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 automatic as standard equipment. Plays both 45's and 33 1/2'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.
(Chips are in a different wing of our break room.)

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

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

Have you seen the Rowe bill changer? Changest a dollar bill just like that, all automatically.

Man, this is service... anything from a full-course meal to a snack.
(Our Famous Maryland crabs are baked fresh daily.)

I just love the appearance of our breakroom... it's like being in a different world.

I just love the appearance of our breakroom... it's like being in a different world.

What are they saying about Rowe vending equipment?
**THESE SINGLES WILL MAKE MONEY FOR YOU!**

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

**35 DOUBLE-HIT RECORDS!**

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRY ME A RIVER</td>
<td>54500</td>
</tr>
<tr>
<td>COME ON-A MY HOUSE</td>
<td>54501</td>
</tr>
<tr>
<td>JUSIE LONDON</td>
<td></td>
</tr>
<tr>
<td>TONIGHT YOU BELONG TO ME</td>
<td>54502</td>
</tr>
<tr>
<td>GONNA GET ALONG WITHOUT YOU NOW</td>
<td></td>
</tr>
<tr>
<td>PATIENCE &amp; PRUDECE</td>
<td></td>
</tr>
<tr>
<td>SITTIN' IN THE BALCONY</td>
<td>54503</td>
</tr>
<tr>
<td>HALLELUJAH, I LOVE HER</td>
<td></td>
</tr>
<tr>
<td>EDDIE COCHRAN</td>
<td></td>
</tr>
<tr>
<td>SUMMERTIME BLUES</td>
<td>54504</td>
</tr>
<tr>
<td>TEENAGE HEAVEN</td>
<td></td>
</tr>
<tr>
<td>EDDIE COCHRAN</td>
<td></td>
</tr>
<tr>
<td>'C'MON EVERYBODY</td>
<td>54505</td>
</tr>
<tr>
<td>SOMET'IN' ELSE</td>
<td></td>
</tr>
<tr>
<td>EDDIE COCHRAN</td>
<td></td>
</tr>
<tr>
<td>DEEP PURPLE</td>
<td>54506</td>
</tr>
<tr>
<td>BILLY WARD &amp; THE DOMINOS</td>
<td></td>
</tr>
<tr>
<td>I'M AVAILABLE</td>
<td></td>
</tr>
<tr>
<td>FRIGHT TRAIN</td>
<td>54507</td>
</tr>
<tr>
<td>QUIET VILLAGE</td>
<td></td>
</tr>
<tr>
<td>ENCHANTED SEA</td>
<td></td>
</tr>
<tr>
<td>MARTIN DENNY</td>
<td></td>
</tr>
<tr>
<td>DREAMIN'</td>
<td>54508</td>
</tr>
<tr>
<td>LITTLE BOY SAD</td>
<td></td>
</tr>
<tr>
<td>JOHNNY BURNETTE</td>
<td></td>
</tr>
<tr>
<td>YOU'RE SIXTEEN</td>
<td>54509</td>
</tr>
<tr>
<td>BIG RIE WORLD D</td>
<td></td>
</tr>
<tr>
<td>JOHNNY BURNETTE</td>
<td></td>
</tr>
<tr>
<td>DEVIL OR ANGEL</td>
<td>54510</td>
</tr>
<tr>
<td>RUBBER BALL</td>
<td></td>
</tr>
<tr>
<td>BOBBY VEE</td>
<td></td>
</tr>
<tr>
<td>STAYIN' IN</td>
<td>54511</td>
</tr>
<tr>
<td>MORE THAN I CAN SAY</td>
<td></td>
</tr>
<tr>
<td>BOBBY VEE</td>
<td></td>
</tr>
<tr>
<td>CRY ME A RIVER</td>
<td>54512</td>
</tr>
<tr>
<td>A HUNDRED POUNDS OF CLAY</td>
<td></td>
</tr>
<tr>
<td>TOWER OF STRENGTH</td>
<td></td>
</tr>
<tr>
<td>GENE Mc DANIELS</td>
<td></td>
</tr>
<tr>
<td>CANADIAN SUNSET</td>
<td>54513</td>
</tr>
<tr>
<td>LIKE YOUNG</td>
<td></td>
</tr>
<tr>
<td>EDDIE HEYWOOD</td>
<td></td>
</tr>
<tr>
<td>ENDLESS SLEEP</td>
<td>54514</td>
</tr>
<tr>
<td>JODY REYNOLDS</td>
<td></td>
</tr>
<tr>
<td>WESTERN MOVIES</td>
<td></td>
</tr>
<tr>
<td>THE OLYMPICS</td>
<td></td>
</tr>
<tr>
<td>COME SOFTLY TO ME</td>
<td>54515</td>
</tr>
<tr>
<td>MR. BLUE</td>
<td></td>
</tr>
<tr>
<td>THE FLEETWOODS</td>
<td></td>
</tr>
<tr>
<td>RUNA ROUND</td>
<td>54516</td>
</tr>
<tr>
<td>CONFIDENTIAL</td>
<td></td>
</tr>
<tr>
<td>THE MOUNTAIN'S HIGH</td>
<td></td>
</tr>
<tr>
<td>TELL ME</td>
<td>54517</td>
</tr>
<tr>
<td>THE GREAT IMPOSTER</td>
<td></td>
</tr>
<tr>
<td>THE FLEETWOODS</td>
<td></td>
</tr>
<tr>
<td>TRAGEDY</td>
<td>54518</td>
</tr>
<tr>
<td>THE VENTURES</td>
<td></td>
</tr>
<tr>
<td>WALK—DON'T RUN</td>
<td></td>
</tr>
<tr>
<td>RAM BUNK SHUSH</td>
<td></td>
</tr>
<tr>
<td>THE FLEETWOODS</td>
<td></td>
</tr>
<tr>
<td>PERIODICA</td>
<td>54519</td>
</tr>
<tr>
<td>BLUE MOON</td>
<td></td>
</tr>
<tr>
<td>THE VENTURES</td>
<td></td>
</tr>
<tr>
<td>WITCH DOCTOR</td>
<td>54520</td>
</tr>
<tr>
<td>THE BIRD ON MY HEAD</td>
<td></td>
</tr>
<tr>
<td>THE MUSIC OF DAVID SEVille</td>
<td></td>
</tr>
<tr>
<td>RATTIME COWBOY JOE</td>
<td>54521</td>
</tr>
<tr>
<td>ALVIN'S ORCHESTRA</td>
<td></td>
</tr>
<tr>
<td>THE CHIPMUNKS</td>
<td></td>
</tr>
<tr>
<td>HEART TO HEART TALK</td>
<td>54522</td>
</tr>
<tr>
<td>SAN ANTONIO ROSE</td>
<td></td>
</tr>
<tr>
<td>BOB WILLS &amp; TOMMY DUNCAN</td>
<td></td>
</tr>
<tr>
<td>TAKE GOOD CARE OF MY BABY</td>
<td>54523</td>
</tr>
<tr>
<td>PLEASE DON'T ASK ABOUT BARBARA</td>
<td></td>
</tr>
<tr>
<td>BOBBY VEE</td>
<td></td>
</tr>
<tr>
<td>RUN TO HIM</td>
<td>54524</td>
</tr>
<tr>
<td>SHARING YOU</td>
<td></td>
</tr>
<tr>
<td>BOBBY VEE</td>
<td></td>
</tr>
<tr>
<td>LOVY DOVEY</td>
<td>54525</td>
</tr>
<tr>
<td>LING TING TONG</td>
<td></td>
</tr>
<tr>
<td>BUDDY KNOX</td>
<td></td>
</tr>
<tr>
<td>HURT</td>
<td>54526</td>
</tr>
<tr>
<td>WHAT'S A MATTER BABY</td>
<td></td>
</tr>
<tr>
<td>TIMI YURO</td>
<td></td>
</tr>
<tr>
<td>CHIP CHIP</td>
<td>54527</td>
</tr>
<tr>
<td>POINT OF NO RETURN</td>
<td></td>
</tr>
<tr>
<td>GENE Mc DANIELS</td>
<td></td>
</tr>
<tr>
<td>THE MOUNTAINS HIGH</td>
<td>54528</td>
</tr>
<tr>
<td>TELL ME</td>
<td></td>
</tr>
<tr>
<td>DICK &amp; DEEDE</td>
<td></td>
</tr>
<tr>
<td>THIS TIME</td>
<td>54529</td>
</tr>
<tr>
<td>TEARS FROM AN ANGEL</td>
<td></td>
</tr>
<tr>
<td>TROY SHONDELL</td>
<td></td>
</tr>
<tr>
<td>UP A LAZY RIVER</td>
<td>54530</td>
</tr>
<tr>
<td>AUTUMN LEAVES</td>
<td></td>
</tr>
<tr>
<td>SI ZEN'TNER</td>
<td></td>
</tr>
<tr>
<td>SURFER'S STOMP</td>
<td>54531</td>
</tr>
<tr>
<td>BALBOA BLUE</td>
<td></td>
</tr>
<tr>
<td>THE MARKETS</td>
<td></td>
</tr>
<tr>
<td>OLD RIVERS</td>
<td>54532</td>
</tr>
<tr>
<td>MAMA SANG A SONG</td>
<td></td>
</tr>
<tr>
<td>WALTER BRENNAN</td>
<td></td>
</tr>
<tr>
<td>MY KIND OF GIRL</td>
<td>54533</td>
</tr>
<tr>
<td>PORTRAIT OF MY LOVE</td>
<td></td>
</tr>
<tr>
<td>KATT MONRO</td>
<td></td>
</tr>
<tr>
<td>THE CHIPMUNK SONG</td>
<td>54534</td>
</tr>
<tr>
<td>ALVIN'S HARMONICA</td>
<td></td>
</tr>
<tr>
<td>THE CHIPMUNKS</td>
<td></td>
</tr>
</tbody>
</table>

**COIN-MACHINE DIRECTORY SPECIAL!**

- **15% DISCOUNT**
- **DEFERRED BILLING**
- **FREE TITLE STRIPS**

**SEE YOUR LIBERTY DISTRIBUTOR NOW!**

---

*LIBERTY* A SUBSIDIARY OF AVNET ELECTRONICS CORP.
and over 200,000 pay-out machines have left the plant equipped with the most modern machinery.

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

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

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

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

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

As already mentioned above, NSM is a ultra-modern plant established only 7 years ago.
There you find the latest semi- and fully automatically working instruments which enable a monthly production up to 400 juke boxes and 2,000 pay-out machines.

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

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

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

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

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

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

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

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

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


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

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

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


**CANADA** — Capitol Records of Canada Inc., 633 Queen Street East, Toronto 8, Ontario, Canada.

**CENTRAL AFRICAN FEDERATION**

Electrical, Radio & Musical Industries Ltd., P.O. Box 1449, Corner London and Bristol Roads, Belmont, Bulawayo, S. Rhodesia.

Central African Federation.

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

**DENMARK** — Skandinavisk Grammophon Akt., Hoffdingueje 18, Copenhagen Valby, Denmark.

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


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

**GREECE** — The Columbia Graphophone Co. of Greece Ltd., P.O. Box 287, Athens, Greece.


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

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

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

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

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

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

**PORTUGAL** — Valentim de Carvalho Ltda., Rua Nova do Almada 96/99, Lisbon, Portugal.

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

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

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

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

**TURKEY** — Gramofon Limitid Sirkeli, Posta Kuluus 579, Instanbul, Turkey.

**USA** — Capitol Records Inc., Hollywood & Vine, Hollywood 28, California, U.S.A.

**WEST GERMANY** — Electrola Ges. M.B.H., 149 Maasweg, Cologne Braunsfeld, West Germany.
CONTENTS

Analysis of the U. S. Music Machine Business ................................................. 17
Statistical study of the U. S. juke box operator during 1962. How much he earned, how he is diversified, how he programs, where he buys records, which records and artists bring in the most money.

International Coin Machine Report ................................................................. 33
Who's Who in the Coin Machine World .............................................................. 49
Photographs and identifications of international industry leaders.

U. S. Juke Box Manufacturers ............................................................................. 69
International Juke Box Manufacturers ............................................................... 69
U. S. Game Manufacturers ................................................................................... 71
International Game Manufacturers ..................................................................... 73
U. S. Coin Machine Distributors ........................................................................ 77
International Coin Machine Distributors .......................................................... 94
U. S. Coin Machine Trade Associations ............................................................. 96
International Coin Machine Organizations ....................................................... 97
International Air Freight Carriers ..................................................................... 97
Parts and Supplies ............................................................................................. 99
Manufacturers and suppliers of component parts, accessories, background music, coin changing and handling devices, title strips, etc.

Vending Machine Buying Guide ........................................................................ 102
Directory of U. S. cigarette, confection and sundry vendors most commonly operated by juke box and amusement machine operators.

Bulk Vending Buying Guide ................................................................................ 109
Directory of bulk vending machine manufacturers and suppliers (ball gum, charms, nuts, etc.). Bulk vending distributors are listed among U. S. Coin Machine Distributors.

U. S. Branch Offices
Chicago ........................................ 188 W. Randolph St. Area Code 312, CE 6-9818
Hollywood 28 .......................... 1520 North Gower Area Code 213, MO 9-5831
St. Louis 1 ............................... 812 Olive St. Area Code 314, CH 1-0443
Nashville 3 .................. 1725 16th Ave., South Area Code 615, 244-1836
Washington 5 ...................... 1526 C St., N.W. Area Code 202, 393-2280

International Offices
European Office .................. Andre de Vekey, Dir. 103 Crescent Dr. South Brighton 7, Sussex, England
Brazilian Office ................. Mauricio Quadrio, Dir. Rua Visconde de Gavea 125 Rio de Janeiro
Argentine Office ............... Ruben Machado, Dir. Lavalle 1783, Buenos Aires

Cable Address:
BILLBOARD, NEW YORK

Billboard International Coin Machine Directory
Who's Who in the Coin Machine World
1963-1964


Copyright 1963 by The Billboard Publishing Co. W. D. Littleford, president; R. S. Littleford, vice-president; M. L. Reuter, vice-president; L. W. Catto, treasurer; J. W. Ross, secretary.

PUBLISHER
Hal B. Cook

EDITOR
Aaron Sternfield

ADVERTISING MANAGER
Dick Wilson

ART DIRECTOR
Virgil Arnett

CIRCULATION MANAGER
Walter F. Grueninger

13
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

BELAM

for

PHONOGRAPHs
Seeburg • Rock Ola
Wurlitzer • AMI

BALLY BINGOS

BOWLERS

SHUFFLES

GOTTLIEB PINBALL MACHINES

for

*CIGARETTE MACHINES ★ BOTTLE VENDORS
★ ICE CREAM VENDORS ★ PASTRY VENDORS
★ CANDY VENDORS ★ SOFT DRINK MACHINES ★ etc.

contact
★ BELAMEX VENDING INTERNATIONAL ★

Mainly distributed through:

HOLLAND BELGIE EUROPE (Belgium)
Used Equipment
EUROPEAN MUSIC CO. (Belgium)
Used Equipment
NATIONAL MUSIC CO. (Belgium)
Wurlitzer, Gottlieb, Photomatic
Exclusive Distributors
L' AUTOMATIQUE DU LITTORAL (Belgium)
Choice Vend (Seeburg)
Used Equipment
EUROMATIC (Belgium)
Used Equipment
DELTA SPRL (Holland)
Used Equipment
HEINRICH HECKER (Germany)
Used Equipment
BRUNO NOWAK (Germany)
Used Equipment
FRANKEN AUTOMATEN (Germany)
Used Equipment

ETS. DICO & CIE (France)
Choice Vend—Gottlieb—Photomatic Distributors
INTER FRANCO SUISSE (France)
Used Equipment
ROVROMA (Italy)
Photomatic Exclusive Agents
REX AUTOMATER (Denmark)
Used Equipment
LARS THOREN (Sweden)
Used Equipment
FRANCO, P & D (Philippines)
Used Equipment
HYMBOLAGEN (Sweden)
Exclusive Jet Spray Agents
MUSIC HIRE LTD. (England)
Used Equipment

RUFIER & WALKER (England)
Used Equipment
N H VENTOURAS CO. (Greece)
Wurlitzer—Gottlieb—Exclusive Agents
TECHNOPHON CO. (Greece)
Used Equipment
HEINAMIS (Cyprus)
Used Equipment
HANKIN (Australia)
Used Equipment
INDOOR AMUSEMENTS (Perth, Australia)
Used Equipment
SH. HHA (Okinawa)
Used Equipment
TAITO TRADING (Japan)
Used Equipment
OSVALDO PARES (Puerto Rico)
Used Equipment
MUEBLERIA LA PALMA (Puerto Rico)
Exclusive Jupiter Distributors

51 Madison Ave. • N. Y. 10, N. Y. • MUrray Hill 9-5633-4-5
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, American 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.
MUSIC MACHINE SURVEY

all locations rented their juke boxes from operators.

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

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

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

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

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

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

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

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

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

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

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

HOW THE SURVEY WAS PREPARED

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

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

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

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

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

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

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

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

TOP-EARNING JUKE BOX RECORDS FOR 1962

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

TOP STANDARDS

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

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

RCA VICTOR

The most trusted name in sound
NEW YORK'S FASTEST GROWING AND COMPLETELY STOCKED
ONE STOP
WIN RECORDS INC.

