



Through The Coin Chute

CALIFORNIA CLIPPINGS

Bowling alleys remained the big seller along Pico Boulevard the past week. Arcade operators are constant visitors along the Boulevard readying their arcades for the summer season. . . . Vinny Lanzisero has joined his three brothers, Bill, Andy and Nick Lanzy at American Coin Machine Service Company which increases the staff to a total of eight personnel . . . Phil Robinson visiting the Chicago Coin Factory while at the MOA Convention. Phil will report the success of the "Bowling League" on the West Coast and ask for more shipments. . . . Sammy Ricklin's quote on the record business at California Music Company, "No news is good news." Gabe Orland reports a steady increase in sales in the retail trade since the move into the new building. Ted Hook believes Eydie Gorme has another big hit with her ABC-Paramount release of "Your Kisses Kill Me." Martha Delgado reports Georgia Gibbs' "I'm Walking The Floor Over You" on RCA Victor has caught on with the operators. Buddy Robinson predicts "Strange World" by Gene and Eunice on Aladdin will be a big R & B record. . . . Harry Orlaski reports sales of Chicago Coin's "Bowling League" at Minthorne Music Company doing so well he can't keep one in the showroom. A few of the members of Minthorne's staff were treated to an airplane flight over the San Diego area by Noble Craver, San Diego Operator. Noble pointed out his various locations from the air. Matt Nordberg held a very successful showing of the new Seeburg phonograph line in San Bernardino and reports the operators were unanimous in the approval of the new mechanical features. George Mahlum busy filling the orders for the new phonographs he is receiving from Matt in San Bernardino.

Paul and Lucille Laymon, Paul A. Laymon, Inc., just received Bally's new "Official" Pool Table. Ed Wilkes reports a jump in sales of the Rock-Ola "200" phonograph the past week. Jimmy Wilkens is making a pleasure trip to Chicago the latter part of June, but will combine a little business and visit the Bally and Rock-Ola factories. . . . The enlarged and added display space of the Album section at Norty's Music Center has been completed and Norty Beckman reports his sales have greatly increased in that department. Harold Goldfine says "June: Fair And Warmer" June Christy's LP on Capitol is one of his best sellers. Jan Graham reports Rusty Draper's "Freight Train" on Mercury has taken off with the operators. Ana Martinez believes "Cielo Rojo" by Flor Silvestre on RCA Victor will be the next big hit in the Spanish Department. . . . The new showroom at Badger Sales Company, Inc., formerly the Prize Premium Department, is getting a lot of traffic from the operators since it is exclusively showing arcade pieces. Marshall Ames keeping busy with new and used arcade equipment. Herman Paster, St. Paul, in town for two weeks to confer with his partner, Bill Happel. Bill was telling Herman how well sales are going with the AMI "H-200." Keeney's new "Bowl-O-Rama" arrived in the showroom and many operators commenting on its many new features. . . . Gary Sinclair, Wurlitzer Western representative, visiting Wayne Copeland at Sierra Distributors and congratulating him in the continued increase of sales of the Wurlitzer phonograph line. Wayne reports he is awaiting another shipment of "2150" phonographs to fill the growing orders. A "Service School" will be held on May 29th at Sierra and will be conducted by Walt Peteet, Wurlitzer factory service engineer. Frank Davis reports used equipment is being delivered as fast as it is received.

Kay Solle was visited at Leuenhagen's Record Bar by Ben Spaulding, Phoenix operator, who told her Ruth Brown's "When I Get You Baby" on Atlantic has started to move in that town. Mary Solle says "Dianne" by Bo-Rhambo on Cash has been one of her steadiest sellers for some time. Lee Palmer returned from a rather damp trip through Texas and reported to Claire Solle that Sid Fewer's "Do I Love You" on ABC-Paramount was showing up in Dallas. . . . Hank Tronick took a three day leave of his desk at C.A. Robinson & Company to visit his many friends in the San Diego area. Charley Robinson reports it's a little difficult keeping up with the demand from operators for United's "Team" Bowling Alley. Ray Powers telling about the arcade on the Long Beach Pike which increased its United "Bowling Alleys" from an original six to twenty-one to handle the customers. Al Bettelman displaying his Hamilton-Electric wrist watch to some visiting operators. First of its kind seen along Pico Boulevard. . . . Jack Simon in Las Vegas on business then on to San Francisco where he will meet Mrs. Simon on her return from a two weeks stay in Honolulu. Sonny Lomborg and John Freeman busy with increasing export and arcade business.

Auto Photo Model 11 Wins Operator Praise

Features 3 Portraits 50¢

CHICAGO — One merchandiser to win much praise from operators attending the MOA convention this past week was the Model 11 Auto-Photo featuring 3 portraits for 50¢

These portraits are larger than the pics from the Auto-Photo model that sell at 4 for 25¢.

Most impressive is the outstanding modernism of the Model 11.

Every operator commented regarding the modern design. All commended Verle Van Nattan and the Auto-Photo Company on its creation.

The machine attracted great crowds of people who also took their portraits and were highly pleased with the results.

"This is our first model", Van Nattan explained, "selling 3 portraits

at 50¢ and ", he added, "almost every operator who came to our booth was very complimentary regarding the higher cost.

"As yet", cautioned Van Nattan, "we don't know what the public's reaction will be.

"Of course", he pointed out, "there are hundreds of top locations where 50¢ coins are considered the usual thing for three outstanding portraits of the kind produced by our Model 11.

"We suggest", he stated, "that the operators give us a little more time to meet their orders and also to advise them of whatever results we shall learn of in due time as more Model 11 Auto-Photos get out on locations all over the U.S."

Geo. Miller Opens Convention Promises Tax Council Public Relations Council. Chet Pierce, Dave Baker, John Haddock, Hirsch de LaViez Opening Day Speakers. Dick Linke Talks For Record Manufacturers

CHICAGO—MOA president George Miller welcomed an enthusiastic assembly to the fifth annual convention in his first speech, Sunday, May 19.

Miller praised the growth of MOA and stated that membership, this past year, was up 581 members and was expected to be up at least 1000 by next convention.

Miller went on to promise completion of a national tax council for 1958 and the road paved toward a strong public and human relations council soon.

"I think", stated Miller, "we will be able to beat any prohibitive taxation that becomes detrimental to our industry". On public relations Miller added, "Where local public relations leaves off, the MOA hopes to be able to step in with our nationally elected p. r. council."

Vice President, Chet Pierce, remarked, "Don't hesitate to speak before your local business and fraternal groups about the industry. Don't forget," he went on, "the ladies' clubs either. Don't be afraid to speak at any and all opportunities."

Dave Baker warned against complacency and sitting on "our laurels." "If MOA fails we fail in our businesses. If MOA progresses our businesses progress," said Baker.

Speaking for the record companies assembled, Dick Link, Columbia, ex-

pressed the record companies' appreciation for the juke box market.

AMI's John Haddock advised the operators to treat their business as a business.

"Evaluate your locations. Know what locations are paying and which ones are not," he stated and added, "there are great opportunities ahead for the operator who really knows his business."

Hirsch de LaViez spoke on programming and how intelligent programming guarantees higher income.

During the morning session a large number of Canadian ops were introduced to the assembly.

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