94 Astor Pl.  
Newark 2, N. J.

Star Title Strip  
842 Western Ave.  
Pittsburgh 33

Sterling Title Strip  
94 Astor Pl.  
Newark 2, N. J.

## uniforms

Cong-O Mfg. Co.  
33 S. Fourth  
Philadelphia 6

Hart Mfg. Co.  
407-23 N. Grant Ave.  
Columbus 3, Ohio

Riverside Mfg. Co.  
P. O. Box 30, 11th St., S.W.  
Moultrie, Ga.

Something NEW from Precision Novelty Co.

## NOW SHUFFLEBOARD PUCKS IN 2 COLORS

RED or BLUE



Models for all bowling & shuffleboard games. Regular and kingsize.  
Hardened, ground polished and plated in two colors—red or blue.

Write for Illustrated Brochure

Manufacturers of Precision Pucks since 1947

## PRECISION NOVELTY COMPANY

5432 W. 111th STREET, OAKLAWN, ILL.

Chicago Phone: 581-2131

Oaklawn Phone: NEptune 6-3525

## save backbreaking work MOVE 'EM FAST, MOVE 'EM EASY with a YEATS dolly



Juke boxes, cigarette, pinball and other heavy coin operated machines are handled much easier on a YEATS dolly. Tough, yet featherlight aluminum alloy frame is completely padded in front . . . has smooth runners in back for easy sliding on or off truck tail-gates. 5" x 24" steel lip slides under standing machines with ease. Special wheels are close mounted for ON-A-DIME pivoting in close quarters. Model 7 illustrated, is 59" high. Larger Model 9 for "Coke", coffee machines, etc., is 71" high. Call your local YEATS dealer or write direct.

✓ ENDLESS TWIN BELTS  
. . . let you GLIDE

✓ 30 Second STRAP RATCHET FASTENER

Hand ratchet lever quickly draws heavy 14' web strap (encircling machine) vise tight without marring. Load cannot shift or slip.

YEATS "Everlast" COVERS & PADS



All purpose covers and pads

SEND postcard for full information on our complete line TODAY!

**YEATS** appliance  
dolly sales co.

2121 No. 12th St.

Milwaukee 5, Wis.

UP and DOWN STAIRS  
without a nick  
or a scratch



YEATS Model 7 illustrated  
Height 59" Weight 36 lbs.



# VENDING MACHINE BUYING GUIDE

Automatic merchandisers most commonly operated  
by music machine and amusement machine firms