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

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

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

DON JOHNSON
KING OF Organ with a Beat!

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
   Etta James, Argo
10. POPEYE
    Chubby Checker, Parkway
11. TURN YOUR LOVE LIGHTS
    Bobby Bland, Duke

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

TOP R&B

TOP C&W
<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Melody of Love&quot;</td>
<td>DAVID CARROLL</td>
<td>C-30004</td>
</tr>
<tr>
<td>&quot;La Golondrina&quot;</td>
<td>DAVID CARROLL</td>
<td>C-30004</td>
</tr>
<tr>
<td>&quot;Kiss of Fire&quot;</td>
<td>GEORGIA GIBBS</td>
<td>C-30011</td>
</tr>
<tr>
<td>&quot;Bellin' The Jack&quot;</td>
<td>GEORGIA GIBBS</td>
<td>C-30011</td>
</tr>
<tr>
<td>&quot;Ruby&quot;</td>
<td>RICHARD HAYMAN</td>
<td>C-30014</td>
</tr>
<tr>
<td>&quot;Danzero&quot;</td>
<td>RICHARD HAYMAN</td>
<td>C-30014</td>
</tr>
<tr>
<td>&quot;To Each His Own&quot;</td>
<td>EDDY HOWARD</td>
<td>C-30015</td>
</tr>
<tr>
<td>&quot;It's No Sis&quot;</td>
<td>EDDY HOWARD</td>
<td>C-30015</td>
</tr>
<tr>
<td>&quot;Male Train&quot;</td>
<td>FRANKIE LAINE</td>
<td>C-30019</td>
</tr>
<tr>
<td>&quot;Cry Of The Wild Goose&quot;</td>
<td>FRANKIE LAINE</td>
<td>C-30019</td>
</tr>
<tr>
<td>&quot;That's My Desire&quot;</td>
<td>FRANKIE LAINE</td>
<td>C-30019</td>
</tr>
<tr>
<td>&quot;River Sandie Marie&quot;</td>
<td>FRANKIE LAINE</td>
<td>C-30019</td>
</tr>
<tr>
<td>&quot;Sugar Blues&quot;</td>
<td>CLYDE McCOY</td>
<td>C-30023</td>
</tr>
<tr>
<td>&quot;St. Louis Blues&quot;</td>
<td>CLYDE McCOY</td>
<td>C-30023</td>
</tr>
<tr>
<td>&quot;Tennessee Waltz&quot;</td>
<td>PATTI PAGE</td>
<td>C-30025</td>
</tr>
<tr>
<td>&quot;With My Eyes Wide Open&quot;</td>
<td>PATTI PAGE</td>
<td>C-30025</td>
</tr>
<tr>
<td>&quot;Peg O' My Heart&quot;</td>
<td>THE HARMONICATS</td>
<td>C-30034</td>
</tr>
<tr>
<td>&quot;Charisma&quot;</td>
<td>THE HARMONICATS</td>
<td>C-30034</td>
</tr>
<tr>
<td>&quot;Misty&quot;</td>
<td>ERROLL GARNER</td>
<td>C-30037</td>
</tr>
<tr>
<td>&quot;Exactly Like You&quot;</td>
<td>ERROLL GARNER</td>
<td>C-30037</td>
</tr>
<tr>
<td>&quot;Blue Tango&quot;</td>
<td>XAVIER CUGAT</td>
<td>C-30040</td>
</tr>
<tr>
<td>&quot;Siboney&quot;</td>
<td>XAVIER CUGAT</td>
<td>C-30040</td>
</tr>
<tr>
<td>&quot;Night Train&quot;</td>
<td>BUDDY MORROW</td>
<td>C-30042</td>
</tr>
<tr>
<td>&quot;One Mist Julep&quot;</td>
<td>GEORGE JONES</td>
<td>C-30042</td>
</tr>
<tr>
<td>&quot;Little Darlin'&quot;</td>
<td>THE DIAMONDS</td>
<td>C-30050</td>
</tr>
<tr>
<td>&quot;Church Bells Will Ring&quot;</td>
<td>THE DIAMONDS</td>
<td>C-30050</td>
</tr>
<tr>
<td>&quot;The Great Pretenders&quot;</td>
<td>THE PLATTERS</td>
<td>C-30055</td>
</tr>
<tr>
<td>&quot;Only You&quot;</td>
<td>THE PLATTERS</td>
<td>C-30055</td>
</tr>
<tr>
<td>&quot;My Prayer&quot;</td>
<td>THE PLATTERS</td>
<td>C-30055</td>
</tr>
<tr>
<td>&quot;The Magic Touch&quot;</td>
<td>THE PLATTERS</td>
<td>C-30055</td>
</tr>
<tr>
<td>&quot;Peter Ponsil And His Tonsil, I&quot;</td>
<td>GLEN DAVIES</td>
<td>C-30070</td>
</tr>
<tr>
<td>&quot;Peter Ponsil And His Tonsil, II&quot;</td>
<td>GLEN DAVIES</td>
<td>C-30070</td>
</tr>
<tr>
<td>&quot;Chantilly Lace&quot;</td>
<td>BIG BOPPER</td>
<td>C-30072</td>
</tr>
<tr>
<td>&quot;Big Bopper's Wedding&quot;</td>
<td>BIG BOPPER</td>
<td>C-30072</td>
</tr>
<tr>
<td>&quot;Twilight Time&quot;</td>
<td>THE PLATTERS</td>
<td>C-30075</td>
</tr>
<tr>
<td>&quot;For The First Time&quot;</td>
<td>THE PLATTERS</td>
<td>C-30075</td>
</tr>
<tr>
<td>&quot;What A Difference A Day Makes&quot;</td>
<td>DINAH WASHINGTON</td>
<td>C-30078</td>
</tr>
<tr>
<td>&quot;Come On Home&quot;</td>
<td>DINAH WASHINGTON</td>
<td>C-30078</td>
</tr>
<tr>
<td>&quot;It's Just A Matter Of Time&quot;</td>
<td>BROOK BENTON</td>
<td>C-30079</td>
</tr>
<tr>
<td>&quot;Battle Hymn Of The Republic &amp; Dixie, I&quot;</td>
<td>DICK CONTINO</td>
<td>C-30010</td>
</tr>
<tr>
<td>&quot;Battle Hymn Of The Republic &amp; Dixie, II&quot;</td>
<td>DICK CONTINO</td>
<td>C-30010</td>
</tr>
</tbody>
</table>

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

Where Juke Boxes Are Located

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

How Locations Are Paid

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

Average Weekly Take Per Machine Before Commission

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

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 MONAURALS</td>
<td>92.4%</td>
</tr>
<tr>
<td>33½ STEREOS</td>
<td>3.9%</td>
</tr>
<tr>
<td>45 STEREOS</td>
<td>3.1%</td>
</tr>
<tr>
<td>45 EP'S</td>
<td>.6%</td>
</tr>
</tbody>
</table>

### Where Records Were Bought

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-Stops</td>
<td>76.9%</td>
</tr>
<tr>
<td>Record Distributors</td>
<td>19.4%</td>
</tr>
<tr>
<td>Retail Record Shops</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

### Diversification — Other Equipment Operated

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amusement Games</td>
<td>80.0%</td>
</tr>
<tr>
<td>Cigarette Machines</td>
<td>37.6%</td>
</tr>
<tr>
<td>Food &amp; Drink Machines</td>
<td>16.5%</td>
</tr>
<tr>
<td>Kiddie Rides</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

### Diversification — Planned Purchases in 1963

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dual-Speed Juke Boxes</td>
<td>70.6%</td>
</tr>
<tr>
<td>45-FiP.M. Juke Boxes</td>
<td>22.4%</td>
</tr>
<tr>
<td>Cigarette Machines</td>
<td>21.2%</td>
</tr>
<tr>
<td>Amusement Machines</td>
<td>65.9%</td>
</tr>
<tr>
<td>Food &amp; Drink Machines</td>
<td>9.4%</td>
</tr>
<tr>
<td>Background Music</td>
<td>5.9%</td>
</tr>
</tbody>
</table>
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

Accent RECORDS
6533 Hollywood Boulevard
Hollywood 28, Calif. HO 9-1621

CURRENT BIG RELEASES!!
RONNIE SUMMERS
"I'm Sorry For You" b/w "Ballin' The Jack"

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

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

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

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

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

Record Releasing Enterprises
1617 El Centro St., Hollywood 28, Calif.

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

1. RAY CHARLES
   ABC-Paramount

2. ELVIS PRESLEY
   RCA Victor

3. CHUBBY CHECKER
   Parkway

4. TONY BENNETT
   Columbia

5. BRENDA LEE
   Decca

6. NAT KING COLE
   Capitol

7. CONNIE FRANCIS
   M-G-M

8. FRANK SINATRA
   Reprise, Capitol

9. ACKER BILK
   Atco

10. PATSY CLINE
    Decca
OUR OBJECTIVES

• QUALITY

• WORLD WIDE

• SERVICE

Prepared By The Jennings—Keeney—Mar-Matic Group
WE WILL CUSTOM DESIGN AND MANUFACTURE ANY COIN
MACHINE DESIRED—IN THE COINAGE OF ANY COUNTRY
About Jennings

The Jennings Company is justly proud of its 57 year old history of meeting the challenges of the amusement and vending fields. The continual success of Jennings is a result of the combination of human resources and up-to-date equipment and facilities.

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

Expansion

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

New Products

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

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

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

Expansion

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

New Products

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

3 WAY Coin Changer

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

CHANGE-MAKER

Here is the answer to behind the counter coin changing problems:

- Interchangeable barrels in any combination
- Funnel tops for fast, easy loading
- Compact, Portable
- Adjustable to any coinage

BURGLAR ALARM

(with ACE LOCK)

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

NEW! HANDY "ORGANIZER"
Pen and pad in base for easy notes
VENUS
FABULOUS PIN BALLS

PAYS FOR ITSELF
in less than
1 MONTH

In Line Combinations May Be Scored Horizontally, Vertically, or Diagonally
- Adjustable
- Four Corners Score Same as 5-in-line
- Lease Plan Available

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

VENUS
"BINGO"
TAKES UP TO 6 COINS

- only one 3-in line scores per card
- 3-in-line scores 4 each per card
- 4-in-line scores 20 each per card
- 5-in-line scores 100 on first card
- 5-in-line scores 120 on 2nd card
- 5-in-line scores 140 on 3rd card
- 5-in-line scores 160 on 4th card
- 5-in-line scores 180 on 5th card
- 5-in-line scores 200 on 6th card

Go-Cart

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

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

Expansion

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

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

Jennings - Keeney

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

United States

- Mr. Joseph S. Barranco
  Mar-Matic Sales, Inc.
  1009 E. Baltimore St.
  Baltimore 2, Md.

- Mr. Bill Gorman
  2215 Pershing Ave.
  Las Vegas, Nevada

- Mr. Arnold Gibbs
  438 Minerva Lane
  Reno, Nevada

United Kingdom

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

Germany

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

France

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

Spain

- Mr. Robert C. Fisher
  Fisher Sales Company
  Gutierrez Solana 1
  Madrid 16, Spain

Bermuda

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

Turkey

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

Philippines

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

Okinawa

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

New Distributors Manager

Mr. Jim Cherry
(Mailing Address)
31-35 Kirby Street
Hatton Garden,
London E.C. 1, England

We are appointing distributors
AUSTRALIA

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

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

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

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

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

Last year, Seeburg introduced its new model to Australia, together with its “Artist of the Week” programming. Seeburg is 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 cigarette vending machines with as many as nine cigarette vendors sited in one club. New indoor bowling centers have also proved ideal for coin-operated phonographs, cigarette vendors and hot and cold drink vendors.

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

AUSTRIA

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

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

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

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

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

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

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

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

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

BELGIUM

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

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

A boom such as trade figures here foresee could 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

Best German Workmanship at special EXPORT prices!

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

SHOOTING GALLERY ARIZONA

in a very new style with real lead pellets

IN SOME COUNTRIES REPRESENTATIVES WITH GOOD REPUTATION WANTED!

TH. BERGMANN & CO.

HAMBURG-ALTONA, EIMSBÜTTELER STRASSE 64-66
with locations here to "settle for nothing but the best"—meaning a U. S. machine.

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

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

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

CHILE

Coin-operated games, forbidden several years ago, are now legal if no payoffs are made. There are no more than 300 games in the country. Largest operator in the country is Roberto Zuniga, Santiago, who has 150 bowling, pool and target games on location. Zuniga has been an operator for 30 years.

Amusement games may be operated with a city license. Price per play is .10 escudos ($1 equals 1.8 escudos) with each machine grossing about five escudos a day an 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 pay 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 oblige the Western seller to take Communist goods in lieu of hard currency.

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

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

**FRANCE**

General Charles de Gaulle has his troubles diplomatically with Washington, but de Gaulle has every reason to be counted a grand-mannered friend by the U. S. phonograph industry. Under de Gaulle U. S. machines are getting the best play in France since the war. Imports of U. S. equipment have nearly doubled since de Gaulle took office.

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

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

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

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

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

Aside from the replacement renaissance, the most significant development in France has been the development of film boxes, in which France is indubitably the Continental leader. French firms have introduced two boxes, the Scopitone and Caravelle, and a French firm is producing a third box, the Italian-developed Cinebox, under license.

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

**GERMANY**

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

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

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

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

---

**Among European Coin Machine Distributors, One Name Stands Out . . .**

**EUROPEAN AMUSEMENT & MUSIC COMPANY**

103 Jan Van Rijswijcklaan Antwerp Belgium

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

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

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

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

HOLLAND

Holland boasts the most stable juke box trade in Europe, an even-paced trade growing moderately and avoiding the extremes of boom and bust. Juke boxes increased 350 in the last year, the count now standing at just under 6,500. Collections are up 5 per cent. Operators continue firmly in the saddle, accounting for 83 per cent of all boxes on location. This is a gain of 3 per cent in the last year, and is a tribute to AUTEX, the Dutch operators association.

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

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

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

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

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

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

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

**ITALY**

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

Italy is regarded as just about ready to burst into boom, while Spain is several years away from boom. Italy would appear to have everything required for a phonograph boom. One of the world's music paradies, 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...
Exporters of reconditioned and restyled coin-operated machines all over the world -- Largest inventory of spare parts for coin machines of every description.

Members of: Chamber of Commerce, Antwerp and Brussels Chamber of Industry, Antwerp Bankers: Credit du Nord Belge, Antwerp Banque de Commerce, Antwerp Lloyds Bank, Antwerp Meir, 23, Phone 32.68.24 Antwerp, Belgium Cable Address: Loboma-Antwerp

关于70到75%的国内市场。事实上，U.S.机器已得到很好的巩固，以竞争欧洲共同市场。Notomat of Leghorn assembles Wurlitzer locally, and Apparechi Musicali Italiani, at Turin, does the same for AMI. The two U.S. machines thus qualify as being of Common Market origin and are able to compete on equal terms with European machines.

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

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

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

关于70到75%的国内市场。事实上，U.S.机器已得到很好的巩固，以竞争欧洲共同市场。Notomat of Leghorn assembles Wurlitzer locally, and Apparechi Musicali Italiani, at Turin, does the same for AMI. The two U.S. machines thus qualify as being of Common Market origin and are able to compete on equal terms with European machines.

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

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

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

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 ($0.5 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-
can guns, pinballs and bowlers are most abundantly used at various game centers. Sega is exporting Sega Diamond Star slot machines in quantity to a great many countries in the world, but no juke boxes. The import tariff on amusement machines is a straight 20 per cent with no commodity tax imposed precluding machines similar to Pachinko, which is operated with iron balls bought in cash (one ball at 2 Yen or 0.005¾ cents). There is little prospect for the local manufacture of games. Imported machines will outsell domestic units. Games will certainly enjoy prosperous business in many years to come, because all Japanese youngsters, both in urban and rural districts, are turning to be like American counterparts clad in fancy colored shirts and blue jeans with crew cuts or mop hair. They are the lovers of coin machines, jazz and Western pictures.

NORTH AFRICA

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

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

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

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

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

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

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

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

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

PHILIPPINES

The juke box has taken root in the Philippines, 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 various forms. For example, in many parts of the country, juke boxes are located in hotels, restaurants, bars, and other similar establishments. These juke boxes are usually imported from Japan, and are very popular among locals, especially the younger generation.

Another example of juke boxes in the Philippines is the ubiquitous “karaoke” establishments, where you can sing your heart out to your favorite songs. These places are usually popular in residential areas and are frequented by friends and family.

In the end, the juke box has become an integral part of Philippine culture, and is likely to remain so for many years to come.
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
merger of European national producers.

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

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

**UNITED KINGDOM**

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

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

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

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

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

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

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

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

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

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

**WEST AFRICA**

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

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

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

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

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

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

West Germany appears to have the inside track on phonograph exports to all of the West African states except Liberia. Location ownership is the rule.

---

**SCANDINAVIA'S**

most active organisation
in coin machine business
is always heavily
interested in exciting
novelties.
Sole representatives for
WURLITZER phonographs.

**KRAFT'S**

AUTOMATICS LTD.
158, Stoke Newington Road
TEL.: CLISSOLD 5006.
Cables: Krafttho, London.

IMPORTERS & EXPORTERS
Manufacturers and Distributors of
FIRST-CLASS COIN-OPERATED
EQUIPMENT
Please contact us.

---

**PALMER INTERNATIONAL EXPORT COMPANY**

1732 FAIRMOUNT AVENUE
PHILADELPHIA, PA.

Two organizations specialising in selling the World coin-operated machines. Contact either office for speedy delivery.

---

**SCANDINAVIA'S**

LEADING
COIN MACHINE
DISTRIBUTOR

Contact us if you want good representation.
All types of the latest model machines always available.

Contact Mr. Aage Thøen

**BRUENECH og THOEN**

Stenersgt 8
Oslo, Norway

---

**Sole Distributors for the United Kingdom of**

**SYMPHONIE**

Juke Boxes

and all equipment manufactured by

TH. BERGMANN & CO.

Eimsbuettel Strasse 64-66,

HAMBURG-ALTONA.

Germany

also main distributors for

JUBILEE Machines

**Symplay Ltd.**

Coin Operated Entertainment

18-19 Bellvue Road, Wandsworth Common,

LONDON, S.W. 17.

England. Telez 28429

---

**BELINTRACO**

31, SOMERSTRAAT

ANTWERP, BELGIUM

---

Read Billboard
Every Week
for All of the
News and Features
of Significance to
the World-Wide
Coin Machine and
Automatics Industry
wherever you are...

Billboard

will reach you by “jet” in every part of the world!

NEWS! MARKETS!
PRODUCTS! IDEAS!
SALES CHARTS!

All still HOT when you get them via Billboard’s globe-spanning air-jet delivery to its more than 20,000 readers.

All the vital news, sales and marketing information needed for tomorrow’s decisions... in your hands just hours after it comes off the press!

Just one of the many services designed expressly to make Billboard “work for YOU”... fast and often!

Please enter my subscription to Billboard for

☐ 1 YEAR $15  ☐ 3 YEARS $35  ☐ New  ☐ Renew
☐ Payment enclosed  ☐ 2 EXTRA issues for cash
☐ Bill me later

Above subscription rates are for U. S., Canada and Europe.
Other overseas rates on request.

Company

Name

Address

City  Zone  State

Type of Business  Title
IN HOLLAND AND BELGIUM

FIND SUCCESS FAST
with

**INELCO**

THE DISTRIBUTOR WITH MOST EFFICIENT SERVICE TO JUKE-BOX OPERATORS

801, A.J. ERNSTSTRAAT-AMSTERDAM ZUID II

RCA VICTOR 20-24, RUE DE L'HOPITAL - BRUSSELS I
WHO'S WHO IN THE COIN MACHINE WORLD

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

JOSEPH ABRAHAM
President
Lake City Amusement
Cleveland

WILLIAM F. ADDAIR
Vice-President
The Seeburg Corp.
Chicago

ALFRED W. ADICKES
President
Novo Apparate
Hamburg

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

NICK ALLEN
General Counsel
Music Operators of America
Washington

MICKEY ANDERSON
Mickey Anderson Amusement Co.
Erie, Pa.

OMAR ANDERSON
Chief European Correspondent
Billboard
Bad Godesberg, W. Germany

CARL ANGOTT
President
Angott Distributing Co.
Detroit

JOE ASH
President
Active Amusement Mach. Co.
Philadelphia

S. F. AUER
Vice-President
The Seeburg Corp.
Chicago

DAVID J. BAKER
President
Mel-o-Tone Music
Wilmington, Mass.

CLAYTON BALLARD
Manager
Wurlitzer Los Angeles Branch
Los Angeles

MOE BAYER
Sales Manager
Scott-Cone Co.
Philadelphia

ROBERT H. BEAR
Sales Manager
The Nuclitar Co.
North Tonawanda

ERNEST BERGMANN
Director
Th. Bergmann & Co.
Hamburg

JACK BESS
President
Roadside Vending Co.
Richmond, Va.

HUMBERT BETTI
President
H. Bettt & Sons
Union City, N. J.

JOHN BILOTTA
President
Bilotta Distributing Co.
Newark, New York

ERNIE BITTERMANN
President
Bitterman & Sons
Kansas City, Mo.

E. C. BLANKENBLECKLER
Vice-President
The Seeburg Company
Chicago
10 YEARS’ CO-OPERATION
between
DAVID C. ROCKOLA,
President of the
ROCK-OLA Corp.
and
FRED ADICKES,
President of the
NOVA Company

have resulted in an unprecedented success in the Coin Operated Phonograph Business in Europe.

Sales Promotion, Organisation and know-how, acquired in 35 years’ experience, assisted by unsurpassed quality, perfection of the mechanisms, styling and re-sell value, have made it possible that one may safely quote that more ROCK-OLA Phonographs are being sold today in most European Markets than all other American produced phonographs put together.
KOMM.-GES.

NOVA APPARATE

GMBH & CO.

HAMBURG, GERMANY

Program:

ROCK-OLA Phonographs • ROCK-OLA Vending Machines
GOTTLIEB Amusement Machines • Kiddie Rides

EUROPE'S LARGEST DISTRIBUTING ORGANISATION
Fred Adickes, President
WHO'S WHO IN THE COIN MACHINE WORLD (continued)

SAL GROENTEMAN 
President 
Seguin Amusement Co. 
Antwerp, Belgium

PAUL C. JONES 
President 
Graff Vending Co. 
Dallas

JOHN HADDOCK 
Consultant 
Automatic Canteen 
Estoril, Portugal

WILLIAM F. HARDMAN 
Vice President of Purchasing 
Rock-Ola Mfg. Corp. 
Chicago

JACOB J. RAPPAPORT 
President 
Rappaport 
New York

LEONARD R. REYNOLDS 
President 
Automatic Sales 
Rock-Ola Mfg. Co. 
Chicago

THOMAS B. IRENGARD 
President 
Automatic Canteen 
Rock-Ola Mfg. Corp. 
Chicago

MAX BURVICH 
Partner 
Birmingham Vending Co. 
Birmingham, Ala.

MAX BUROVICH 
Partner 
Birmingham Vending Co. 
Birmingham, Ala.

MAX MOORE 
President 
Automatic Canteen 
Rock-Ola Mfg. Corp. 
Chicago

JAMES G. NUTZLER 
Director 
Western Vending Co. 
Spokane, Wash.

BARRY JACOBS 
President 
Western Distributors 
Milwaukee

BARRY JACOBS 
President 
Western Distributors 
Milwaukee

ALFRED JORGENSEN 
President 
Btega Jorgensen 
Copenhagen

LEO KANE 
President 
Music Operators of America 
Chicago

GIL KLEIN 
President 
Empire Coin Mfg. Co. 
Chicago

54
Since 1932, One of America's Largest and Most Respected Firms Manufacturing a Complete Line of Coin Operated Games...

chicago coin
(DIVISION OF CHICAGO DYNAMIC INDUSTRIES, INC.)
160,000 Sq. Ft. of Modern Manufacturing Facilities!

GRAND PRIZE BALL BOWLER

RIOT GUN
RIFLE
GALLERY

SUN VALLEY
2-Player,
FLIPPER-
TYPE
PIN
GAME

STRIKE BALL
SHUFFLE
PUCK-TYPE
BOWLER

ALL STAR
BASEBALL
GAME

Look to Chicago Coin for Future New Game Sensations!

Attention European Operators:
For the newest in profitable coin games contact your local Distributor or phone/cable:
MONDIAL COMMERCIAL CORP., 350 FIFTH AVE., N.Y., N.Y., U.S.A.
PHONE: Wisconsin 7-5659 — CABLE ADDRESS: MONDINVENY, NEW YORK.

CHICAGO COIN MACHINE COMPANY Division of

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS
Valley has 20 years’ experience in the woodworking industry. Valley makes only Pool Tables. . . it’s our only business.

Valley makes its entire line of pool tables in its own factory. Only the metal and plastic parts are produced elsewhere, and then under exacting Valley specifications.

Valley even has its own plant for manufacturing cue sticks.

Valley® SALES COMPANY
(Sales Affiliate of Valley Manufacturing Co.)
Valley pioneered and introduced Bumper Pool® Tables, and over the years has expanded its line to include a pool table for every need and every location.

Valley always stocks a full line of parts and accessories; thereby assuring operators of a constant source for quality replacements.

Valley Pool Tables are always competitively priced.

OPERATORS: FOR COMPLETE INFORMATION ON THE MOST COMPLETE LINE OF AMERICA'S MOST BEAUTIFUL POOL TABLES—COIN OPERATED AND HOME MODELS—SEE YOUR DISTRIBUTOR OR WRITE

333 MORTON STREET, BAY CITY, MICHIGAN

TWinbrook 5-8587
Two representative Williams' games, now in production, are "Jumpin" Jack's and "Skill Pool." Both these finely engineered products feature guaranteed profit, locked cash box, slug rejector, durable Plastikote playing fields, all metal legs, stainless steel trim, brushed nickel steel front doors and frames, polished chrome metal flippers, and available with single or twin coin chutes... these necessities are an integral part of every Williams' game.
integrity, reliability, performance, excellence, etc....

unless they are true.

Williams began in 1943 with 25 employees in a 5,000 square foot work area. Today, 20 years later, and serving dealers the world over, Williams is located in its own 78,000 square foot factory and employs 400 individuals. This is more than a success story. There is a reason for the growth and transformation. The reason is, plainly, that the name "Williams" means integrity with excellence as the standard in producing games reflecting imagination that perform reliably.

The Williams' reputation is founded upon its business—its business is games—its games are best.

"SKILL POOL" is a single player game designed with adjustable 3 or 5 ball play. Drop target, jet bumpers, rollover lanes, kick-up shooters, flippers, skill holes and "special" ways to score.

"JUMPIN' JACK'S" is a two player game with drop targets, jet bumpers, rollover lanes, kickers and flippers. Adjustable to three or five ball play.

The 1963 Parts Catalog is now available to you without cost.

Williams
ELECTRONIC MANUFACTURING CORP.
4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS
WHO'S WHO IN THE COIN MACHINE WORLD (continued)

R. C. ROWING
President
Warfrees Company
North Tonawanda

RICHARD ROLLINS
Sales Manager
Beaver Vending Supply Co.
Tonawanda

ROBERT E. ROWAN
Vice-President
Davis Coin Machines Corp.

DAVID ROSEN
President
David Rosen, Inc.
Philadelphia

ROBERT E. RYAN
Vice-President
Southland Erg wrkrs, Inc.
Santa Monica, Calif.

TOM SAMS
Sheddy Sales
Buffalo, N. Y.

ERICA SCHMIDT
K. G. ErickSnedler GmbH & Co.
Hanover, Germany

R. A. SEMBROOK
Managing Director
Sympay, London

MICHAEL SHEFRAS
Manager
Morris Shefras & Sons, Ltd.
London

ARTUR SOLBERT
Vice-President
SFC Financial Corp.
New York

JOHN SHETRAS
Senior Director
Morris Shefras & Sons, Ltd.
London

MORRIS SHEFRAS
Senior Manager
Morris Shefras & Sons, Ltd.
London

JOE SILVERMAN
President
Ph. A. amusement Mach.
Dania, Fla.

AL SIMON
President
Al Simons Distributing Co.
New York

JOHN SINGLETON
Secretary & General Manager
Amusement Centers Assns.
London

NORTHERN SUPPLY

LAFF E. SILVER
German Suicide Operators
Horsham

D. L. (ROB) SILBER
National Coin Mach. Dist.
Alta

O. L. SHODDERS
National Coin Mach. Dist.
Alta

J. HARVEY SHODDERS
President
Music Conns. of America
Albuquerque, N. M.

MEL SIMMER
Vice-President
Eastern Vending Distributors
Philadelphia

PHIL SREDEN
Western Vending Mach. Oper.
Asheville

MAURER STEHR
President
Eastern Music Supply
Philadelphia

DAVE STEHR
President
Seafood Distributors
Elizabethtown, N. J.

SAM STEHR
President
W. B. Stern Mfg. Co.
Chicago

BILLBOARD INTERNATIONAL COIN MACHINE DIRECTORY
62
Auto-Photo Studios
WILL EARN MORE RETURN
for YOUR INVESTMENT DOLLAR

...because
AUTO-PHOTO STUDIOS
earn Customer Patronage

...the ONLY automatic photo machines
that will time and time again PLEASE ALL
CUSTOMERS:

PROUD PARENTS
who take and treasure photos of the young ones
growing up...get perfect, sharp, clear photos
every time.

TEENAGERS
who are great customers—always exchanging
photos with schoolmates—and frequently using
photos as signatures on their letters and greeting
cards.

PARK PATRONS & VACATIONERS
just for the fun of it—and for remembering friends
and folks back home with multiple-posed personal
photos.

ALL COME BACK AGAIN AND AGAIN
BECAUSE THEY ARE COMPLETELY SATISFIED

Get All the Details

WRITE FOR LITERATURE AND NAME OF NEAREST DISTRIBUTOR

AUTO-PHOTO CO., INC.
1100 E. 33rd Street, Los Angeles 11 Calif. : Telephone ADams 3-6247

PHOTOME, Ltd., ENGLAND
SCHNELL PHOTOAUTOMATEN, G. m. b. H., WEST GERMANY
SOCIETE PORTREX, PARIS, FRANCE

"THE BEST INVESTMENT IN THE COIN MACHINE FIELD"
Coin machine executives, association officers—If your picture was not included in the 1963-64 Who's Who in the Coin Machine World, please send a photo and identification to Billboard International Coin Machine Directory, 1564 Broadway, N. Y. 36, N. Y., for the 1964-65 edition.
THE DELUXE EL DORADO

Mark I  Mark II  Mark III  Mark IV
77”x45”  85”x47”  97”x52”  105”x57”

In every detail a table which will produce more profits for you, less service. Available in platinum walnut, mahogany or teak.

THE DELUXE SATELLITE

77”x45”

All the advanced features of the Deluxe Eldorado in an economy table. Available in an iridescent blue with white legs.

THE DELUXE KLUB POOL

A bumper pool table to delight the eye and skill of every fan. Available in two sizes: JUMBO 75x43 and Regular 56x40. Tapered white legs complement the blue cabinet.

THE AMBASSADOR

Here's a quality table, built to professional standards for the home market. Built to withstand the most rugged play, the maintenance-free formica cabinet and top frame stay clean and fresh after years of play. Available in 7, 7½, 8 and 9-foot sizes and in three popular colors—platinum walnut, teak and mahogany.

Irving Kaye Co., Inc.

STerling 3-1200  363 Prospect Place  Brooklyn 38, N. Y.
VENDTRONICS
BILL and COIN
CHANGER

Changes dollar bills . . .
PLUS Halves, Quarters and
Dimes! Actually gives any
wanted change combination
. . . can be floor or wall
mounted. Peak authentifica-
tion . . . no motors.

OVER $700 CAPACITY

"THE FIRST BILL CHANGER
TO MAKE SENSE!"

3961 Brotherton Road, Cincinnati 9, Ohio
Phone (513) 271-6870
DESIGNED FOR EVERY NEED!

COMBINATION • A MODEL FOR EVERY PURPOSE

Yes... always the leader, Vendtronic 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 pyro-proof door mounting, recessed double locks
- Easier Service! Pre-loaded coin cartridge PLUS visual coin tube inspection for fastest loading

VENDTRONICS BILL ADAPTER

Increased business, it's a proven fact! Without a bill changer you're losing customers and extra business.

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!

MAIL COUPON TODAY!

VENDTRONICS
3961 Brotherton Road, Cincinnati 9, Ohio

NAME
ADDRESS
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.
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 cigarette 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. Rolfing, president, and Roy F. Walmade, vice-president.
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, Fl.
Kiddie ride manufacturer.

AMERICAN SHUFFLEBOARD CO.
210 Patterson Plank Rd., 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. Lake 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. Compell Ave., Chicago
Novelty manufacturer.

D. GOTTLEIB & 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.
- Simplified mechanism...ease of service...longer life chemicals boost profits.
- 4 large 1¾" 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.

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

Billboard International Coin Machine Directory
U. S. GAME MANUFACTURERS

JENNINGS MFG. CO.
4309 W. Loke 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.

KIDDIE LANE 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. O8 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 Krahmer, 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 Weinard is vice-president and director of sales.

---

Crown Imperial 6-POCKET POOL TABLES by Fischer

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 ¾'' 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

Billboard International Coin Machine Directory
International Game Mfrs.

BELGIUM
CENTRALE DES JEUX
54 Place du Aout, Lutich
Coin-operated football games.
FABRIEK VAN CAESPELEN
Koophandelstraat 2, Wetteren

EIRE
INTERNATIONAL DYNAMIC INDUSTRIES
Shannon

GERMANY
TH. BERGMANN & CO.
Elmabuttler Strasse 64-66, Hamburg-Altona
The firm, founded in 1906 by Theodor 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 Quarterhorses, Sam the Clown (Seesaw).
All rides carry one-year warranty.
Some distributor territories available.
PAUL W. HAWKINS
329 E. 7th St. Tucson, Ariz.
Phone: 623-4503—Area Code 602

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

Billboard International Coin Machine Directory
International Game Mfrs.