## candy bar venders

**Coan Mfg. Co.**  
2070 Helena St.  
Madison 4, Wis.

**Arthur H. Du Grenier, Inc.**  
15 Hale St.  
Haverhill, Mass.

**Lehigh, Inc.**  
1500 Lehigh Dr.  
Easton, Pa.

**National Vendors, Inc.**  
5055 Natural Bridge  
St. Louis 15

**Rowe AC Services**  
18 S. Michigan Ave.  
Chicago 3

**Shipman Mfg. Co.**  
1326 S. Lorena St.  
Los Angeles 23,

**Universal Vendors, Inc.**  
1616 Walnut St.  
Philadelphia 3,

**The Vendo Co.**  
7400 E. 12th St.  
Kansas City 26, Mo.

**Vend-Rite Mfg. Co.**  
1536 N. Halsted St.  
Chicago 22

## card venders

**Exhibit Supply Co.**  
4719-21 W. Lake St.  
Chicago 44  
Postcard.

**Oak Mfg. Co., Inc.**  
1411 Knightsbridge Ave.  
Culver City, Calif.  
Hobby Card.

## cigar venders

**Arthur H. Du Grenier, Inc.**  
15 Hale St.  
Haverhill, Mass.

**Garwood Metal Co., Inc.**  
231 North Ave.  
Garwood, N. J.

**General Cigar Co.**  
Vending Div.  
485 Lexington Ave.  
New York 17

**Malkin-Illion Co.**  
400 Coit St.  
Irvington 11, N. J.

**Universal Vendors, Inc.**  
1616 Walnut St.  
Philadelphia 3

## book venders

**Vend-A-Book Corp.**  
889 Broadway  
New York 3

**Rock-Ola Mfg. Corp.**  
800 N. Kedzie  
Chicago 51

## cigaret venders

**Automatic Dispensers Mfg. Co.**  
7501 18th Ave.  
Montreal 38

**Automatic Products Co., Div. of Gross  
Given Mfg. Co.**  
301 Chestnut St.  
St. Paul 2

**Coan Mfg. Co.**  
2070 Helena St.  
Madison 4, Wis.

**Continental-Apco, Inc.**  
500 Brush Hollow Rd.  
Westbury, L. I., N. Y.

**Arthur H. Du Grenier, Inc.**  
15 Hale St.  
Haverhill, Mass.

**Garwood Metal Co., Inc.**  
231 North Ave.  
Garwood, N. J.

**Lehigh, Inc.**  
1500 Lehigh Dr.  
Easton, Pa.

**National Vendors, Inc.**  
5055 Natural Bridge  
St. Louis 15

**Precision Metalcraft, Inc.**  
4748 France Ave., N.  
Minneapolis

**Rowe AC Services**  
18 S. Michigan Ave.  
Chicago 3

**Seeburg Corp.**  
1500 N. Dayton  
Chicago 22

**Shipman Mfg. Co.**  
1326 S. Lorena St.  
Los Angeles 23

**The Vendo Co.**  
7400 E. 12th St.  
Kansas City 26, Mo.

## gum venders

**Arthur H. Du Grenier, Inc. (5s)**  
15 Hale St.  
Haverhill, Mass.

**The Northwestern Corp. (1 & 5c)**  
E. Armstrong St.  
Morris, Ill.

**Oak Mfg. Co., Inc. (1c)**  
11411 Knightsbridge Ave.  
Culver City, Calif.

**Robco Corp. (5c)**  
235 W. Main St.  
Patchogue, N. Y.

**Shipman Mfg. Corp. (5c)**  
1326 S. Lorena St.  
Los Angeles 23

**Vend-Rite Mfg. Co. (5c)**  
1536 N. Halsted St.  
Chicago 22

## identification tag vender

**Standard-Harvard Metal Typer, Inc.**  
1318 N. Western Ave.  
Chicago 22

## laminating venders

**Exhibit Supply Co.**  
4719-21 W. Lake St.  
Chicago 44

**International Mutoscope Corp.**  
44-02 11th St.  
Long Island City 1, N. Y.  
Plastic Coats Cards, Photos.

**Paravox, Inc.**  
8469 E. Jefferson  
Detroit 14

## mint venders

**American Univend Corp.**  
120 E. 56th St.  
New York 22

**Vend-Rite Mfg. Co.**  
1536 N. Halsted St.  
Chicago 22

## potato chip venders

**Diamondhead Foods  
Corp. of America**  
312 S. 12th St.  
Omaha, Neb.

**International Mutoscope Corp.**  
11-12 44th Ave.  
Long Island City 1, N. Y.

**Majo Matics, Inc.**  
26 E. 9th St.  
Newport, Ky.

**Marvend, Inc.**  
P. O. Box 1006, Station A.  
Marietta, Ga.

**Perkette, Inc.**  
1470 S. Michigan Ave.  
Chicago 5

## popcorn venders

**ABC Popcorn Co., Inc.**  
3527 W. North Ave.  
Chicago 47

**Auto-Pop Mfg. Co., Inc.**  
14 N. 9th St.  
St. Louis 1

**Continental-Apco, Inc.**  
5000 Brush Hollow Rd.  
Westbury, L. I., N. Y.

**Federal Machine Corp.**  
1754 E. Grand Ave.  
Des Moines

**Gold Medal Products Co.**  
1825-35 Freeman Ave.  
Cincinnati 14

**International Vending Machines, Inc.**  
5856 N. Post Washington Rd.  
Milwaukee 17

**K & V Mfg., Inc.**  
3385 S. Bannockburn St.  
Englewood, Colo.

**Vend-A-Box, Inc.**  
321 York St.  
Newport, Ky.

**Vendotronics Corp.**  
572 Merrick Rd.  
Lynbrook, N. Y.

## pretzel vender

**Reisman Pretzel Co.**  
U. S. 130  
Pennsauken, N. J.

## pen venders

(Ball Point.)

**Packard Pen Corp.**  
28 E. 22d St.  
New York, N. Y.

**Redwood Paper Co.**  
1006 W. Edwards St.  
Springfield, Ill.

**Shipman Mfg. Co.**  
1326 S. Lorena St.  
Los Angeles 23

**Victor Vending Corp.**  
5701 W. Grand Ave.  
Chicago 39

## pencil vender

**Redwood Paper Co.**  
1006 W. Edwards St.  
Springfield, Ill.

## perfume venders

**Mark Distributing Co.**  
219 Monroe St.  
Passaic, N. J.

**Priscilla Alden Cosmetics, Inc.**  
422 Main St.  
Clifton, N. J.

## photograph venders

**Auto-Photo Co.**  
3300 Central Ave.  
Los Angeles

**International Mutoscope Corp.**  
44-02 Eleventh St.  
Long Island City 1, N. Y.

## postage stamp venders

**Autovend Corp.**  
1275 Bloomfield Ave.  
Caldwell, N. J.

**Flatto Mfg. Co.**  
Garcia Bldg.  
Laredo, Tex.

**Hilsum Sales Corp.**  
344 N.E. 61st St.  
Miami 37  
Folder Type.

**Inter-American Stamp Vending Corp.**  
45 Bergen St.  
Brooklyn 1  
Folder Type.

**Northwestern Corp.**  
E. Armstrong St.  
Morris, Ill.  
Roll Type.

**Postage Stamp Vendor Co.**  
601 Lee St.  
Des Plaines, Ill.  
Roll Type.

**Schermack Products Corp.**  
1164 W. Baltimore Ave.  
Detroit 2  
Roll & Folder Type.

**Shipman Mfg. Co.**  
1326 S. Lorena St.  
Los Angeles 23  
Folder Type.

## sanitary venders

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

**Flatto Mfg. Co.**  
Garcia Bldg.  
Laredo, Tex.

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

## sanitary napkin venders

**American Hygienic Corp.**  
717 Pine St.  
Camden 3, N. J.

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

MINIMUM SELL PRICE **10¢**



FOOD COST **2½¢**

PROFIT **7½¢**

## AUTOMATIC PROFIT TOPPERS

PROFIT MATES . . . SELL MORE  
POPCORN AND SOFT DRINKS



ONLY **\$395.00**

### GOLD MEDAL AUTOMATIC POPCORN VENDERS

With vending popped corn gaining in popularity, this Gold Medal Vender represents the finest, best engineered, performance tested dispenser.

Automatically serves full, golden "butterflies" of pre-popped corn. No muss, no fuss, no loss—only profit when you use Gold Medal Automatic Popcorn Venders.

#### SUPPLIES

You always benefit when you use Gold Medal as a dependable one-stop-source-for-all-supplies.

**GOLD MEDAL  
PRODUCTS CO.**



1827 Freeman Ave. • Cincinnati 14, O.

WORLD'S LARGEST POPCORN EQUIPMENT MANUFACTURER

*Continued on page 112*



# U. S. COIN MACHINE DISTRIBUTORS *Continued from page 93*

**BILL WILLIAMS DISTRIBUTING CO.**  
91 Dennis St., Houston  
JA 6-1737—Sam E. Ayo  
(Wurlitzer)

**BILL WILLIAMS DISTRIBUTING CO.**  
1415 S. Flores, San Antonio  
CA 6-8642—W. B. Williams  
(Wurlitzer)

**B. J. NICHOL & CO., INC.**  
226 S. Flores St., San Antonio  
CA 6-0305—B. J. Nichol  
(Seeburg)

**COMMERCIAL MUSIC CO., INC.**  
1550 Edison St., Dallas  
RI 1-6381—Jack Eskew  
(Wurlitzer, United Mfg.)

**H. A. FRANZ & CO.**  
606 Dennis, Houston  
JA 3-7366—H. A. Franz  
(Seeburg)

**GARDNER SALES CORP.**  
3445 Leeland Ave., Houston  
CA 4-9359—L. R. Gardner  
(Rowe AMI)

**GRAFF VENDING SUPPLY CO.**  
2817 W. Davis, Dallas  
(Northwestern, Victor)

**O'CONNOR DISTRIBUTING CO., INC.**  
9030 Directors Row, Dallas  
ME 1-0150—William F. O'Connor  
(Seeburg)

**PAN AMERICAN SALES CO., INC.**  
812 S. Presa St., San Antonio  
CA 7-8371—Fritz Stanislav  
(Rock-Ola)

**SANTONE SALES CO.**  
121 Navarro St., San Antonio  
CA 7-5181—Louis N. Jamail  
(Rowe AMI)

**SOUTHERN VENDING CO.**  
1405 Turtle Creek, Dallas  
RI 1-1351—Russell Smith Jr.  
(Rowe AMI)

**STAR VENDING SUPPLY CO.**  
6327 Calhoun Rd., Houston  
(Northwestern, Victor)

**STATE MUSIC DISTRIBUTORS, INC.**  
3100 Main St., Dallas  
RI 1-6455—Abe Susman  
(Rock-Ola)

**WALBOX DIST.**  
3909 Main St., Dallas

## UTAH

**DAN STEWART CO.**  
140 E. 2d, S., Salt Lake City  
D9 2-2473—Dan Stewart  
(Wurlitzer, United Mfg.)

**R. F. JONES CO.**  
375 S. 2d W., Salt Lake City  
EL 9-2029—Francis A. Thompson  
(Rowe AMI, Southland)

**STRUVE DISTRIBUTING CO., INC.**  
963 Folsom Ave., Salt Lake City  
DA 8-1541—Preston D. Struve  
(Seeburg)

**THOMPSON DIST.**  
127 E. Second St., S.,  
Salt Lake City

## VIRGINIA

**DIAMOND COIN MACH. EXCH., INC.**  
609 Woodis Ave., Norfolk  
622-0717—James C. Donnelly  
(Wurlitzer)

**MID-STATE DISTRIBUTORS**  
1122 Fairmont, Fairmont  
1619—Harold Shaw  
(United Mfg.)

**ROANOKE VENDING EXCH., INC.**  
63 Commonwealth Ave., Bristol  
703-1344—E. M. Hudson  
(Rowe AMI)

**ROANOKE VENDING EXCH., INC.**  
4930 W. Broad St., Richmond  
AT 2-4221—Jack G. Bess  
(Rowe AMI, Victor)

## WASHINGTON

**ACME AMUSEMENT CO.**  
211 Second Ave., S., Seattle 4  
SENECA 0021—L. F. Hawthorne

**DUNIS DIST.**  
100 Elliott Ave., Seattle

**DUNIS DIST.**  
960 W. Second St., Spokane

**MICHAEL DISTRIBUTING CO.**  
100 Elliott W., Seattle  
AT 4-7740—John J. Michael  
(Seeburg)

**NORTHWEST SALES CO.**  
3150 Elliott Ave., Seattle  
AT 4-8030—R. W. Pepple  
(Wurlitzer, United Mfg.,  
Southland)

**R.F. JONES CO.**  
309 9th Ave., N., Seattle  
MA 4-7594—Ralph D. Cragan  
(Rowe AMI)

**WESTERN DISTRIBUTORS, INC.**  
3126 Elliott Ave., Seattle  
AT 4-8410—M. J. Stanley  
(Rock-Ola)

**WESTERN DISTRIBUTORS, INC.**  
1007 W. Washington Ave.  
Spokane  
FA 8-7250—James R. Kober  
(Rock-Ola)

## WEST VIRGINIA

**ALLIED SALES CO.**  
401 Jones Ave., Oak Hill  
469-3201—J. A. Wallace  
(Rock-Ola)

**CRUZE DISTRIBUTING CO., INC.**  
1101 W. Washington St.  
Charleston  
DI 4-4566—W. T. Cruze  
(Wurlitzer)

**ROANOKE VENDING EXCH., INC.**  
625 Ohio Ave., Charleston  
DI 3-0311—Dewey Pearson  
(Rowe AMI)

## WISCONSIN

**BADGER NOVELTY CO., INC.**  
2530 N. 30th St., Milwaukee  
FR 2-2010—Carl Happel  
(Rock-Ola)

**HASTINGS DIST.**  
6100 W. Bluemound Rd.,  
Milwaukee

**PIONEER SALES & SERVICES, INC.**  
3110 W. Fond du Lac Ave.  
Milwaukee  
HI 5-9340—Joel Kleiman  
(Rowe AMI, United MFG.)