DR. HANSBERG
Bliesmühle 1, Neukirchen/Isar. 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
APPARATENBAU
Taufentzenstrasse 6, Berlin W 30. Tel.: 245023

JAPAN

SEGA
2-4-chome, Haneo, 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 INTERNATIONALE 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, Haneo, 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, Lychem, 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 routines. Simply lease out the PROGRAMMER on a high-profit basis and watch your business grow. Financing plan also available.

For complete details on the PROGRAMMER I and the world's most complete background music library write:

JAY ELECTRONICS, INC.
65-37 Fresh Meadow Lane
Flushing, New York
Hickory 5-5800

SOUTHLAND ENGINEERING, Inc.
DESIGNERS AND MANUFACTURERS
OF THE WORLD'S MOST UNUSUAL
TRAVELING KIDDIE RIDES AND GAMES

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

DAV-MAR offers the FIRST and ONLY 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!

Ideal 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! DISTRIBUTORSHIPS AVAILABLE.

complete Film Library

DAV-MAR FILM COMPANY
3034 Glendale Blvd., Los Angeles 39, Calif. Phone: 661-4493

ROSEN ENTERPRISES, LTD.
Readers Digest Bldg., 1 Takehiracho Chiyoze—Ku, Tokyo, Japan. Cable: Roseprizes

SOUTHLAND ENGINEERING, Inc.
DESIGNERS AND MANUFACTURERS
OF THE WORLD'S MOST UNUSUAL
TRAVELING KIDDIE RIDES AND GAMES

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:
- 26" high, 22" long
- 24" base diameter
- 130 lbs. net weight
- 36" 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

Billboard International Coin Machine Directory
WORLD'S LARGEST
COIN MACHINE HOUSE

- Shipments All Over the World
- From Port of CHICAGO—April through November NO INLAND FREIGHT
- "As Is" or Reconditioned
- Special Chutes!
- Special Packing!
- We Service What We Sell!
- Write for Complete Catalog

GUNS
Midway Shooting Galleries
Midway Deluxe Shooting Galleries
Williams Vanguard Guns
Williams Crusader Guns
Williams Titan Guns

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

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

PHONOS
Seeburg B-C-G-V-K
Wurlitzer 2000 and up
Rock-Ola 1448-1455-1454-1465-1468, etc.
AMT F-G-I-J-K

WILLIAMS 5 BALLS
Jungle
3 Coin
Music Man
Hollywood
Serenade
Ten Spot
Viking
Satellite
Blackjack
Cue Ball
Steeplechase
Clubhouse
Kickoff
Tic Tac Toe
Coquette
"21"
Highway
Metro
Three Coins
Space Ship
Reserve
Darts
Kismet
Valiant

GOTTLieB 5 BALLS
Texan
Melody Lane
Captain Kidd
Straight Shooter
Mademoiselle
Race Time
Picnic
Hi Diver
World Beauty
Whirlwind
Kewpie Doll
Double Action
Brite Star
Contest
Egghead
Folstoff
Miss Annabelle
Gondolier
Wagon Train
Sweet Sioux
Roto Pool
Atlas
Around the World
Seven Seas
Sittin' Pretty
Sunshine
Universe

DOMESTIC DISTRIBUTORS FOR:
- ROCK-OLA  •  UNITED  •  WILLIAMS
- MIDWAY  •  Pool Tables by FISHER

Call - Write - Cable for Prices
Cable EMCOMACH

A Division of EMPIRE COIN MACHINE EXCHANGE, Inc.

CHICAGO: 1012 N. Milwaukee
DETROIT: 7743 Puritan

EVERglade 4-2600
Diamond 1-5800
In Both Export and Domestic Markets, our good Reputation has been Established for over Twenty-Seven years.

Write for our equipment List-Priced, As-is, or Completely Reconditioned.

HAFFER MUSIC COMPANY
849 North High St., Columbus 15, Ohio.
Phone (614) 294-4614
MODERN MUSIC
2222 Tejon St., Denver 11
THOMPSON DIST.
1314 Pearl St., Denver 3
MOUNTAIN DISTRIBUTORS
3630 Downing Ave., Denver
AC 2-6518—Peter Geritz
(Rock-Ola)
STAR VENDING CO.
510 W. 4th Ave., Denver
(Northwestern)
STRUVE DISTRIBUTING CO., INC.
50 Rio Grande, Denver
222-9758—Stanley Larson
(Seeburg)

CONNECTICUT
ATLANTIC CONNECTICUT CORP.
171 Park Ave., E. Hartford
BU 4-2366—Max Periman
(Seeburg)
RUNYON SALES CO.
306 Tolland St., E. Hartford
BU 6-4303—Nat Gutkin
(Rowe AMI)

FLORIDA
ALL COIN AMUSEMENTS
247 N.H.W. 77 Terrace, Miami
BUSINESS INTERNATIONAL, INC.
60 Riverside Ave., Jacksonville
EL 6-0236—D. J. Barton
(Rowe AMI)
BUSINESS INTERNATIONAL, INC.
286 N. W. 29th St., Miami
653-6208—D. R. Trupmann
(Rowe AMI)
BUSINESS INTERNATIONAL, INC.
207 W. Cass St., Tampa
229-1624—William Whitcomb
(Rowe AMI)
CESAR R. SANDOVAL & CO.
F. O. Box 7305, Miami 55
Cesar R. Sandoval
(Rock-Ola)

ELI ROSS DISTRIBUTORS
2455 N.W. Terrace, Miami
SOUTHERN MUSIC DISTRIBUTORS, INC.
2465 Harper St., Jacksonville
EL 6-1644—R. E. Shields
(Wurlitzer)
SOUTHERN MUSIC DISTRIBUTORS, INC.
502 W. Central Ave., Orlando
GA 3-7261—H. F. Tripp
(Wurlitzer)
TARAN DISTRIBUTING, INC.
90 Riverside Ave., Jacksonville
ED 6-1551—Herb N. Gorman
(Rock-Ola, United Mfg.)
TARAN DISTRIBUTING, INC.
3401 N. W. 36th St., Miami
NE 5-2531—Sam Taran
(Rock-Ola, United Mfg.)
WOLFE DISTRIBUTING CO., INC.
310 Riverside Ave., Jacksonville
EL 6-0218—Simon Wolfe
(Seeburg)

GEORGIA
COASTAL SANITARY SALES
102 E. Liberty St., Savannah
AD 2-4106—R. J. Crokin
FRIEDMANN AMUSEMENT CO.
635-41 Boulevard, N.E., Atlanta
TR 3-303B—Jake Friedmann
(Seeburg)
G. K. GABRIELSON & CO., INC.
724 Memorial Dr., S.E., Atlanta
JA 5-7441—G. K. Gabrielson
(Seeburg)
H. B. HUTCHINSON JR.
1784 N.Decatur Rd., N.E., Atlanta
(Northwestern, Victor)
PEACH STATE MUSIC CO.
120 Boulevard, N.E., Atlanta
JA 3-7831—W. F. Buford
(Wurlitzer)

PEACH STATE MUSIC CO.
624 New St., Macon
SH 3-1588—W. N. Hawes
(Wurlitzer)
ROBINSON DISTRIBUTING CO., INC.
321 Edgewood Ave., S.E., Atlanta
JA 3-3456—Howard C. Robinson
(Rock-Ola)
SPARKS SPECIALTY CO., INC.
104 Edgewood Ave., N.E., Atlanta
JA 4-1415—R. M. Sparks
(United Mfg.)

HAWAII
AUTOMATIC VENDING MACH. CO.
583 California Ave., Wahiawa
Charles W. Tashima
(United Mfg.)
HAWAIIAN AMUSEMENT, LTD.
2248 South King St., Honolulu 14
Tsigio Kushiyama
(Wurlitzer)
R. F. JONES CO.
841 Halekaului St., Honolulu
506-721—John DeWiler
(Rowe AMI, Southland)
HAROLD OKIMOTO ENTERPRISES
568 Dillingham Blvd., Honolulu
83-237
960-205—Harold Okimoto
(Seeburg)
PLAYLAND COIN MACHINE CO.
Quindo (Bill) Pinzer
229 S. Hotel St.,
Honolulu 13, Hawaii—589-188
(DAR-MAR)
SERVICE MUSIC OF HAWAII
210 Makikua St., Honolulu
Raymond Cheoag
(Rock-Ola, Seeburg)

ILLINOIS
AMUSEMENT SUPPLY
707 Missouri Ave., East St. Louis
ATLAS MUSIC CO.
2122 N. Western Ave., Chicago
AR 6-5005—Nathan Feinstein
(Rowe AMI)
DONAN DIST.
3007 N. Kedzie Ave., Chicago
EMPIRE COIN MACHINE EXCHANGE
1012 N. Milwaukee Ave., Chicago.
EV 4-2600—Gilbert K. Kilt
(Rock-Ola, United Mfg.)
FIRST COIN MACH. EXCHANGE, INC.
1750 N. North Ave., Chicago
DI 2-0900—Sam A. Kolber
(Wurlitzer)
KING & CO.
2700 W. Lake St., Chicago
(Northwestern)
LOGAN DISTRIBUTING CO.
1850 W. Division St., Chicago
(Victor)
O. O. MALLEGG CO.
400 W. Madison St., Chicago
FR 2-4868—Dave Mallegg
(United Mfg.)
MIDWEST DIST.
208 N. Madison St., Rockford
NATIONAL COIN MACH. EXCH.
1413 W. Diversey Pkwy., Chicago
PROFIT VENDORS
2516 W. Lawrence Ave.,
Chicago 25
PURVEYOR SHUFFLEBOARD
4323 N. Western Ave., Chicago
WORLD WIDE DISTRIBUTORS
2722 W. Fullerton, Chicago
EV 4-2300
(Seeburg)
KENTUCKY
AUTOMATIC SALES CO., INC.
1012 Barrett Ave., Louisville 7
GL 6-3082
(DAR-MAR)

30 Years' Experience in EXPORT

JUKE BOXES
AMI
SEEKBURG
ROCK-OLA
WURLITZER

VENDING MACHINES
REBUILT
COFFEE
CIGARETTE
CANDY
SODA POP

PIN GAMES
•
BALLY
GOTTLIEB
WILLIAMS

Send for Complete Illustrated Circular and Price List

ATLAS MUSIC COMPANY
BRANCH OF ROWE-AC SERVICES DIVISION

Billboard International Coin Machine Directory

Cable: "ATMUSIC"—Chicago
2122 N. WESTERN AVENUE
CHICAGO 47, ILLINOIS, U. S. A.

78
AMERICA'S LEADING DOMESTIC AND EXPORT DISTRIBUTOR

We are Factory Distributors for the GOTTLIEB CO. Pin Games—WURLITZER Music Boxes—UNITED Shuffles, Bowlers and Guns—NORTHWESTERN Bulk Vendors—HARMON package vendors—FISCHER, IRVING KAYE & VALLEY Pool Tables—ALL TECH Kiddie Rides—AMERICAN Hand Dryers—FORWARD COMPANY Pro-Golfer—KLOPP'S Coin Counters and Sorters—MIDWAY Games and Guns—AMERICAN Shuffleboards and Pool Tables—AUTOMATIC Smokeshop—MUTOSCOPE Photo Machines, as well as other leading factories.

Our near new used equipment is the finest available in Kiddie Rides, Arcade Equipment, Music Boxes, Amusement Games and Vending Machines plus any parts that you may need at the most competitive prices.

It will pay you to place your Export and Domestic orders with us for dependable service and prompt attention. Write for our current Price-Bulletin.

M. S. GISSER
Sales Manager
CLEVELAND COIN INTERNATIONAL
2029 Prospect Cor. E. 21st St., Cleveland, Ohio
TO 1-6715 Cable: Clecoin

NEW 1963-1964 EDITION!
WORLD'S MOST COMPLETE
COIN MACHINE CATALOG—FREE
TO IMPORTERS!
64 PAGES—FULLY ILLUSTRATED!
PHONOGRAPHS—PIN GAMES—BINGO GAMES
BOWLING GAMES—SHUFFLE GAMES
TARGET GUNS—BASEBALL GAMES
ARCADe EQUIPMENT

Send for your copy today!

FIRST COIN MACHINE EXCHANGE, Inc.
1750 W. North Ave., Chicago 22, Ill., U.S.A. Cable: "FIRSTCOIN"—Chicago
AFTER 31 YEARS SERVING
THE WORLD’S COIN MACHINE MARKETS
OUR POLICY REMAINS UNCHANGED

We carry the WORLD’S LARGEST INVENTORY
We ONLY ADVERTISE WHAT WE HAVE IN STOCK
and GUARANTEE SATISFACTION ON EVERY SALE!

We are proud to be distributors for . . .
ROWE-AMI • ALL-TECH • CHICAGO COIN
WILLIAMS • MIDWAY
AUTO-PHOTO • IRVING KAYE

Also the following labels . . .
ABC-PARAMOUNT • ARGO CHANCELLOR • CHESS CHECKER
FLEETWOOD • KAPP • REPRISE
WARNER BROS. • SURE • WESTMINSTER
COMMAND • GRAND AWARD

Send for Complete Coin Machine Lists

DAVID ROSEN
Exclusive Coin Machine Distributor

855 North Broad Street
KANSAS
BIRD MUSIC DISTRIBUTORS, INC.
124-126 Poyntz Ave., Manhattan
FR 8-0225—A. Lou Piscik
(Rock-Ola)
UNITED DISTRIBUTORS, INC.
902 W. Second St., Wichita
AM 4-1111—M. Y. Blum
(Wurlitzer)

INDIANA
CALDERON DISTRIBUTING CO., INC.
433 N. Alabama St., Indianapolis
ME 4-8468—Albert Calderon
(Rock-Ola)
J & J DISTRIBUTORS, INC.
1661 W. 16th St., Indianapolis
ME 4-3571—Joseph Flynn
(Seeburg)

KIDDIEVILLE KIDDIE RIDES
325 S. 27th St., Richmond
2-2225—Joel A. Huntington
(All Tech, United Tool)
LEW JONES DIST. CO., INC.
1301 N. Capitol Ave., Indianapolis
ME 5-1593—Lewis L. Jones
(Wurlitzer)
PEANUT PRODUCTS CO.
1123 W. 21st St., Indianapolis
(Northwestern)
CARL SPEIS CO.
1000 W. Pennsylvania, Evansville
MA 4-5527—Carl Speis
(United Mfg.)

LOUISIANA
A.M.A. DISTRIBUTORS, INC.
500 Magazine St., New Orleans
529-2316—Robert E. Nims
(Rock-Ola, United Mfg.)
F.A.B. DISTRIBUTING CO., INC.
1019 Baronne St., New Orleans
JA 2-8123—R. G. DuPuy
(Wurlitzer)
LE BLANC VENDING CO.
P. O. Box 245, Breaux Bridge, La.
(Victor)
J. H. LYNCH CO., INC.
1601 S. Gayoso, New Orleans
866-9657—J. H. Lynch
NEW ORLEANS NOVELTY CO.
1055 Dryades St., New Orleans
529-7321—Louis Roosberg
(Bally, Chicago Coin, Williams,
Gottlieb, All-Tech.)