**S. L. LONDON MUSIC CO., INC.**  
3130 W. Lisbon Ave., Milwaukee  
DI 4-3220—S. L. London  
(Seeburg, Southland)

**UNITED, INC.**  
1101 W. Vliet St., Milwaukee  
BR 3-8474—R. J. Kopp  
(Wurlitzer)

# INTERNATIONAL COIN MACHINE DISTRIBUTORS *Continued from page 96*

## IRELAND

**RENTERS, LTD.**  
23 Exchequer St., Dublin  
Tel.: 882766  
(Rowe AMI)

## ITALY

**APPARECCHI MUSICALI ITALIANI**  
Corso Unione Sovietica 28, Torino  
Tel.: 598-300, 398-320  
(Rowe AMI)

**BRUNO DRAGONI**  
via Lambrate 18, Milano  
(Rock-Ola)

**MANITOBA**  
Via Meravigli 16, Milan

**MOTOMAT**  
Via Giovannetti 18-22, Livorno  
(Wurlitzer)

**S. P. A. MICROTECNICA**  
147 Via Madama Cristina, Torino  
Tel.: 693-024  
(Rowe AMI)

**SEEROMA S. P. A.**  
Via Gadesmes 44-46, Rome  
Giuseppe Pasquini  
(Seeburg)

## JAMAICA

**FEDERAL MANUFACTURING CO., LTD.**  
6th Princess St., P. O. Box 147  
Kingston  
(Rowe AMI)

**JUKE BOX, LTD.**  
144 King St., Kingston  
John Elliott  
(Wurlitzer)

**THE MUSIC MART**  
66 Orange St., P.O. Box 396  
Kingston  
Headley Ho Sang  
(Wurlitzer)

## JAPAN

**KYOKKO TRADING CO., LTD.**  
Toyokawa Bldg., 8-4 Ginza-Higash  
Chuo-ku, Tokyo  
(Wurlitzer)

**NICHION CO., LTD.**  
146 Ushidate, Toyonaka-shi  
Osaka-Fu  
T. Kuriyama  
(Wurlitzer)

**NIPPON GORAKU BUSSAN**  
8 1-chrome Nishi Osaki,  
Shinagawa-ku, Tokyo

**TAITO TRADING CO., LTD.**  
Central P. O. Box 1164  
Tokyo  
591-6858  
Michael Kogan  
(Seeburg)

**UTA-MATIC, INC.**  
Nippon Goraku Bussan K.K.  
No. 87, 1-chrome Nishi Osaki  
Shinagawa-ku, Tokyo  
(Rock-Ola)

## KOREA

**ESTABLISHMENT GARLAN**  
Int'l P.O. Box 1252, Seoul  
A. P. Kolonie  
(Rock-Ola)

## LEBANON

**WAEI & WISSAM ESSEDINE**  
P.O. Box 157, Allenby St., Beirut  
(Rowe AMI)

## MALAYA

**C. NANG HONG & CO.**  
207 Batu Rd., Kuala Lumpur  
Chiu Nang Hong  
(Wurlitzer)

**SINGAPORE PIANO CO.**  
169 Orchard Rd., Singapore 9  
P. K. Ching  
(Wurlitzer)

## MALTA

**MALTA AMUSEMENT MACH. COY.**  
34 Strait St., Valletta  
J. W. Micallef  
(Rock-Ola)

**JOS. MICALLEF (1919), LTD.**  
34 Strait St., Valletta  
Central 5449  
(Rowe AMI)

## MEXICO

**AMI DE MEXICO, S.A.**  
Calasada Tlatiaco No. 239  
Mexico 16, D. F.  
Tel.: 47-51-75  
(Rowe AMI)

**ELECTRONICA DEL PACIFICO**  
Calle Bolivia 345  
Nogales, Sonora  
631  
Erasmus Torres Fernandez

## INDUSTRIAS RIOJAS, S.A.

Rosas Moreno 97  
Mexico 4, D. F.  
Jose Riojas  
(Wurlitzer)

**LA UNIVERSAL, S.A.**  
Calle 2a No. 369  
Apartado Postal 71, Tijuana, B. C.  
Alex Weiss  
(Wurlitzer)

## MANUFACTURERA DE SINFONOLAS, S.A.

Avenida Jardin 330  
Mexico 16, D. F.  
Frederico Tuiz F.  
(Seeburg)

**SALA CHOPIN, S.A.**  
Ave. Insurgentes 177  
Apartado 780, Mexico 7, D. F.  
Jorge C. Altamirano  
(Wurlitzer)

## NETHERLAND ANTILLES

**BENAR SALES, INC.**  
Wolkstraat 14, Curacao  
Tel.: 12598  
(Rowe AMI)

**CURACAO TRADING CO., S.A.**  
P. O. Box 308, Curacao  
C. P. van Eeghen  
(Wurlitzer)

## NEW ZEALAND

**FUN FAIR ENTERPRISES, LTD.**  
P. O. Box 1238, 24 Great So. Rd.  
Auckland  
Tel.: 50-450, 62-988, 565-422  
(Rowe AMI)

*Continued on page 113*



NEW  
STARLITE  
SERIES

# Smokeshop



Smokeshop TRADE MARK



A wide variety of colors to blend into any surroundings: Gold, silver and copper in poly-chromes. "Starlite Sparkle" finishes in

coral, beige, brown, bronze, green, rose, charcoal, turquoise, gray, white. Coca Cola red and Pepsi Cola blue also available.

## ENDLESS DESIRABLE FEATURES FOR THE CUSTOMER AND OPERATOR

# Smokeshop STARLITE SERIES

Selectivity! Capacity!  
Flexibility! Serviceability! Trouble-Free!  
Ease of Operation! Customer Appeal!

### AMAZING VERSATILITY

#### STARLITE "850"

The most versatile cigarette vendor on the market today! For prime locations where volume sales require extra capacity.

**CAPACITY:** 36 columns accommodating 850 packs; regular king size crushproof boxes. Regular and king size flat boxes. 27 selections. Plus 9 shift columns.

**OUTSIDE DIMENSIONS:** 47" high; 32½" wide; 23¼" deep.

**POWER:** Operates on 110-volt A.C. 50-60 cycle current and comes equipped with heavy duty cord that can be plugged into any outlet. All other voltages at additional cost. UL and CSA approved.

**SHIPPING WEIGHT:** 300 pounds.



#### STARLITE "630"

The Sales Leader of the Smokeshop line, with new exclusive features that make it more desirable than ever.

**CAPACITY:** 27 columns accommodating 630 packs . . . 18 selections. Plus 9 shift columns.

**OUTSIDE DIMENSIONS:** 47" high; 32½" wide; 18¾" deep.

**POWER:** Operates on 110-volt A.C. 50-60 cycle current and comes equipped with heavy duty cord that can be plugged into any outlet. All other voltages at additional cost. UL and CSA approved.

**SHIPPING WEIGHT:** 255 pounds.

#### STARLITE "450"

For marginal locations where brand selections can be limited and where minimum equipment cost is desirable.

**CAPACITY:** 18 columns . . . 18 selections. Accommodates 450 packs. 9 shift columns can be added at any time.

Same physical dimensions and power requirement as the Starlite "630".

**SHIPPING WEIGHT:** 240 pounds.



#### Exclusive! HALF DOLLAR OR TWO QUARTER ACCEPTOR (optional)

Accepts half dollars, quarters, dimes, nickels. Returns change in nickels with pack of cigarettes upon deposit of half dollar or two quarters. 50¢ merchandise can be vended upon insertion of any denomination of coins totaling 50¢. Penny changer for cut price locations also available.

#### NEW "SMOKE-SHOPPER" BRAND SELECTORS

Each a single unit with self-contained display label for simplified, individual selection of cigarette brands. Brand Selectors are enclosed in a compact eye level panel, well lighted for action!

#### S M O K E S H O P THE STARLITE FORM

#### PERSONALIZING FEATURE on all models

Now you can identify each location by inserting its name in a prominently displayed space. A feature that helps you acquire and keep locations . . . they'll love it!

**SALES POLICY** - We recognize the tremendous part the operator has played in developing the high public acceptance there is today in automatic vending of all kinds. It is therefore our firm policy that the SMOKESHOP line shall not be sold direct to locations.

Time Payment Plan Available

Litho in U.S.A.

# AUTOMATIC PRODUCTS COMPANY

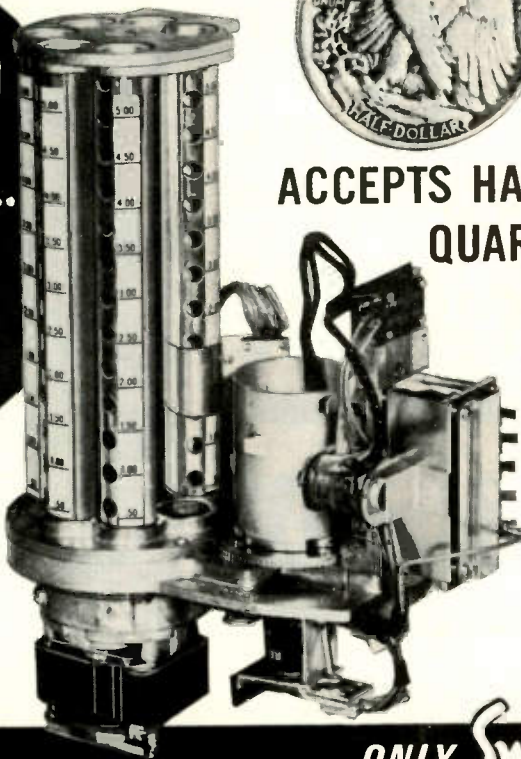
301 Chestnut Street, St. Paul 2, Minnesota • Phone: 224-4391



Exclusive with  
**Smokeshop...  
HALF-DOLLAR  
ACCEPTOR!**

**ELECTRONIC!**

"Easy Loading" Accessory Available. Only one partially filled tube to count for inventory. Only one screw to remove to lift unit out. Opens completely new vending fields and strengthens your present locations!



**ACCEPTS HALF DOLLARS OR TWO  
QUARTERS AND RETURNS  
CHANGE IN NICKELS**

Also accepts dimes and nickels

- Returns change in nickels with pack of cigarettes . . . For example: 30¢ price pack and 4 nickels; 35¢ price pack and 3 nickels, etc.
- Capacity in nickels: 690 (115 nickels per tube).
- When changer is empty — illuminated sign indicates: "USE CORRECT CHANGE ONLY."
- 50¢ merchandise can be vended upon insertion of any denomination of coins totaling 50¢.

**PLACE YOUR ORDER . . . . .**

**ONLY Smokeshop HAS IT!**



FOR **Smokeshop** SALES & SERVICE  
CONTACT YOUR NEAREST DISTRIBUTOR

**ALL-STATE VENDING SALES CORP.**  
3336 N. Clark St., Chicago 13, Ill.

**ANGOTT DISTRIBUTING CO.**  
2616 Puritan Ave., Detroit 38, Mich.

**BANNER SPECIALTY CO.**  
1641 No. Broad, Philadelphia 22, Pa.

**BILOTTA ENTERPRISES, INC.**  
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1226 Broadway, Albany, N. Y.

**BIRMINGHAM VENDING CO.**  
540 Second Ave. No.  
Birmingham 4, Ala.

**BRANDT DISTRIBUTING CO.**  
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**CENTRAL MUSIC CO.**  
1209 Douglas, Omaha, Neb.

**CLEVELAND COIN MACHINE EXCH.**  
2029 Prospect Ave., Cleveland, O.  
1827 Adams St., Toledo, O.

**CULP DISTRIBUTORS**  
614 W. Sheridan  
Oklahoma City 2, Okla.

**DRACO SALES CO.**  
2025 W. Alameda, Denver, Colo.

**ELECTRONIC INDUSTRIES CORPORATION**  
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Montreal 18, Quebec, Canada

**EMPIRE COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave., Chicago 22, Ill.

**F.A.B. DISTRIBUTING CO.**  
1019 Baronne St., New Orleans, La.

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

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

**HERMITAGE MUSIC CO.**  
400 4th Ave. So.  
Nashville, Tenn.

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

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

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

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

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

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

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

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

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

**REX-BILOTTA CORPORATION**  
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**ROANOKE VENDING MACHINE CO.**  
4930 W. Broad, Richmond, Va.  
625 Ohio Ave., Charleston, W. Va.  
63 Commonwealth Ave., Bristol, Va.