FIRST IN EXPORT

SCOTT CROSSE CO.
Bally Distributors

- Largest Spare Parts Department
- All Coin Operated Equipment

UPRIGHTS • BOWLERS
SHUFFLES • PINBALLS
KIDDIE RIDES • ARCADE
EQUIPMENT • MUSIC
6 CARDS • BINGOS

ScotT cresSe CO.
1732-42 Fairmount Avenue
Philadelphia, Pennsylvania
Center 6-4444

S & H DISTRIBUTING CO., INC.
1550 Bolinger Ave., Shreveport
422-1642—T. W. Hughes
(Rock-Ola)
SCHIRO VENDING SUPPLY
122 N. Carrollton Ave.
New Orleans
(Victor)
THE COIN MART
1035 Baronne St., New Orleans
WOLFE DISTRIBUTING CO., INC.
832 Baronne St., New Orleans
JA 2-9696—Earl Chatten
(Rock-Ola)
(Mendeley)
CALVIN SALES CO., INC.
425 W. North Ave., Baltimore
669-1499—Calvin Fradkin
(Oak, Acorn, Epsy, Cramer)
CHRIS NOVELTY
806 St. Paul St., Baltimore
EASTERN DISTRIBUTORS, INC.
140 W. Mt. Royal Ave., Baltimore
VE 7-7620—Nathan Solow
(Seeburg)
GENERAL VENDING SALES CORP.
239-245 W. Biddle St., Baltimore
VE 7-4119-20-21-1—J. F. Blumenfeld
(Rock-Ola, Southland)
MARMATIC SALES, INC.
1009 E. Baltimore St., Baltimore
Jennings, Keeney)
PARKWAY MACHINE CORP.
715 Ensor St., Baltimore 2
(Northwestern, Victor)
STATE SALES & SERVICE CORP.
1005 E. Baltimore, Baltimore
DI 2-3055—Sam Weisman
(United Mfg., Wurlitzer)

MASSACHUSETTS
BEAVER VENDING MACHINE &
SUPPLY CO. OF NEW ENGLAND
1280 Tremont St., Boston
427-9731—Plato N. Diamond
(Deaver)
CHAMPION NUT CO.
1194 Tremont St., Boston
(Victor)
NORTHWESTERN SALES & SERVICE
1194 Tremont St., Boston
(Northwestern)
REDD DISTRIBUTING CO., INC.
126 Lincoln, Brighton
AE 4-4040—S. redd
(Seeburg, Southland)
TRIMOUNT AUTOMATIC SALES CORP.
40 Waltham St., Boston
LI 2-9480—David S. Bond
(Rock-Ola, Southland)
THE WURLITZER CO.
78 Brookline Ave., Boston
CO 2-9080—James R. Hunter
(Wurlitzer)

MICHIGAN
ANGOTT DISTRIBUTING CO., INC.
2616 Puritan Ave., Detroit
UN 6-0773—Harold Christiansen Jr.
(Wurlitzer)
CENTRAL COIN EXCHANGE
2628 Puritan, Detroit 38
EMPIRE COIN MACHINE EXCHANGE
77-43 Puritan Ave., Detroit
DI 1-5900—Robert Wiley
(Rock-Ola, United Mfg.)
FABIANO AMUSEMENT
109 Liberty Ave., Buchanan
FABIANO SALES & SERVICE
7001 Fenkell Ave., Detroit
MARTIN & SNYDER CO.
12727 W. Warren, Dearborn
582-2300—G. A. Snyder
(Seeburg)
Distributors of New and Used Equipment

CHICAGO COIN
URBAN INDUSTRIES
VALLEY POOL TABLES
WURLITZER PHONOGRAPHs
AMERICAN SHUFFLEBOARD

Call or Write
Diamond Coin
Machine Exchange
609 Woodis Ave.
Norfolk 10, Va.
STOP BY AND TAKE A LOOK

AT OUR TOP LINE

OF PHONOGRAPHS

AND GAMES

We make the best deals in Indiana

EXCLUSIVE DISTRIBUTORS FOR

ROCK-OLA—BALLY—CHICAGO COIN

IRVING KAYE CO.

IMPORTERS

BIG SUPPLY OF GAMES AND MUSIC

ALWAYS IN STOCK. WRITE FOR LIST.

Contact Al Calderon

CALDERON DISTRIBUTING, INC.

433 N. Alabama St.  
Indianapolis, Ind.  
Phone: MErose 4-8468

MILLER-NEWMARK DIST. CO.
42 Fairbanks St., N.W.
Grand Rapids
GL 6-8807—Bill Miller  
(Rowe AMI)

MILLER-NEWMARK DIST. CO.
5743 Grand River Ave., Detroit
TY 8-2230, TY 8-1197—
A. L. Hebert  
(Rowe AMI)

ROHR SALES CO.
9854 Twelfth St., Detroit  
(Northwestern)

MINNESOTA

BROWN BROTHERS, INC.
2127 Washington Ave., N.
Minneapolis
JA 2-6648—Raymond W. Brown  
(Rock-Ola)

R. C. SALES & SERVICE
1926 University Ave., St. Paul
Kenneth Glenn  
(Rowe AMI)

LIEBERMAN MUSIC CO.
257 Plymouth Ave., N.
Minneapolis
PE 9-0031—H. Lieberman  
(Seeburg, Southland)

MAYFLOWER DIST.
2227 University Ave., St. Paul

SANDLER DISTRIBUTING CO.
405 Plymouth Ave., N.
Minneapolis
JA 9-9692—Irving R. Sandler  
(Wurlitzer, United Mfg.)

VENDALL DISTRIBUTING CO.
1820 E. 38th St., Minneapolis  
(Northwestern, Victor)

MISSOURI

B & G AMUSEMENT CO.
3113 Gillman Rd., Kansas City
JE 1-4163—Tudy Gulotta  
(United Mfg.)

THE OLDEST AND LARGEST DISTRIBUTOR

ON THE PACIFIC COAST

EXCLUSIVE DISTRIBUTORS FOR

SEEBURG CORP.
GOTTLIEB MFG. CO.
J. H. KEENEEY CO.

UNITED MFG. CO.
CHICAGO COIN
SOUTHLAND ENGINEERING

WILLIAMS MFG. CO.
MIDWAY MFG. CO.
IRVING KAYE CO.

We have substantial inventories at all times of

Phonographs  
Games  
Bowlers

Shuffle Alleys  
Arcade Equipment  
Write or Wire for Information

Advance Automatic Sales Co.

1350 Howard Street  
San Francisco 3, California

The oldest and largest distributor on the Pacific Coast.

Customer Service

1350 Howard Street  
San Francisco, Calif.
Bilotta’s Continued Pledge
to Coin Machine Operators
Everywhere

“TO SERVE YOU AS
THOUGH YOU WERE OUR
ONLY CUSTOMER”

Three conveniently located offices to serve N. Y. State Operators with Thoroughly Reconditioned Coin-Operated Equipment. Complete Sales, Service and Parts.

Exclusive Distributors for
WURLITZER • BALLY • GOTTlieB • WILLIAMS • STD. CHANGE MAKERS • HAMILTON SCALE CO. • ALL-TECH IND. • FISCHER SALES & MFG. CO. • A. H. DU GRENIER CO. • ROCK-OLA VENDORS • UNIVOX SCHOOL SUPPLIES • CHICAGO COIN • MIDWAY MFG. CO. • IRVING KAYE • UNITED • COAN-U-SELECT-IT VENDORS • ALL TECH IND. • FORWARD INDUSTRIES • INTER-AMERICAN STAMP VENDORS • SEILER VOICE PROJECTORS • MAR-VEND • AUTOMATIC PRODUCTS (SMOKE SHOP) • TAPE-ATHON • GOLD MEDAL PRODUCTS

NOW DELIVERING
FORWARD INDUSTRIES’
PRO-GOLFER

Open the door to new locations for greater profits with this exciting new opportunity.

THE SHOP-A-MAT

The new, all-purpose vendor—the vending machine of the future. The only complete merchandiser on the market . . . “the item you see is the item you get.”
Distributors for Rowe-AC Full Line Vending and for . . .

The NEW ROWE AMI Phonograph

- New Cabinet Styling
- New Top Talent Tune Display
- New Location Identification
- New Three-in-One Flexibility
- New Lightweight Mechanism
- New Front Access
- New Adjustable Tone Arm

ROANOKE VENDING EXCHANGE, INC.
4930 West Broad Street
Richmond 26, Virginia (Atlantic 2-4221)
JACK G. BESS, Pres.
HARRY D. MOSELEY, Exec. Vice-Pres.

Branches:
635 Ohio Avenue
Charleston, W. Va.
(Elbridge L. Fink)
Dickens S-0311
Rowe-AC Services

63 Commonwealth Ave.
Bristol, Va.
(Edgar M. Hudson)
North 9-7149

Charlotte, N. C.
(G. E. "Rusty" Derby)
Franklin 7-1310

Distributors for:
Valley Sales Co.
American Shuffleboard Co.
Chicago Dynamic Industries
Williams Electronic Mfg. Co.
J. H. Keeny & Co., Inc.
Walling Manufacturing Co.
Midway Manufacturing Co.
Automatic Products Co.

DISTRIBUTORS & SON
4711 E. 12th St., Kansas City
(Northwestern, Victor)

BRANDT DIST. CO., INC.
1809-11 Olive St., St. Louis
GA 1-3413—Norman W. Marsh
(Wurlitzer)

CENTRAL DISTRIBUTORS, INC.
2015 Olive St., St. Louis
MA 1-3511—Charles L. Kegels
(Rowe AMI)

CENTRAL DISTRIBUTORS, INC.
2015 Olive St., St. Louis
MA 1-3511—Norwood Yeatch
(United Mfg.)

GEORGE GLASS DIST. CORP.
1901 Delmar Blvd., St. Louis
GA 1-3622—George Glass
(Seeburg)

MARJAY VENDING CO.
562 N. Mosley Rd., St. Louis
(Northwestern)

MID-WEST DISTRIBUTORS
709 Linwood Blvd., Kansas City
WE 1-8776—J. W. Balk
(Wurlitzer)

MUSICAL SALES, INC.
2920 Locust St., St. Louis
JE 6-4310—J. H. McCormick
(Rock-Ola)

SUTHERLAND DIST. CO., INC.
2710 McGee Trafficway
Kansas City
HA 1-7446—Dave Sutherlend
(Seeburg, United Mfg.)

W. B. MUSIC CO., INC.
2900 Main St., Kansas City
JE 1-5715—Harry Silverberg
(Rowe AMI)

MONTANA
H. B. BRINCK
825-827 E. Front St., Butte
6726—Harry B. Brinck
(Rock-Ola)

PETE L. WEIH
P. O. Box 927, Havre

M O N R O E

COIN MACHINE EXCHANGE, INC., of CLEVELAND, OHIO

has but one long-established policy of conducting its business with coin machine operators, both domestically and internationally. That one policy is to deliver quality coin-operated equipment, fairly priced and to insure complete customer satisfaction on every purchase.

Our many trade-ins on new equipment affords a continued supply of good used amusement games and phonographs. If, by chance, you haven't given us the opportunity to serve your coin-operated equipment needs; then please think of us the next time you're in the market.

Exclusive Distributors for:

ROWE-AMI, CHICAGO COIN, WILLIAMS, IRVING KAYE & VALLEY SALES

Write or phone for our latest list of available coin-operated equipment.

2423 PAYNE AVE., CLEVELAND 14, OHIO  PHONE: S U P E R I O R  1-4600
"IMPERIAL"

Cue Sticks
Exclusive line of imported cues — in all lengths—48", 52", 57". Two piece jointed cues also available. These cues are sturdily constructed of the finest woods for years and years of service. By the dozen or by the gross.

"IMPERIAL"

Cloth
Highest quality billiard cloth. Rubber backed or unbacked. Sold by the bolt or pre-cut to size. Variety of colors available.

Balls
The finest imported Belgian balls, designed to last a lifetime. Complete sets (1-15), cue balls or odd replacements.

Slates
In all sizes. For tables requiring one-piece slates or three-piece slates for larger tables.

COMPLETE CATALOG ON REQUEST

Distributor and manufacturer inquiries invited

FOR BEST QUALITY AND PRICES BUY FROM ONE OF AMERICA'S LARGEST POOL TABLE SUPPLY HOUSES, CATERING TO THE COIN MACHINE INDUSTRY.

EASTERN NOVELTY DISTRIBUTORS, INC.

3726 Tonnele Avenue (Routes #1 and #9) UNion 4-2424 North Bergen, N. J.
In the Tulsa, Oklahoma, Area, Check First With

TULSA AUTOMATIC MUSIC CO.
(Established in 1952)
739 W. 5th TULSA, OKLAHOMA Phone: LU 4-4775

Be Sure to Note Our New Address.

HEADQUARTERS FOR ALL TYPES OF USED COIN MACHINES
Write for Complete List of Current Equipment and Prices.

ASK FOR R. C. HOGARD, PRESIDENT
OR
W. L. GREGG, SALES MGR.

Exclusive Distributors for:

ROCK-OLA MFG. VALLEY SALES CO.
AMERICAN SHUFFLEBOARD IRVING KAYE CO.

WORLD WIDE . . . TOPS IN:
EXPERIENCE—PRODUCTS—PARTS—SERVICE

• EFFICIENT, PROMPT SERVICE—under direction of Nate Feinsteind, Irving Ovitz, Harold Schwartz, Fred Skor—over 80 years' combined export experience!

• CONTINUOUS "ON LOCATION" TESTING*—quality equipment, thoroughly reconditioned, fully guaranteed!

• COMPLETE STOCK OF PARTS—always available for immediate shipment.

• WORLD'S BEST VALUES—low, low prices always prevail . . . special quantity prices on request!

*ALL RECONDITIONED PHONOGRAPH SET UP TO PLAY FOR AT LEAST 48 HOURS IN CONTINUOUS OPERATION—AFTER BEING COMPLETELY SHOPPED!

WORLD WIDE DISTRIBUTORS, Inc.
2732 W. FULLERTON AVE., CHICAGO 47, ILLINOIS, U.S.A.

Cable: "GAMES"—Chicago
### Importers...

You should be doing business with **TRIMOUNT**

**AMERICA'S FOREMOST EXPORTERS OF**

COIN-OPERATED PHONOGRAPHs,
AMUSEMENT MACHINES, AND
VENDING EQUIPMENT

Complete Parts Dept.—
large inventories available
for immediate shipment.

Write for monthly bulletin
and price list.

---

**TRIMOUNT**

**AUTOMATIC SALES CORP.**

Branch of Rowe AC Services
Division of Automatic Canteen Company of America

40 Waltham Street, Boston 18, Massachusetts

Tel. Liberty 2-9480  Cable: Tricoin, Boston

---

<table>
<thead>
<tr>
<th>NEW YORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBERT SIMON, INC.</td>
</tr>
<tr>
<td>537-9 10th Ave., New York</td>
</tr>
<tr>
<td>LO 4-0006—Albert Simon</td>
</tr>
<tr>
<td>(Rock-Ola)</td>
</tr>
<tr>
<td>AMERICAN REFRIGERATION EXPORT</td>
</tr>
<tr>
<td>59 Broadway, New York</td>
</tr>
<tr>
<td>WO 6-2130—Phillip H. Berritt</td>
</tr>
<tr>
<td>(Rock-Ola)</td>
</tr>
<tr>
<td>AMEROPA IMPORT &amp; EXPORT CO.</td>
</tr>
<tr>
<td>100 Park Terrace W., New York</td>
</tr>
<tr>
<td>Arnold Cortell</td>
</tr>
<tr>
<td>(Rock-Ola)</td>
</tr>
<tr>
<td>ATLANTIC N. Y. CORP.</td>
</tr>
<tr>
<td>843 10th Ave., New York</td>
</tr>
<tr>
<td>PL 7-3140—Meyer C. Parkoff</td>
</tr>
<tr>
<td>(Seeberg)</td>
</tr>
<tr>
<td>R. H. BELAM</td>
</tr>
<tr>
<td>23 E. 26 St., New York 10</td>
</tr>
<tr>
<td>BILOTTE ENTERPRISES, INC.</td>
</tr>
<tr>
<td>1226 Broadway, Albany</td>
</tr>
<tr>
<td>HO 2-5041—Robert Callin</td>
</tr>
<tr>
<td>(Wurlitzer)</td>
</tr>
<tr>
<td>BILOTTE ENTERPRISES, INC.</td>
</tr>
<tr>
<td>224 N. Main St., Newark</td>
</tr>
<tr>
<td>DE 1-1855—Neil P. Berard</td>
</tr>
<tr>
<td>(Wurlitzer)</td>
</tr>
<tr>
<td>CURACAO TRADING CO., INC.</td>
</tr>
<tr>
<td>120 Wall St., New York</td>
</tr>
<tr>
<td>HA 5-5454—Joseph Wortman</td>
</tr>
<tr>
<td>(Rock-Ola)</td>
</tr>
<tr>
<td>DAVIS DISTRIBUTING CORP.</td>
</tr>
<tr>
<td>738 Erie Blvd. E., Syracuse</td>
</tr>
<tr>
<td>GR 5-1631—Albert Wertheimer</td>
</tr>
<tr>
<td>(Seeberg)</td>
</tr>
<tr>
<td>DAVIS DISTRIBUTING CORP.</td>
</tr>
<tr>
<td>1231 Main St., Buffalo</td>
</tr>
<tr>
<td>EI 5500</td>
</tr>
<tr>
<td>(Seeberg)</td>
</tr>
<tr>
<td>DAVIS DISTRIBUTING CORP.</td>
</tr>
<tr>
<td>1056 Broadway, Albany</td>
</tr>
<tr>
<td>4-4511—Henry Wertheimer</td>
</tr>
<tr>
<td>(Seeberg)</td>
</tr>
<tr>
<td>DAVIS DISTRIBUTING CORP.</td>
</tr>
<tr>
<td>319 Alexander St., Rochester</td>
</tr>
<tr>
<td>HA 2785—Louis Icone</td>
</tr>
<tr>
<td>(Seeberg)</td>
</tr>
<tr>
<td>FLOWER CITY DISTRIBUTORS, INC.</td>
</tr>
<tr>
<td>389 Webster Ave., Rochester</td>
</tr>
<tr>
<td>OL 4-8020—Joseph Grillo</td>
</tr>
<tr>
<td>(Rock-Ola)</td>
</tr>
<tr>
<td>GRECO BROS. AMUSEMENT CO., INC.</td>
</tr>
<tr>
<td>Main St., Box G, Glasco</td>
</tr>
<tr>
<td>CH 6-8700—Thomas Greco</td>
</tr>
<tr>
<td>(Rock-Ola)</td>
</tr>
<tr>
<td>GRECO BROS. AMUSEMENT CO., INC.</td>
</tr>
<tr>
<td>1288 Broadway Ave., Albany</td>
</tr>
<tr>
<td>HO 5-0228—Jules Olshin</td>
</tr>
<tr>
<td>(Rock-Ola)</td>
</tr>
<tr>
<td>LEONARD HAINES CO., INC.</td>
</tr>
<tr>
<td>35 Mercer St., New York</td>
</tr>
<tr>
<td>WO 6-1620—Leonard Haines</td>
</tr>
<tr>
<td>(United Mfg.)</td>
</tr>
<tr>
<td>MIKE MUNVES</td>
</tr>
<tr>
<td>577 Tenth Ave., New York</td>
</tr>
<tr>
<td>MUNDIAL COMMERCIAL CORP.</td>
</tr>
<tr>
<td>Empire State Bldg.</td>
</tr>
<tr>
<td>350 Fifth Ave., New York 1</td>
</tr>
<tr>
<td>Wisconsin 7-5659—Suren Fesjian</td>
</tr>
<tr>
<td>(Southland)</td>
</tr>
<tr>
<td>MUSICAL DISTRIBUTORS CORP.</td>
</tr>
<tr>
<td>1640 Bedford Ave., Brooklyn</td>
</tr>
<tr>
<td>BU 7-5000—Harold B. Kaufman</td>
</tr>
<tr>
<td>(Wurlitzer)</td>
</tr>
<tr>
<td>MUSICAL DISTRIBUTORS CORP.</td>
</tr>
<tr>
<td>841 10th Ave., New York</td>
</tr>
<tr>
<td>JU 6-7782—Max Guiden</td>
</tr>
<tr>
<td>(Wurlitzer)</td>
</tr>
<tr>
<td>NORTHEASTERN SALES &amp; SERV. CO.</td>
</tr>
<tr>
<td>446 W. 36th St., New York</td>
</tr>
<tr>
<td>LO 6-4667—Moe Mandell</td>
</tr>
<tr>
<td>(Northwestern, Victor Vending)</td>
</tr>
<tr>
<td>REX-BILOTTE DIST. CO.</td>
</tr>
<tr>
<td>821 S. Salina St., Syracuse</td>
</tr>
<tr>
<td>GR 6-6-27—Jack Shawcross</td>
</tr>
<tr>
<td>(Wurlitzer)</td>
</tr>
<tr>
<td>RUNTON SALES CO.</td>
</tr>
<tr>
<td>593 10th Ave., New York</td>
</tr>
<tr>
<td>LO 4-1880—Barnett Sugarman</td>
</tr>
<tr>
<td>(Rowe AMI, Southland)</td>
</tr>
</tbody>
</table>
WISCONSIN’S LEADING DISTRIBUTOR