**ROBINSON DIST. CO.**  
321 Edgewood Ave., S.E.  
Atlanta 12, Ga.

**ROYAL DISTRIBUTING CO.**  
2070 Seymour Ave., Cincinnati 37, O.  
1112 No. High St., Columbus 1, O.

**GERALD SHEAFOR**  
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**SOUTHERN MUSIC DIST CO.**  
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2465 Harper St., Jacksonville, Fla.  
2209 E. Broadway, Tampa, Fla.

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

**STRAUSS VENDING MACHINE CO.**  
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**UNITED DISTRIBUTORS**  
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**VERKAUFS-AUTOMATEN, A.G.**  
Bucheggstrasse/Wibichstrasse 25  
Zurich 10/37, Switzerland

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2525 W. Pico Blvd., Los Angeles 6, Calif.

**BILL WILLIAMS DIST. CO.**  
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**THE WURLITZER CO.**  
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**AUTOMATIC PRODUCTS CO.**

**301 CHESTNUT STREET  
ST. PAUL 2, MINNESOTA  
PHONE 224-4391**

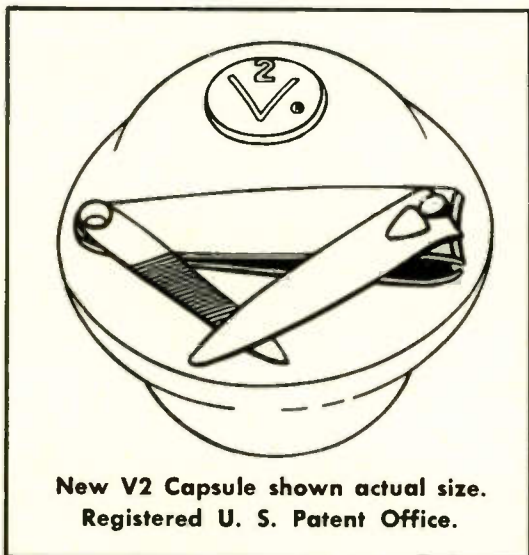


# VICTOR

# VENDORAMA®

## V2 25¢ & 50¢

### Capsule Vendor HOLDS 200 V2 CAPSULES



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

Write today for full information on the Vendorama®  
V2 Capsule Vendor, the new V2 capsule, as well  
as our complete line.



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

# VICTOR VENDING CORPORATION

5711 W. Grand Avenue

Chicago 39, Illinois

# BULK VENDING BUYING GUIDE

## bulk machines

**Beaver International**  
1414 Lawrence Ave. W.  
Toronto

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

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

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

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

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

## ball gum

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

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

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

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

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

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

**Vend-Craft Gum, Ltd.**  
Scarborough, Ont.

## charms

**M. J. Abelson**  
2033 Fifth Ave.  
Pittsburgh

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

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

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

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

**Green Duck Co.**  
1520 W. Montana  
Chicago 14

**Karl Guggenheim, Inc.**  
159-07 Archer Ave.  
Jamaica 31, N. Y.

**Penny King Co.**  
2538 Mission St.  
Pittsburgh 3

**Plastic Processes**  
83 Hanse Ave.  
Freeport, N. Y.

**AMERICA'S LARGEST  
MANUFACTURER OF**

**CHARMS • RINGS • CAPSULES**

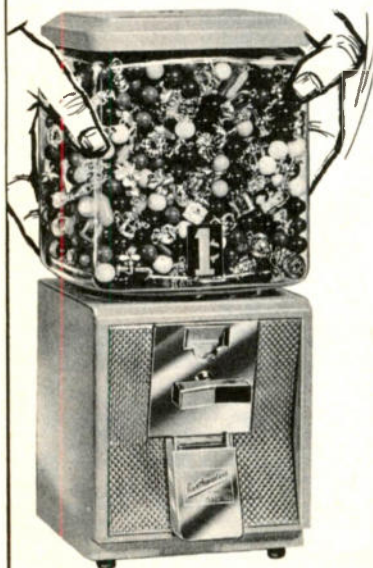
For the Bulk Vending Industry.

Buy Direct from the  
Factory and Save.

**EPPY CHARMS, INC.**

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

## *Northwestern* HAS A BULK VENDER FOR EVERY LOCATION



### *Northwestern* 60 BULK VENDER

- The 60 vends just about any bulk article you can name, from Spanish peanuts to capsules. Converting the machine from one kind of merchandise to another takes only seconds.
- Choice of coin mechanisms: 1c, 5c, 10c, 25c, 3 for 5c, and combination of 1c and 5c.
- The interchangeable service units make it possible for you to load service units in your shop, then exchange them on location in a matter of seconds!

Write for catalog giving complete specifications and photos on Northwestern Super 60, Package Gum and Mint Vender, Model 49 Nut Vender, National Postage Service, the sensational Moon Rocket, as well as the full line of Stands and Brackets.

### *Northwestern* SHOWCASE 6 STAND

Other stands  
accommodate  
either 4 or  
8 units.



The *Northwestern* CORPORATION

2335 EAST ARMSTRONG STREET

MORRIS, ILLINOIS





Marlon Glass  
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Pkwy.  
Dayton 19, Ohio  
Ohio  
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SEE THESE MEN NOW FOR  
THE GREATEST ALL-TIME  
MONEY-MAKERS IN VENDING



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St. John 5269  
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Covering the Midwest  
Authorized Factory Sales and Service for

Arthur H. DuGrenier ★ Victor Vending Corp.  
Leaf Brands ★ Robco Mfg.