(Established 1939)

All Equipment Guaranteed and Reconditioned

UNITED, INC.

Specializes in Delivery of Clean, Used

WURLITZER PHONOS—all models

Ask to be placed on our Export Mailing List. Completely Reconditioned or as is Phonos and Games. Tell us what you want . . . we’ll deliver via the Milwaukee Seaway Port.

Exclusive Distributors for

The Wurlitzer Co. .......... Phonographs
Tape-Athon Corp. .......... Background Music
Valley Sales Co. .......... Pool Tables

Now serving operators from our new, improved and larger headquarters

Call: HARRY JACOBS

1907 No. 3rd Street, Milwaukee, Wisconsin

Phone: BR 3-8474
LAKE CITY AMUSEMENT Says:
With ROCK-OLA . . .
"You Get More With The Big Three for 63"
FOR USED GAMES AND MUSIC CALL OR WRITE:
LAKE CITY AMUSEMENT INC.
4533 Payne Avenue, Cleveland 3, Ohio, Tel. (Area Code 216) HE 1-4100

FREE—1963 EXPORT CATALOG—FREE
Illustrations of all models of
JUKE BOXES, AMUSEMENT MACHINES, RIDES,
with current market prices in the USA.
A valuable BUYING GUIDE for importers.
Send for your FREE copy today
DUARTE INTERNATIONAL SALES CO., INC.
835 E. 31 St., Los Angeles 11, Calif.

OKLAHOMA
AUTOMATIC MUSIC DIST.
900 N. Western Ave.
Oklahoma City
CE 3-5456—Harlan L. Drake
(Rowe Ami, Southland)
C. A. CULP DISTRIBUTING CO.
614 W. Grand Ave.
Oklahoma City
CE 2-3961—C. A. Culp
(Rowe Ami, United Mfg.)

OREGON
DUNIS DISTRIBUTING CO.
1003 S. W. Front St., Portland
CA 2-1797—Louis Dunis
(Seeburch)

OHIO
J. M. NOVELTY CO.
5555 Mahoning Ave., Youngstown
SW 9-8256—Joseph M. Abraham
(Rock-Ola)
LJ TK CITY AMUSEMENT CO., INC.
1827 Adams St., Toledo
CH 8-3339—Stanley Knoll
(Wurlitzer, United Mfg., Northwestern)

SOUTH CAROLINA
FRIEDMAN AMUSEMENT
2009 Main St., Columbia
G. K. GABRIELSON & CO.
2008 Main St., Columbia

SOUTH DAKOTA
GORDON STOUT CO.
125 N. Monroe, Pierre
CA 4-4097—Gordon Stout
(Rock-Ola)

TENNESSEE
COINAUTOMATIC DIST. CO.
241 W. Main, P. O. Box 364
Johnson City
WA 6-3642—Henry Swany
(Rock-Ola, United Mfg.)
CURTIS PRODUCTS
5719 Ringgold Road
Chattanooga 11
MA 0-5945
(DAR-MAR)
GAME SALES CO., INC.
202 S. Camilla Ave., Memphis
BR 5-1212—Bob Good
(United Mfg.)
HERMITAGE MUSIC CO.
400 S. 4th Ave., S., Nashville
AL 6-5666—C. V. Hitchcock
(Rowe Ami)

STATE SALES & SERVICE CORP.
1005-07 EAST BALTIMORE ST.
BALTIMORE 2, MARYLAND
Exclusive Distributors for:
• THE WURLITZER CO.
• UNITED MANUFACTURING CO.
• J. H. KEENEY & CO., INC.
• MIDWAY MANUFACTURING CO.
• IRVING KAYE CO., INC.
• UNIVERSAL PRODUCTS, INC.

OUR VOLUME SALES GIVE US LOTS OF PHONOGRAPH • SHUFFLE
ALLEYS • BOWLING ALLEYS • BINGO • 5 BALLS • AND
ARCADE EQUIPMENT FOR EXPORT
PRICED RIGHT.
BETTER • FASTER • CHEAPER
FROM THE PORT OF BALTIMORE
MICKEY ANDERSON AMUSEMENT

— Serving Operators since 1939 —

DISTRIBUTORS FOR:
- Bally Manufacturing Co., Inc.
- Irving Kaye Co.
- Valley Sales Corp.
- Games, Inc.

Mickey Anderson AMUSEMENT
314 E. 11 St., Erie, Pa.
Phone: (814) 2-3207

NATIONAL COIN
Exporting to all parts of the world for a quarter of a century!
- All Types Coin-Operated Equipment, New and Used.
- Completely Reconditioned
Gottlieb 5-Ball Pin Games
Phonographs—all makes and models
Kiddie Rides • Bowlers, etc.
Send for literature and price list

NATIONAL COIN MACHINE EXCH.
1411-13 Diversey, Chicago 14, Ill., U. S. A.
Phone: BUckingham 1-8211
CABLE: “NATCOINCO”—CHICAGO

ROCK CITY DISTRIBUTING CO., INC.
108 Lafayette St., Nashville
CH 2-4355—Thomas H. Watts
(Wurlitzer, United Mfg.)

SAM DISTRIBUTING CO., INC.
1074 Union Ave., Memphis
BR 5-1133—Alan Dixon
(Rock-Ola)

SAMMONS-PENNINGTON CO.
1049 Union Ave., Memphis
BR 5-1212—George Sammons
(Seeburg)

SANDERS DISTRIBUTING CO.
612 Eighth Ave., S., Nashville
AL 5-4119—Harry R. Sanders
(Rock-Ola)

SOUTHERN AMUSEMENT DIST. CO.
638 Madison Ave., Memphis
JA 5-3609—Mrs. C. G. C. Hodge
(Row A M E)

STANDARD AUTOMATIC DISTRIBUTING
1269 Madison Ave., Memphis
BR 5-1206—Ed Newell
(Wurlitzer)

TEM-TUCKY SERVICE, INC.
313 7th Ave., S., Nashville
AL 5-1129—Fred Smith
(Seeburg)

VENDORS DISTRIBUTING CO.
682 Madison Ave., Memphis
(Northwestern)

TEXAS

AMUSEMENT DISTRIBUTORS, INC.
1615 St. Emanuel St., Houston
CA 7-3347—E. S. Rothrock
(Rock-Ola)

BEAVER DISTRIBUTING CO.
3200 Irving Blvd., Dallas
ME 1-6226—Charles M. Grodin

ONE OF AMERICA'S OLDEST AND LARGEST
COIN MACHINE DISTRIBUTORS

Factories Distributors for ALL-TECH—CHICAGO COIN—FISHER—GAMES, INC.—GOTTLIEB—MUTOSCOPE—ROCK-OLA—WILLIAMS—SOUTHLAND
ENGINEERING.

Look to the GENERAL for LEADERSHIP in all types of equipment—we ship domestic and export to all the World thru the World Port of Baltimore.

General Vending Sales Corp.
245 W. Biddle St., Baltimore 1, Md. Phone: 837-4120, Area Code—301
Established 1925—Our 39th Year of Superior Service

GAMES ★ MUSIC ★ ARCADE EQUIPMENT
Check BANNER First!

1641 H. Broad Street
Philad., Pa.  5-5000
1508 Fifth Avenue
Pittsburgh, Pa.  5R 1-1373
EXCLUSIVE UNITED MFG. CO. DISTRIBUTOR

ACTIVE
THE LARGEST GOTTLIEB
DISTRIBUTOR IN THE COUNTRY!

Reconditioned equipment for export.

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Phila. 30, Pa.
P.O. Box 9-4495
Write or wire for prices

You can ALWAYS depend on ACTIVE ALL WAYS

Billboard International Coin Machine Directory
## U. S. Coin Machine Trade Associations

**National Associations**

Music Operators of America  
228 N. LaSalle St.  
Chicago  
Bob Blundred, Executive Director

National Automatic Merchandising Association  
7 S. Dearborn St.  
Chicago  
Tom Hungerford, President

30 N. LaSalle St.  
Chicago  
Bob Silfer, Executive Director

National Vendors Association  
134 N. LaSalle St.  
Chicago  
Ted Raynor and Don Mitchell, Counsel

**State or Area Associations**

Anthracite Music Operators Assn.  
P. O. Box 348  
Scranton, Pa.

Amusement Guild of South Jersey  
1315 Walnut St.  
Philadelphia

Amusement Machines Assn. of Philadelphia  
685 N. Broad St.  
Philadelphia 30  
Joe Silverman, Executive Director

Amusement Machine Operators Assn.  
2441 N. Charles St.  
Baltimore  
Irv Goldner, President

Automatic Phonograph Owners Assn.  
1010 Traction Bldg.  
Cincinnati

Arizona Music Guild  
844 9 Ave.  
Phoenix

California Music Merchants Assn.  
128 14 St.  
Oakland 6, Calif.  
George Miller, President

Illinois Amusement Assn.  
208 N. Madison St.  
Rockford, Ill.

Iowa Music Operators Assn.  
1337 Second Ave.  
Des Moines

Kansas Independent Music Merchants  
309 Ncoho St.  
Emporia, Kan.

Missouri Amusement Machine Assn.  
705 Olive St., Room 1420  
St. Louis

Montana Music Guild  
204 Fourth St., South  
Great Falls, Mont.

Music Guild of Nebraska  
1430 S. 13 St.  
Omaha

Howard Ellis, President  
Music Guild of New Jersey  
100 Astor St.  
Newark, N. J.  
Dick Steinberg, Executive Director

Music Guild of Southern Illinois  
414 Langdon Ave.  
Alton, Ill.

Music Operators Association of Mass.  
29 Sunnyside Ave.  
Arlington 74, Mass.

Music Operators of Connecticut  
190 Trumbull St.  
Hartford, Conn.  
Abe Fish, President

Music Operators of New York, Inc.  
250 W. 57 St.  
New York, N. Y.  
Al Denver, President

Music Operators of Southern Illinois  
800 Lincoln Ave.  
Skokie, Ill.

Music Operators of St. Joseph Valley  
130 N. Ironwood Dr.  
Mishawaka, Ind.

Music Operators of Virginia  
2001 W. Main St.  
Richmond 20  
Hy Lesnick, President

New York State Operators Guild, Inc.  
P. O. Box 371  
Beacon, N. Y.  
Jack Wilson, President

New York State Coin Machine Assn.  
c/o Mrs. Millie McCarthy  
Hurleyville, N. Y.

North Dakota Music Operators Assn.  
723 Mandan St.  
Bismarck, N. D.

North Florida Coin Operators Assn.  
695 W. Monroe St.  
Jacksonville, Fla.

Oregon Music Operators Assn.  
1226 Southwest 16  
Portland 3, Ore.

Phonograph Merchants Assn.  
Holllenden Hotel, Rooms 278-280  
Cleveland 14

Recorded Music Service Assn.  
188 W. Randolph St.  
Chicago 1  
Earl Kies, President

South Dakota Phonograph Operators Assn.  
125 N. Monroe St.  
Pierre, S. D.  
Gordon Stout, President

Music Operators of Ohio  
127 Tremont St., S.W.  
Massillon, O. (Ed Elum)

Tri County Music Assn.  
361 Columbia Ave.  
Cifffside Park, N. J.

West Virginia Music Operators Assn.  
P. O. 1122  
Huntington, 14, W. Va.

Vermont Coin Operators Assn.  
c/o Wm. Arrison  
Chester, Vt.

Washington Music Guild  
2932 12 St., N.W.  
Washington, D. C.

Westchester Operators Guild, Inc.  
116 N. Main St.  
Port Chester, N. Y.  
Carl Pavesi, President

Wisconsin Music Merchants Assn.  
P. O. Box 14  
Beaver Dam, Wis.

---

*Billboard International Coin Machine Directory*
## INTERNATIONAL AIR FREIGHT CARRIERS

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Address</th>
<th>City</th>
<th>Country</th>
<th>Address</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEROLINEI</td>
<td>43 Upper O'Connell St.</td>
<td>Dublin</td>
<td>AIREALINEI</td>
<td>97 Plameroweg</td>
<td>The Hague</td>
</tr>
<tr>
<td>(IRISH AIR</td>
<td>(Aerline, Dublin)</td>
<td></td>
<td>(N)</td>
<td>(KLM Royal Dutch Airlines N, S)</td>
<td></td>
</tr>
<tr>
<td>AIRLINES</td>
<td>Paseo Colon 185</td>
<td>Buenos Aires</td>
<td>(N)</td>
<td>Plesmanweg 1</td>
<td></td>
</tr>
<tr>
<td>ARGENTINA</td>
<td>Maipu 484—1st and 2nd floor</td>
<td>Buenos Aires</td>
<td>(P)</td>
<td>The Hague, Netherlands (Transaeratelex, The Hague)</td>
<td></td>
</tr>
<tr>
<td>(S)</td>
<td></td>
<td></td>
<td>(S)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AERONAVES</td>
<td>Ave. de los Hangares 416</td>
<td>Mexico 9</td>
<td>(S)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DE MEXICO</td>
<td></td>
<td>(Aeronaives, Mexico)</td>
<td>(S)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(S)</td>
<td></td>
<td></td>
<td>(S)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AEROVIA</td>
<td></td>
<td>(Avianca, Bogota)</td>
<td>(S)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NACIONALES</td>
<td>Air France (N)</td>
<td>2 rue Marbeuf</td>
<td>(Avianca, Bogota)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DE COLUMBIA</td>
<td>97 Plameroweg</td>
<td>97 Plameroweg</td>
<td>(Avianca, Bogota)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(S)</td>
<td></td>
<td></td>
<td>(Avianca, Bogota)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AIR INDIA</td>
<td>3d Floor, New India Assurance Bldg.</td>
<td>New Delhi</td>
<td>IBERIA</td>
<td>Avenida de America 2</td>
<td>Madrid</td>
</tr>
<tr>
<td>(N)</td>
<td>Mahatma Gandhi Road</td>
<td></td>
<td>(S.A.)</td>
<td>Avenida de America 2</td>
<td>Madrid</td>
</tr>
<tr>
<td>AIITALIA</td>
<td>Fort, Bombay</td>
<td>Fort, Bombay</td>
<td>JAPAN AIR</td>
<td>KLM Royal Dutch Airlines N, S</td>
<td>Plesmanweg 1</td>
</tr>
<tr>
<td>LINEE AEREE</td>
<td>(Airindia, Bombay)</td>
<td></td>
<td>LINES</td>
<td>The Hague, Netherlands (Transaeratelex, The Hague)</td>
<td></td>
</tr>
<tr>
<td>ITALIANE</td>
<td>92 viale Marescillo Pilsudski</td>
<td>Rome, Italy</td>
<td>LINEA AEREA</td>
<td>Los Cerrillos Airport</td>
<td>Santiago, Chile</td>
</tr>
<tr>
<td>ITALIANE</td>
<td>(Altitalia, Rome)</td>
<td></td>
<td>NACIONAL</td>
<td>(Lanchile, Santiago)</td>
<td></td>
</tr>
<tr>
<td>LINEA AEREA</td>
<td>El Al Israel Airlines Limited (N)</td>
<td>Lod Airport</td>
<td>NORTHWEST</td>
<td>Minneapolis/St. Paul International Airport</td>
<td>St. Paul</td>
</tr>
<tr>
<td>NACIONAL</td>
<td>Israel</td>
<td></td>
<td>AIRLINES</td>
<td>St. Paul 11</td>
<td>(Nwair, St. Paul)</td>
</tr>
<tr>
<td>(S)</td>
<td>(Israelal, Lod Airport)</td>
<td></td>
<td>(P)</td>
<td>(Nwair, St. Paul)</td>
<td></td>
</tr>
<tr>
<td>EMPRESA DE</td>
<td>Empresa De Viasao Aerea Rio</td>
<td>257 Avenida</td>
<td>VENEZOLANA</td>
<td>Edificio Caracas, 70 Piso</td>
<td>Caracas</td>
</tr>
<tr>
<td>VIAÇÃO</td>
<td>Grancense (S)</td>
<td>Rio Branco, 10th floor</td>
<td>(S.A.)</td>
<td>Dr. Paul a Marron</td>
<td>Caracas, Venezuela</td>
</tr>
<tr>
<td>AEREO  RIO</td>
<td>(Varig)</td>
<td>Rio de Janeiro</td>
<td>(S.A.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(S)</td>
<td></td>
<td>(Savarigair, Rio)</td>
<td>(S.A.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Varig)</td>
<td></td>
<td></td>
<td>(S.A.)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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. 1, 2-chome
Marunouchi, Chiyoda-ku
Tokyo
(Jalc, Tokyo)