LARGE STOCK OF VENDERS (NEW AND USED), MERCHANDISE AND SUPPLIES  
CIGARETTE. CANDY. HOT & COLD DRINK MACHINES. PASTRY. LAUNDRY SUPPLIES

CAPSULES  
CHARMS  
BALL GUM  
CASHEWS  
BULK CANDY  
PEN VENDORS



Jack Nelson



Dick Boylan

CHANGE MAKERS  
KIDDIE RIDES  
PISTACHIOS  
BULK CANDY  
ALL BULK VENDING—  
BALL GUM  
PEANUT & PEN VENDORS

Paul A. Price Co.  
55 Leonard St.  
New York 13, N. Y.

### nuts

Allen & Smith Co., Inc.  
1408 E. Main St.  
Richmond, Va.

Banner Candy Mfg. Co.  
700 Liberty Ave.  
Brooklyn

Crescent Nut & Chocolate Co.  
120 Sansom St.  
Philadelphia 6

Deran Confectionery Co., Inc.  
134 Cambridge St.  
Cambridge 41, Mass.

Gordon Foods, Inc.  
P. O. Box 1278  
Atlanta

Indiana Nut Co.  
1123 W. 21st  
Indianapolis

Kelling Nut Co.  
2800 W. Belmont Ave.  
Chicago 18

Los Angeles Nut House  
722 Market St.  
Los Angeles

Lummis & Co.  
146 N. Delaware Ave.  
Philadelphia 6

Peanut Specialty Co.  
400 W. Superior St.  
Chicago

The Peterson Nut Co.  
1965 E. 66th St.  
Cleveland 3

Squirrel Brand Co.  
10-12 Boardman St.  
Cambridge 39, Mass.

### pan candies

Breaker Confections  
2416 Estes Ave.  
Elk Grove Village, Ill.

Ferrara Candy Co.  
7301 W. Harrison St.  
Forest Park, Ill.

Winters & Co., Inc., Charles E.  
55 N. Union Ave.  
Lansdowne, Pa.

**BIG SAVINGS on BALL AND VENDING GUMS**

SAME FINE FLAVORS CENTERS AND COATING

### Direct Low Factory Prices

Bubble Ball Gum, 140, 170 & 210 ct. & Giant Sizes... 28 1/2¢ # lb.  
Chicle Ball Gum, 130 ct. ... 36 1/2¢ # lb.  
Clor-o-Vend Ball Gum... 41 1/2¢ # lb.  
Clor-o-Vend Chicks, 320 ct. ... 41 1/2¢ # lb.  
Chicle Chicks, 320 & 520 ct. ... 37 1/2¢ # lb.  
Bubble Chicks, 320 & 520 ct. ... 29 1/2¢ # lb.  
Tab (short stick), 100 ct. ... 38¢ box  
5-Stick Gum, 100 packs. ... \$1.90  
F.O.B. Factory 150 lb. lots.

### AMERICAN CHEWING PRODUCTS

38 years of manufacturing experience

4th & Mt. Pleasant • Newark 4, N. J.

## ALL NEW FOR '63 "THE COMPACTS"

"KLEER SEAL" PLASTIC LAMINATING

Features Never Before Available in a Mechanical Plastic Vendor

- Fully Enclosed Self-Sharpening Trimming Knives
- Fool-Proof "Vacumatic" Vending Principle
- New Roller-Type Laminating-Sealing Feature
- Special "Light-Up" (Battery Operated) Working Area
- Available in 10c or 25c Play

### 2¢ MECHANICAL VACUUMATIC CARD VENDOR #412

3,000 FREE CARDS WITH EACH CARD VENDOR PURCHASED

Improved all-steel card vendor that has EVERYTHING. Big Cash Box, Tamper-proof coin mechanism, Full interchangeable display signs furnished free. 50 FAST SELLING CARD SERIES TO CHOOSE FROM.



SINGLE and TWIN STANDS AVAILABLE.  
Sturdy reinforced chrome-plated tubular steel construction.

Write for Complete Information and Prices.

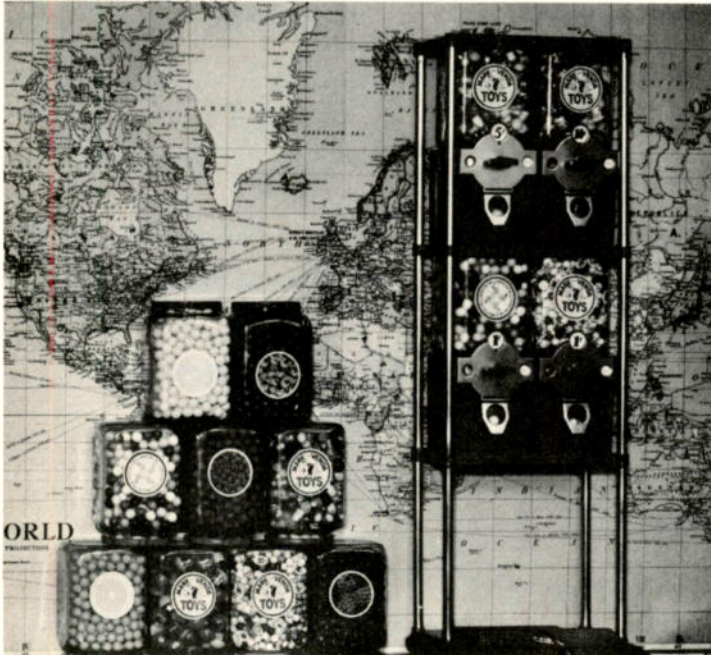
### THE EXHIBIT SUPPLY COMPANY

Established 1901

4719-21 W. Lake St., Chicago 44, Ill. Phone: ESlebrook 8-9070



*EVERYONE IS SWINGING TO*  
**BEAVER VENDORS**



Beaver is  
 Now the  
**LARGEST**  
**SUPPLIER**  
 of  
**BULK VENDORS**  
 in the world

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



**For the Best Quality Ball Gum**

*(Proven by independent tests)*

**it's VEND-CRAFT**  
**BUBBLE GUM**

A complete line of ball gum in disposable jars and bulk packaged.  
 Warehouses in New York, Chicago and Los Angeles

*Distributorships Available Throughout the World. Address All Inquiries To:*

**BEAVER INTERNATIONAL 1415 Lawrence Ave. W., Toronto 15, Ontario**

Please send me your large catalog with pictures and prices on the complete line of Beaver Bulk Vendors and Vend-Craft Bubble Gum Products.