KLM Royal Dutch Airlines (N, S)
Plesmanweg 1
The Hague, Netherlands
(Transaeratelex, 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
Dr. Paul a Marron
Caracas, Venezuela
(Viasaven, Caracas)
### New Plastic Shuffle Alley PUCKS

- Beautiful white plastic with stainless steel insert
- Tough durable
- Exact weight
- Jumbo size only

<table>
<thead>
<tr>
<th>PICTURE &amp; CART BRAND</th>
<th>NEEDLE NUMBER</th>
<th>POINT MATERIAL AND RADIUS</th>
<th>PHONOGRAPH MAKE AND MODEL NO.</th>
<th>PRICE EACH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1 Mil Sapphire</td>
<td>AMI C, D, E</td>
<td>.45</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 Mil Diamond</td>
<td>Rockola 1432 thru 1465</td>
<td>1.65</td>
</tr>
<tr>
<td></td>
<td>09-1010</td>
<td></td>
<td></td>
<td>1.60</td>
</tr>
<tr>
<td></td>
<td>09-1011</td>
<td></td>
<td></td>
<td>.40</td>
</tr>
<tr>
<td></td>
<td>09-1020</td>
<td>7 Mil Sapphire</td>
<td>Rockola 1484 thru 408</td>
<td>.90</td>
</tr>
<tr>
<td></td>
<td>09-1021</td>
<td>7 Mil Diamond</td>
<td></td>
<td>1.65</td>
</tr>
<tr>
<td></td>
<td>09-1100</td>
<td>1 Mil Sapphire</td>
<td>AMI &quot;F&quot;</td>
<td>.80</td>
</tr>
<tr>
<td></td>
<td>09-1111</td>
<td>1 Mil Diamond</td>
<td></td>
<td>1.65</td>
</tr>
<tr>
<td></td>
<td>09-1120</td>
<td>1 Mil Sapphire</td>
<td>AMI &quot;G&quot;</td>
<td>.80</td>
</tr>
<tr>
<td></td>
<td>09-1130</td>
<td>1 Mil Diamond</td>
<td></td>
<td>1.65</td>
</tr>
<tr>
<td></td>
<td>09-1131</td>
<td></td>
<td></td>
<td>1.60</td>
</tr>
<tr>
<td></td>
<td>09-1140</td>
<td>7 Mil Sapphire</td>
<td>AMI K, Lyric, Continental Stereo United Stereo</td>
<td>.90</td>
</tr>
<tr>
<td></td>
<td>09-1141</td>
<td>7 Mil Diamond</td>
<td>Rockola 1468ST, 1475ST, 1478, 1485</td>
<td>.85</td>
</tr>
<tr>
<td></td>
<td>09-1200</td>
<td>1 Mil Diamond</td>
<td></td>
<td>.90</td>
</tr>
<tr>
<td></td>
<td>09-1210</td>
<td>1 Mil Diamond</td>
<td></td>
<td>1.45</td>
</tr>
<tr>
<td></td>
<td>09-1220</td>
<td>7 Mil Sapphire</td>
<td>AMI I. J (Stereo)</td>
<td>.95</td>
</tr>
<tr>
<td></td>
<td>09-1221</td>
<td>7 Mil Die-Sapp</td>
<td>Wurlitzer Stereo Models 2300 thru 2600</td>
<td>.85</td>
</tr>
<tr>
<td></td>
<td>09-1222</td>
<td>7 Mil Die-Dia.</td>
<td></td>
<td>3.25</td>
</tr>
<tr>
<td></td>
<td>09-1300</td>
<td>7 Mil Sapphire</td>
<td>Wurlitzer Stereo Models 2700</td>
<td>.90</td>
</tr>
<tr>
<td></td>
<td>09-1310</td>
<td>7 Mil Die-Sapp.</td>
<td></td>
<td>1.45</td>
</tr>
<tr>
<td></td>
<td>09-1311</td>
<td>7 Mil Die-Dia.</td>
<td></td>
<td>1.60</td>
</tr>
<tr>
<td></td>
<td>09-1320</td>
<td>7 Mil Diamond</td>
<td></td>
<td>3.25</td>
</tr>
<tr>
<td></td>
<td>09-1321</td>
<td>7 Mil Die-Sapp.</td>
<td>Wurlitzer Stereo Models 2700</td>
<td>.90</td>
</tr>
<tr>
<td></td>
<td>09-1322</td>
<td>7 Mil Die-Dia.</td>
<td></td>
<td>1.45</td>
</tr>
<tr>
<td></td>
<td>09-1400</td>
<td>1 Mil Sapphire</td>
<td>Seeburg M-100B, 100C, 100G, 100W</td>
<td>.90</td>
</tr>
<tr>
<td></td>
<td>09-1410</td>
<td>1 Mil Diamond</td>
<td></td>
<td>2.90</td>
</tr>
<tr>
<td></td>
<td>09-1411</td>
<td></td>
<td></td>
<td>2.85</td>
</tr>
<tr>
<td></td>
<td>09-1420</td>
<td>1 Mil Sapphire</td>
<td>Seeburg 100R, V560</td>
<td>3.50</td>
</tr>
<tr>
<td></td>
<td>09-1421</td>
<td>1 Mil Diamond</td>
<td>V-200, KD200, L-100, 101, 161, 201</td>
<td>3.45</td>
</tr>
<tr>
<td></td>
<td>09-1430</td>
<td>7 Mil Sapphire</td>
<td>Seeburg 220, 222</td>
<td>3.60</td>
</tr>
<tr>
<td></td>
<td>09-1431</td>
<td>7 Mil Diamond</td>
<td>Q1000, Q160, AY100, AY200, DS &amp; LPC</td>
<td>3.55</td>
</tr>
<tr>
<td></td>
<td>09-1520</td>
<td>Imported Cobra Cart</td>
<td>Wurlitzer 1100</td>
<td>1.50</td>
</tr>
<tr>
<td></td>
<td>09-1521</td>
<td>Genuine Zenith Cobra Diamond Cobra Cart</td>
<td></td>
<td>1.45</td>
</tr>
<tr>
<td></td>
<td>09-1522</td>
<td>Diamond Cobra Cart</td>
<td></td>
<td>4.00</td>
</tr>
</tbody>
</table>

$25.00 each in dozen lots

Peach State DISTRIBUTING CO., INC. 130 BOULEVARD, N. E. ATLANTA 12, GEORGIA

THE SOUTH’S LARGEST DISTRIBUTOR OF COIN MACHINE PARTS & SUPPLIES

DISTRIBUTORS write for quantity prices

Telephone: Jacks 3-7831
alarm systems

Aetna Automatic Vending Corp.
151 W. 86th St.
New York, N. Y.

Auto-Matic Alarm Systems
2268 S. Parkway
Chicago 16

Babaco Alarm Systems, Inc.
723 Washington St.
New York

D & B Mfg. Co.
1601 Poplar
Anderson, Ind.

Sentron, Inc.
119 Dover St.
Somerville, Mass.

Vendalarm, Inc.
12135 Chandler Blvd.
North Hollywood, Calif.

background music

AC Automatic Services, Inc.
18 S. Michigan Ave.
Chicago 3, Ill.

Cousino Electronics Corp.
1941 Franklin Ave.
Toledo 2, O.

Jay Electronics, Inc.
65-37 Fresh Meadow Lane
Flushing, 65, N. Y.

National Sound Systems, Inc.
44-28 Hunter St.
Long Island City, N. Y.

Seeburg Corp.
1510 N. Dayton
Chicago 22, Ill.

Tape-Atheon Corp.
523 S. Hindry
Inglewood, Calif.

changepmakers & coin mechanisms

Automatic Products Co.
301 Chestnut St.
St. Paul 2

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

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

The Northwestern Corp.
181 Armstrong St.
Morris, Ill.

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

ABT Products.

cleaning compounds

Barrett Chemical Co.
H and Luzerne Sts.
Philadelphia 24

Beaver Laboratories, Inc.
469 Jericho Turnpike
Mineola, N. Y.

Glass Cleaner.

Bernard Food Industries, Inc.
Chemart Laboratories Div.
217 N. Jefferson St.
Chicago 6

Detergent & Sanitizer.

Camie Co.
9225 Watson Industrial Pk.
St. Louis 19

Cleaner-Disinfectant.

Certified Laboratories
P. O. Box 2493
Fort Worth

Liquid Cleaners.

HOW MUCH?

CAN YOU AFFORD NOT TO BE SURE?

JOHNSON COIN COUNTERS
Counts Coins Fast — Counts Them Accurately

In your business coins are received in volume. The lifeblood of your profits is in keeping a tight check on these coin receipts.

Johnson coin counters help you do the job of coin counting with lightning-fast speed, accuracy — and at a real saving over competitive brands.

Whether you choose a counter-packager or the new “Price-Less” counter-sorter, you can depend on the name Johnson for rugged dependability in daily use — year after year. And you'll find your coin counter quickly pays for itself through increased accuracy in your receipts.

So, isn't it time that you made sure of your profits with a Johnson coin counter?

JOHNSON'S NEW ECONOMY
“PRICE-LESS” COUNTER-SORTER

Completely utilitarian with rugged dependability at the lowest possible cost. Electrically counts and sorts mixed pennies, nickels, dimes, quarters and half-dollars in one operation. Equipped with large, easy-to-read registers which totalize the count of each denomination in dollars and cents. Tested speed of coin count over 500 coins per minute.

JOHNSON'S DEPENDABLE
Counter-Packagers (Manual and Electric)

An outstanding value. Counts and wraps up to 175 rolls of coins per hour or bags up to 35,000 coins per hour. Handles all sizes coins and tokens. Will wrap or bag. Features quick setting lock for package count; double check for package count; feed roller adjustable for long wear. Easy to clean.

PRICED RIGHT — PERFORMANCE PROVEN

For full details including illustrated literature on complete line of Johnson coin sorters, coin packagers, crimpers and wrappers, contact:

JOHNSON FARE BOX COMPANY
SUBSIDIARY OF BOWSER, INC.
4619 N. Ravenswood Ave. • Chicago 40, Illinois

NEW YORK: 30 East 42nd Street, New York 17, N.Y. • SUNNYVALE, CALIF.: 102 Sunnyvale Ave.
Royal Industrial Product Co.
961 Amsterdam St.
Woodstock, Ill.
Motor Cleanser.

Economics Laboratory, Inc.
914 Guardian Bldg.
St. Paul 1
Powder Bleach.

The Fumol Corp.
Van Dam St. and Borden Ave.
Long Island City, N. Y.
Insect Control.

Harwin Industries
27 Morton St.
Brooklyn 11
Tablet-Form Cleanser.

National Chemsearch Corp.
P. O. Box 10087
Dallas 7
Solvent.

Oakite Products, Inc.
19 Rector St.
New York 66
Cleaners and Sanitizers.

Purex Corp.
Industrial Div.
Philadelphia 31
Detergent.

Reliance Chemicals Corp.
P. O. Box 19343
Houston 24
Liquid.

Rochester Germicide Co.
335 Hollenbeck St.
Rochester 21, N. Y.
Cleaner-Disinfectant.

Standard Solvent Co.
624 S. Michigan
Chicago
Cleanser.

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

**coin bags**

Abbott Coin Counter Co., Inc.
P. O. Box 1341
Greenwich, Conn.

Bemis Bros. Bag Co.
408 Pine St., Box 139
St. Louis 1

Can-Pro
19 E. McWilliams St.
Fond du Lac, Wis.

Lewis Mercantile Co.
40 Great Jones St.
New York

**coin boxes**

Abbott Coin Counter Co., Inc.
P. O. Box 1341
Greenwich, Conn.

Johnson Fare Box Co.
4619 N. Ravenswood
Chicago 40
Self-Locking Cash Box.

Major Metalfab, Inc.
Box 3323
Chicago 54

M. H. Rhodes, Inc.
30 Bartholomew Ave.
Hartford, Conn.

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

Safeguard Coin Box, Inc.
Broad St. Bank Bldg.
Room 903
Trenton 8, N. Y.

**coin chutes**

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

Heath Sales Co.
570 Poplar
Macon, Ga.

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

**coin handling wrapping equipment**

Abbott Coin Counter Co., Inc.
P. O. Box 1341
Greenwich, Conn.
Coin Counter-Wraper, Sorter.

American Business Machine, Inc.
573 Broadway
New York 12
Coin Sorter-Coin-Wraper.

Brandt Automatic Cashier Co.
515-517 First St.
Watertown, Wis.
Coin Counter-Packager, Coin Sorter-Coin Center.

Duarte International Sales Co., Inc.
835 E. 31st St.
Los Angeles 11
Coin Sorter-Coin-Wraper.

Globe Distributing Co.
1623 N. California Ave.
Chicago
Coin Sorter, Counter, Wrapper.

Johnson Fare Box Co.
4619 N. Ravenswood
Chicago 40
Coin Wrapper, Sorter-Coiner, Counter-Wraper.

King Koi Sorter Co.
P. O. Box 1043
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-Coiner.

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
**penny mechanisms**

Automatic Products 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.

---

**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 tailgates. 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 UP and DOWN STAIRS without a nick or a scratch

**YEATS Everlast COVERs & PADS**

All purpose covers and pads

SEND postcard for full information on our complete line TODAY!

**YEATS appliance dolly sales co.**

Milwaukee 5, Wis.

---

Billboard International Coin Machine Directory
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-Iillon 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-Apeco, 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.

identified tag venders

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

identification tag vender

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

laminating venders

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

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

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 Maties, 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 vendors

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 vendor

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

pen vendors

(Pall 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.

Continued on page 112
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; 23¾" 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.

**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

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

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 collar 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!

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!
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¢.
Capacities Vendor
HOLDS 200 V2 CAPSULES

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 Knightbridge 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.

chasms

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
CHASMS • 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!

The
Northwestern
CORPORATION

2335 EAST ARMSTRONG STREET
MORRIS, ILLINOIS

Northwestern SHOWCASE 6 STAND

Other stands accommodate either 4 or 8 units.

Write for catalog giving complete specifications and photos on Northwestern Super 60, Package Gum and Mint Vender, Model 49 Nut Vender, National Postage Service, the sensational Moon Rocket, as well as the full line of Stands and Brackets.
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
- Foot-Proof "Vacuumatic" Vending Principle
- New Roller-Type Laminating-Sealing Feature
- Special "Light-Up" (Battery Operated) Working Area
- Available in 10c or 25c Play

2c 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: EStbrook 8-9070

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.
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.
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
Sanitec 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

shaving accessories venders
North American Vending Machine, Ltd.
63 Whitburn Cresc.
Downview, 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, III.
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
R A D I O  C E N T E R
E L G A , I N C .

BILLBOARD INTERNATIONAL COIN MACHINE DISTRIBUTORS
Continued from page 104

HAMILTON MIMMO & SONS, LTD.
Wills & Bond Sts., GPO Box 1634
Wellington
R. H. Mimmo
(Wurlitzer)

MATLA & SON
184 Bridge Path Rd. P.O. Box 2041
Christchurch
(Wurlitzer)

WESTERN ENTERPRISES, N.Z., LTD.
Box 2282, Auckland, C. 1.
Charles Western
(Wurlitzer)

T. K. SHOJI, INC.

NICARAGUA
MIGUEL G. KERNANDEZ
Apartado 235, Managua
(Rock-Ola)

SOLORZANO, VILLA PEREIRA	
COMERCIAL S.A.
Avenida Roosevelt No. 202
Managua
Tel.: 35-02
(Rowe AMI)

NIGERIA
NIGERIAN BAPTIST BOOK STORE
Private Mail Bag 5070, Ibadan
L. G. Lane
(Wurlitzer)

NORWAY
A/S FRIDTERM
57 Grensen, Oslo
Tel.: 331485
(Rowe AMI)

OKINAWA
AMERICAN VENDORS, INC.
P. O. Box 238, Naha
Tel.: 890-2162—K. Takaesu
(Rock-Ola)

SHIMA AUTOMATIC MUSICAL INSTRUMENTS, INC.
233 Maejo-Bara, Okama
Ginowan
Tel.: 009-2370, 009-2744
(Rowe AMI)

T. K. SHOJI, INC.
P. O. Box 128, Koza
(Seeburg)

WILLIAMS INTERNATIONAL, INC.
Central P. O. Box 164, Naha
Justin Wentworth
(Wurlitzer)

PAKISTAN
PAKISTAN RADIO HOUSE, LTD.
27 Victoria Rd., P.O. Box 7234
Karachi
Tel.: 52900, 52347
(Rock-Ola)

PANAMA
CLUB SPECIALTY, INC.
Apartado 133
(Rock-Ola)

ELGA, INC.
Apartado 4395
(Rowe AMI)

GUARDIA & CIA, S. A.
Apartado Postal 481
Panama City
A. S. Boyd
(Wurlitzer)

RADIO CENTER
P. O. Box 330, Colon
Robert O. Von Tress
(Wurlitzer)

SERVICES GAMES, INC., PANAMA
Apartado 133
Tel.: 3-1590
L. O. O’Aquin
(Rock-Ola)

SINFONOLAS DE PANAMA, S.A.
Apartado 7344
Panama, R. de Panama
Julio Ernesto Sosa
(Seeburg)

PUERTO RICO
AUTOMATIC EQUIP. DIST. CORP.
Loiza No. 1509 esq. Parque
San Juan
Tel.: 722-2475
Jeronimo Esteve
(Rock-Ola)

BIRQUEEN MUSIC CORP.
Calle Comercio 400
P. O. Box 3089, San Juan
Rodolfo Crisculo
(Wurlitzer)

BUSH INTERNATIONAL
P. O. Box 8582 Poel Junias Sl.,
San Juan

OVALO PARES, INC.
P. O. Box 817, Mayaguez
(Seeburg)

SCOTLAND
ORPHEUS JUKE BOX CO., LTD.
459 St. George’s Rd.
Glasgow C. 3
(Rowe AMI)

SIERRA LEONE
J. MILHEM & SONS
P. O. Box 20, 24 East St.
Freetown

SPANISH
FISHER SALES CO.
Gutierrez Solana. 1, Madrid 16
Robert C. Fisher
(Rock-Ola)

SURINAME
CARCAO TRADING CO. (SURINAME), INC.
P. O. Box 1819, Paramaribo
R. Spanenburg
(Wurlitzer)

SWEDEN
ABADAN HANDELS A. B.
Vanadisplan 5, Stockholm
Axel Johnson
(Seeburg)

AKTIEBOLAGET MIAMI
Stallhavangen 28 (Tullinge)
Stockholm 1
(Rowe AMI)

PAN-NORDIC AUTOMATION
P. O. Box 18, Soro
P. A. Atterbom
(Seeburg)

SWITZERLAND
AUTOMATIC MUSICAL INSTRUMENTS,
S.A.
25, Route des Acacias (Sales Office)
Geneva
Tel.: 42-21-10
(Rowe AMI)

CANTINA INTERNATIONAL, S.A.
25, Route des Acacias, Geneva
Tel.: 42-21-10
(Rowe AMI)

CORTINA AUTOMATEN, A.G.
Solothurnerstrasse 91, Basel
Tel.: 061/347575
(Rowe AMI)

MUSIKVERTRIEB, A.G.
Badenerstrasse 555, Zurich
M. A. Rosengarten
(Seeburg)

NOVAMAT A.G.
Pfeifferstr. 104, Basel
G. Goldenschuh
(Rock-Ola)

VON MAY & CO.
Amthaugangasse 6, Barn
Tel.: 2-87-01
(Rowe AMI)

SYRIA
MOHAMMED KHEIR KABBANI
P. O. Box 1066, Damascus
(Rowe AMI)

TASMANIA
G. CHOVEAUX
13 Keogh St., Launceston
(Wurlitzer)

THAILAND
LOUIS T. LEONGOWNS, LTD.
Bangkok
Tel.: 32917, 32918
(Rowe AMI)

TRINIDAD
LORRAIN DISTRIBUTING CO.
18 Sea Lots, Port of Spain
Tel.: 7195 & 2243
(Rowe AMI)

TRINIDAD PHONOGRAPH CO., LTD.
P. O. Box 859, 65 Frederick St.
Port-of-Spain
Edmon Chock
(Wurlitzer)
IF YOUR COMPANY IS NOT LISTED

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

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

If your company is not listed—or if the listing is incorrect or incomplete—please let us know as soon as possible. If there is any change in address or status, please inform us. From manufacturers we want complete addresses and telephone numbers, products produced, names of officers and brief histories. From distributors we want the addresses, telephone numbers, name of president or sales manager, and lines carried. We also want complete names and addresses of trade associations. We want photographs of factory executives, distributors, and operators who held offices in trade associations. Mail replies to the Billboard International Coin Machine Directory, 1564 Broadway, New York 36, N. Y.
Index to Advertisers

(Listed Alphabetically)

A guide to valuable sources of coin machine equipment, services, parts and products around the world. The index is provided as an additional service to readers. The publisher does not assume liability for errors or omissions.

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-1 Record Sales</td>
<td>20</td>
</tr>
<tr>
<td>Abata Hendels</td>
<td>42</td>
</tr>
<tr>
<td>Accent Records</td>
<td>24</td>
</tr>
<tr>
<td>Active Amusement</td>
<td>93</td>
</tr>
<tr>
<td>Advance Automatic Sales Co.</td>
<td>84</td>
</tr>
<tr>
<td>American Chewing</td>
<td>110</td>
</tr>
<tr>
<td>American Science Center</td>
<td>75</td>
</tr>
<tr>
<td>American Shuffleboard Co.</td>
<td>73</td>
</tr>
<tr>
<td>Mickey Anderson</td>
<td>93</td>
</tr>
<tr>
<td>Associated Coin Amusement Co.</td>
<td>83</td>
</tr>
<tr>
<td>Atlas Music Co.</td>
<td>78</td>
</tr>
<tr>
<td>Automatic Products Co.</td>
<td>105-106-107</td>
</tr>
<tr>
<td>Automaten-Markt</td>
<td>43</td>
</tr>
<tr>
<td>Auto Photo</td>
<td>63</td>
</tr>
<tr>
<td>Bally Manufacturing Co.</td>
<td>70</td>
</tr>
<tr>
<td>Banner Specialty</td>
<td>93</td>
</tr>
<tr>
<td>Beaver International</td>
<td>111</td>
</tr>
<tr>
<td>R. H. Belam</td>
<td>16</td>
</tr>
<tr>
<td>Belgian Amusement Co.</td>
<td>38</td>
</tr>
<tr>
<td>Th. Bergman &amp; Co.</td>
<td>34-35</td>
</tr>
<tr>
<td>Berlinec-Palmer</td>
<td>46</td>
</tr>
<tr>
<td>Betson Enterprises</td>
<td>87</td>
</tr>
<tr>
<td>Bruenechog Thoen</td>
<td>46</td>
</tr>
<tr>
<td>Calderon Distributing Co.</td>
<td>84</td>
</tr>
<tr>
<td>Chicago Coin Machine Co.</td>
<td>55</td>
</tr>
<tr>
<td>Cleveland Coin Machine Exchange</td>
<td>80</td>
</tr>
<tr>
<td>Columbia Records</td>
<td>14-15</td>
</tr>
<tr>
<td>Dav-Mar Films</td>
<td>75</td>
</tr>
<tr>
<td>Davis Distributing Co.</td>
<td>90</td>
</tr>
<tr>
<td>Diamond Coin</td>
<td>83</td>
</tr>
<tr>
<td>Durate Sales</td>
<td>92</td>
</tr>
<tr>
<td>Eastern Novelty Distributors, Inc.</td>
<td>87</td>
</tr>
<tr>
<td>EMI</td>
<td>12</td>
</tr>
<tr>
<td>Empire Coin Machine Exchange</td>
<td>76</td>
</tr>
<tr>
<td>Epy</td>
<td>109</td>
</tr>
<tr>
<td>European Amusement</td>
<td>37</td>
</tr>
<tr>
<td>Exhibit Supply Co.</td>
<td>110</td>
</tr>
<tr>
<td>First Coin Machine Exchange</td>
<td>80</td>
</tr>
<tr>
<td>Fischer Sales Co.</td>
<td>72</td>
</tr>
<tr>
<td>General Vending</td>
<td>93</td>
</tr>
<tr>
<td>Gold Medal Products Co.</td>
<td>103</td>
</tr>
<tr>
<td>Paul W. Hawkins</td>
<td>73</td>
</tr>
<tr>
<td>Holland Amusement</td>
<td>113</td>
</tr>
<tr>
<td>Holland-Belgie-Europe</td>
<td>45</td>
</tr>
<tr>
<td>Inelco</td>
<td>48</td>
</tr>
<tr>
<td>International Mutoscope</td>
<td>71</td>
</tr>
<tr>
<td>Jay Electronics</td>
<td>75</td>
</tr>
<tr>
<td>Johnson Fare Box Co.</td>
<td>99</td>
</tr>
<tr>
<td>R. F. Jones</td>
<td>79</td>
</tr>
<tr>
<td>Brodr Jorgensen</td>
<td>46</td>
</tr>
<tr>
<td>Juke Box</td>
<td>114</td>
</tr>
<tr>
<td>Jukebox Distributors</td>
<td>43</td>
</tr>
<tr>
<td>Kandy Tapes &amp; Records</td>
<td>20</td>
</tr>
<tr>
<td>Irving Kaye</td>
<td>65</td>
</tr>
<tr>
<td>Kraft's Automatics, Ltd.</td>
<td>46</td>
</tr>
<tr>
<td>Lake City Amusement Co.</td>
<td>92</td>
</tr>
<tr>
<td>Liberty Records</td>
<td>9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max Lobo</td>
<td>40</td>
</tr>
<tr>
<td>Logan Distributing Co.</td>
<td>110</td>
</tr>
<tr>
<td>Lowen-Automaten</td>
<td>10-11</td>
</tr>
<tr>
<td>Marmatic Sales</td>
<td>25 to 32</td>
</tr>
<tr>
<td>Mercury Records</td>
<td>21</td>
</tr>
<tr>
<td>Midway Mfg. Co.</td>
<td>74</td>
</tr>
<tr>
<td>Mondial Export</td>
<td>91</td>
</tr>
<tr>
<td>Monroe Coin Machine Exchange</td>
<td>86</td>
</tr>
<tr>
<td>Mike Munvis</td>
<td>90</td>
</tr>
<tr>
<td>National Coin Machine Exchange</td>
<td>93</td>
</tr>
<tr>
<td>National Music</td>
<td>41</td>
</tr>
<tr>
<td>Northwestern Corp.</td>
<td>109</td>
</tr>
<tr>
<td>Nova Apparate</td>
<td>52-53</td>
</tr>
<tr>
<td>Oak Sales Co.</td>
<td>112</td>
</tr>
<tr>
<td>Parkway Machine Corp.</td>
<td>112</td>
</tr>
<tr>
<td>Peach State</td>
<td>98</td>
</tr>
<tr>
<td>Penny King</td>
<td>112</td>
</tr>
<tr>
<td>Phonographic Equipment</td>
<td>45</td>
</tr>
<tr>
<td>Precision Novelty Co.</td>
<td>101</td>
</tr>
<tr>
<td>RCA Victor Records</td>
<td>19</td>
</tr>
<tr>
<td>Record Releasing Corp.</td>
<td>24</td>
</tr>
<tr>
<td>Rex-Bilotta</td>
<td>85</td>
</tr>
<tr>
<td>Roanoke Vending</td>
<td>86</td>
</tr>
<tr>
<td>Rock-Ola Mfg. Co.</td>
<td>116 (3d Cover)</td>
</tr>
<tr>
<td>Rosen</td>
<td>81</td>
</tr>
<tr>
<td>Rowe A. C. Sales</td>
<td>2d Cover &amp; 3-8</td>
</tr>
<tr>
<td>Erich Schneider</td>
<td>40</td>
</tr>
<tr>
<td>Scopitone</td>
<td>36</td>
</tr>
<tr>
<td>Scott Crosse</td>
<td>82</td>
</tr>
<tr>
<td>Seeburg Sales Corp.</td>
<td>(Back Cover)</td>
</tr>
<tr>
<td>Shaffer Music Co.</td>
<td>77</td>
</tr>
<tr>
<td>Simon Distributing Co.</td>
<td>90</td>
</tr>
<tr>
<td>Skandinaviak Grammofon</td>
<td>44</td>
</tr>
<tr>
<td>Southland Engineering</td>
<td>75</td>
</tr>
<tr>
<td>State Sales &amp; Service Corp.</td>
<td>92</td>
</tr>
<tr>
<td>Sun-Glo</td>
<td>100</td>
</tr>
<tr>
<td>Symplay, Ltd.</td>
<td>46</td>
</tr>
<tr>
<td>Trimount</td>
<td>89</td>
</tr>
<tr>
<td>Tulsa Automatic Music Co.</td>
<td>88</td>
</tr>
<tr>
<td>United, Inc.</td>
<td>91</td>
</tr>
<tr>
<td>Valley Sales Co.</td>
<td>56-57</td>
</tr>
<tr>
<td>Vendronics</td>
<td>66-67</td>
</tr>
<tr>
<td>Victor Vending Corp.</td>
<td>108</td>
</tr>
<tr>
<td>Wico Corp.</td>
<td>112</td>
</tr>
<tr>
<td>Williams Electronic Mfg. Co.</td>
<td>60-61</td>
</tr>
<tr>
<td>Wins Records</td>
<td>20</td>
</tr>
<tr>
<td>Worlds Fair</td>
<td>39</td>
</tr>
<tr>
<td>World Wide Distributors, Inc.</td>
<td>88</td>
</tr>
<tr>
<td>Wurlitzer</td>
<td>68</td>
</tr>
<tr>
<td>Yeats Appl. Dolly Sis. Co.</td>
<td>101</td>
</tr>
</tbody>
</table>

Speaking of Advertising ...

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

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

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

you can rely on the best

FAMOUS FULL-DIMENSIONAL SOUND

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

The Capri
Model 404
100 selection
also offers Rock-Ola's exclusive FULL-DIMENSIONAL SOUND... plus, location versatility unequalled by any other phonograph. Its Mech-O-Matic changer lets you mix stereo, monaural, 33 1/3 or 45 rpm in any sequence, in any bank of records, and still get magnificent sound so near to true stereo, only an "educated" ear could detect the difference!
Model 3402
Coffee and Hot Drink Vendor
The perfect small location vendor for top profits. Brews soluble coffee. Serves it four ways. Also serves hot whipped chocolate and hot tea. Dependable, economical...easy to service. Now you can take advantage of an untapped market where other machines would be prohibitive in size and operating costs. Available as Model 3403 without four way tea feature.

Model 1800
Single Cup Fresh Brew Vendor
Here's the coffee vendor that makes dollars from spots that never made a dime before. Brews perfect, zesty coffee...cup after cup. Serves it four ways, extra cream and sugar buttons a standard feature. Also serves delicious hot whipped chocolate. Does it all with easiest possible servicing...greatest economy!

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

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

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

Look to ROCK-OLA for advanced products for profits

PUT THESE PROFIT PRODUCERS TO WORK FOR YOU NOW!

Mail coupon today:

Rock-Ola Manufacturing Corporation
800 North Kedzie Avenue • Chicago 51, Illinois

Please send me detailed information about the following Rock-Ola Products

☐ Rock-Ola Coffee and Hot Drink Vendors
☐ Rock-Ola Rhapsody 160 & Capri 100 Phonographs
☐ New Rock-Ola Book-O-Mat and Shop-O-Mat
☐ All of the above

Name________________________________________
Address________________________________________
City________________________________________ Zone________ State________

MOST PROFITABLE OF ALL MUSIC
FOR PUBLIC ENTERTAINMENT

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

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

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

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

SEEKBURG
STEREO CONSOLE
THE COMBINED REMOTE SELECTOR AND STEREO SPEAKER UNIT. TWO STEREO SPEAKERS. REMOTE SELECTION OF ALL SINGLES AND LITTLE LP ALBUMS ON THE LP CONSOLE.