Name.....  
 Company.....  
 Address.....  
 City and State.....  
 Distributor.....

Operator (over 500 Machines).....  
 Operator (under 500 Machines).....  
 Prospective Operator.....  
 I'm interested in Beaver Bulk Vendors.....  
 I'm interested in Vend-Craft Bubble Gum Products.....



**NEW WICO  
1963 Catalog  
—168 Pages!**



**Over 5000  
Coin Machine  
Parts & Supplies  
Listed!**

Write for  
Your Free  
Copy Today!

**PHONO  
RETYLING  
KITS**



- Gives Phonos new Look!
- Easy to Install!

Kits for Seeburg  
B, C, G & W,  
R & J. \$39.95 ea.

Kits for Wurlitzer  
1700, 1800, 1900,  
2000, 2100, 2104  
\$36.95 ea.

Kit for Seeburg  
V & VL. \$79.95 ea.

**WICO**

"World's Largest Distributor of  
Coin Machine Parts & Supplies"

2901-13 N. Pulaski Rd., Chicago 41, Ill.

## PARTS AND SUPPLIES

Continued from page 103

**Harman Machine Co., Inc.**  
225 Lewis St.  
Wichita, Kan.

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

**Kimberly-Clark Corp.**  
Neenah, Wis.

**Mechanical Servants**  
6610 N. Clark St.  
Chicago 26

**Sanitex Co.**  
14182 Meyers Rd.  
Detroit 27

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

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

## scales

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

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

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

**Watling Mfg. Co.**  
4541 W. Lake St.  
Chicago 24

## shaving accessories venders

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

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

## shoe shine kit vender

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

## sundries venders

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

**Mechanical Servants**  
6610 N. Clark St.  
Chicago 26

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

## telescopes

Coin Operated.

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

Exclusive Vending  
Headquarters  
for  
**VICTOR**  
The Most Complete and  
Finest Line of Bulk Vendors

**VENDORAMA**

The New VICTOR VENDORAMA vends large and small capsules . . . large and small ball gum at 1c, 5c, 10c and 25c play. Large Stock of Vendors—Parts and Merchandise. Write for Prices.

**NORTHWESTERN  
HEADQUARTERS**

Whatever your bulk vending requirements might be, we can serve you.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.




**PARKWAY MACHINE CORP.**  
715 ENSOR STREET BALTIMORE 2, MARYLAND

**OAK SALES COMPANY**

Distributors of Specialty Charms for  
CAPSULE—NOVELTY—BALL GUM VENDING  
ACORN VENDORS—CONFECTION—SUPPLIES

Best Soft Vinyl Line of Creatures in the Country.

**BUGS—ANIMALS—FISH—SNAKES  
WONDERFUL FOR FISHING LURES!**

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TEL: UN 5-9545

**FREE Illustrated  
Sheets on all  
Feature Charms,  
Rings and Bulk  
Charms.**

**The  
PENNY  
KING  
Company**

2534 Mission St.  
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Area Code 412  
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World's Largest Supplier of  
Charms and Rings.

Factories in Hong Kong  
and U.S.A.

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**MATLA & SON**  
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Christchurch  
(Wurlitzer)

**WESTERN ENTERPRISES, N.Z., LTD.**  
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Charles Western  
(Wurlitzer)

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(Rock-Ola)

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Managua  
Tel.: 35-02  
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L. G. Lane  
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Tel.: 331485  
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## OKINAWA

**AMERICAN VENDORS, INC.**  
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Tel.: 899-2162—K. Takaesu  
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INSTRUMENTS, INC.**  
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**RADIO CENTER**  
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(Rowe AMI)

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Port Area, Manila  
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R. Sparenburg  
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Vanadisplan 5, Stockholm  
Axel Johnson  
(Seeburg)

**AKTIEBOLAGET MIAMI**  
Stationavagen 28 (Tullinge)  
Stockholm 1  
(Rowe AMI)

**PAN-NORDIC AUTOMATION**  
P.O. Box 18, Saro  
P. A. Atterbom  
(Seeburg)

## SWITZERLAND

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Office), Geneva  
Tel.: 42-21-10  
(Rowe AMI)

**CANTEEN INTERNATIONAL, S.A.**  
25, Route des Acacias, Geneva  
Tel.: 42-21-10  
(Rowe AMI)

**CORTINA AUTOMATEN, A.G.**  
Solithurnsstrasse 91, Basel  
Tel.: 061/347575  
(Rowe AMI)

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

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

If your company is not listed—or if the listing is incorrect or incomplete—please let us know as soon as possible. If there is any change in address or status, please inform us. From manufacturers we want complete addresses and telephone numbers, products produced, names of officers and brief histories. From distributors we want the addresses, telephone numbers, name of president or sales manager, and lines carried. We also want complete names and addresses of trade associations. We want photographs of factory executives, distributors, and operators who hold offices in trade associations. Mail replies to the Billboard International Coin Machine Directory, 1564 Broadway, New York 36, N. Y.

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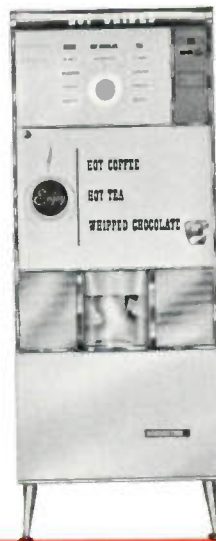
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