

## Canadian Court Rules in Favor Of Coin Bowler

EDMONTON, Alta.—An appeal by the crown in a case involving a coin-operated bowling game was recently dismissed in the Alberta Supreme Court. Result of the ruling is that such games are now considered legal here.

Under the strick Alberta law, "a place that is found to be equipped with a slot machine shall conclusively presumed to be a common gaming house." The definition of "slot machine" is "any automatic machine that is used or intended to be used for any purpose other than vending merchandise or services."

In upholding the previous acquittal, Chief Justice Ford said, in part: "There is one feature of the machine that was referred to at the hearing of the appeal. It is that if the scoring of points shows that the operator has a sufficient margin he is entitled to play another game without further payment of money for the operation."

"To my mind, the privilege so given is the result of skill in operating rather than an element of chance or uncertainty and does not make the machine unlawful. I would dismiss the appeal."



BRITAIN'S first coin disk vender, tested nearly one year, is now appearing on a variety of locations throuth the United Kingdom. It is produced by the Ditchburn organization, importers of the Seeburg line and Cole venders, and large operators. The disk vender offers up to 75 different disks. The patron turns a manual selector to the record title desired and inserts coins, receiving the disk and his proper change. If disk is sold out, a red light appears. Unit is of zintec steel sheet with a fiberglas front. It measures 16 1/2 by 23 1/2 by 22 1/2 inches and can be wall mounted or set on a stand. The unit pictured above is located in the foyer of a well known London cinema.

## Seek to Link 3 Rival Trade Blocs in 'Atlantic Community'

By OMER ANDERSON

BONN, Germany — The European coin machine industry is acclaiming the decision made in Paris to seek an Atlantic economic community as a solution to the threatening conflict between the trading blocs.

Representatives of the Continental and British branches will join forces in putting pressure on their respective trading blocs to embrace the "Atlantic solution," as it being called.

In Paris, January 14, leaders from 18 West European nations, the U. S. and Canada formally approved the decision of the Atlantic economic conference to link Europe and North America for close cooperation on aid and trade.

Ministers of the 20 nations have endorsed an American-sponsored plan envisioning a long-range Atlantic economic community. The ministers have established a committee of three "wise men" representing the rival trade blocs—the British-backed "Outer Seven" known as the European Free Trade Association and the European Economic Community or Common Market—and the U. S. and Canada.

The wise men group will blueprint the projected Atlantic economic organization, which would:

1. Harmonize trade policies in and with Europe.
2. Co-ordinate use of free-world resources.
3. Assist in aid planning for underdeveloped countries.

European coinmen have jumped to support the Atlantic economic community concept because it so closely parallels what the majority of the industry long has been advocating. There is probably no other segment of European industry more opposed to trade bloc rivalry than the coin machine trade.

As it is being pointed out here, the Atlantic trade bloc concept, in a sense, was anticipated by the coin industry with its sponsorship of a Euromat congress early last year in Brussels. The British were represented prominently, and broad agreement was reached that the wider the super-trading area formed the better for the coin trade.

Meantime, this attitude has crystallized, and the European industry is united behind the approach to North America. A committee from the 20 nations, including the U. S. and Canada, will meet April 19 in Paris to take up the conflicting trade policies of the two rival European trading blocs.

This is not to say that all coin machine producers relish the idea of foregoing the tariff wall against American products promised by the EEC bloc. But it is accepted that the alternative to an Atlantic economic community is a cut-throat trade war between the blocs, commercial strife which would hit the coin trade perhaps harder than most industrial branches.

For the Germans, the overriding consideration is this country's steady expansion, in the coin machine field, into the British market. The last year has capped this development. Every major German producer now has a sales outlet in Britain, and the trend is toward the organization of large-scale production facilities.

Even the Germans have been surprised at the success of their invasion of the British market. Moreover—and most encouraging—German coin exports to Britain have continued to swell despite Britain's dollar import liberalization.

The Germans regard the British market as being ripe for general coin machine boom in all sectors—jukes, games and venders. With Britain now far and away West Germany's best coin machine market, the Germans are dismayed

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## Exporters Start 'Sell America' Campaign

By GEORGE METZER

PHILADELPHIA—The International Amusement Company here has started a campaign to "sell America" abroad.

As its first step in this movement, the firm—one of the United States' biggest exporters—has distributed a beautiful 16-page, multi-colored booklet throuth the world.

The booklet is entitled "America's Top Winners." It contains pictures of various music, pin, shuffle, gun and ride machines. Under each picture is simply the name of the game and the manufacturer.

**No Ad Gimmick**  
This is not an advertising gimmick per se for International, since no price list is printed in the booklet.

"But we do hope it will do us some good," said Jack Palmer, of International. "We feel if we can get the European operators to buy their equipment from the United States firms that International cannot help but get some of that business."

Palmer, along with his colleague, Hank Grant, feels that this is the time for American firms to promote America in other countries.

**Promote U. S.**  
"There is no denying that the European-made equipment will eventually get as good as the stuff that is being made here," said Grant. "I figure this will come about in three years. So now is the time for us to start promoting this country abroad so the operators

there will stay in the groove of buying their equipment from the U. S."

"Another way American exporters can help along these lines," interjected Palmer, "is to make sure they give the European men a fair deal. Some exporters in this country feel Europe is a dumping ground for junk equipment, since the men they are dealing with are over 3,000 miles away."

"This is the wrong attitude to take," he continued. "American exporters should not sell anything to men abroad that they would not sell to an operator with a place next door to them."

**Fill Commitments**  
"Another thing the U. S. can do to promote good relations is to

make sure every commitment is filled," Palmer said. "Sometimes an exporter will agree to sell 10 machines of a certain kind to an operator in Europe but then sells to a local man who offers \$50 more for three or four of the machines, thus failing to fill their commitment."

"If some of these incidents happen enough times," Palmer pointed out, "the European is going to soon get the wrong opinion of exporters in this country and start dealing exclusively with distributors in Europe. Pretty soon, the export business here would drop off to nothing."

**Small Exporters**  
Palmer and Grant also advanced another suggestion for improving relations with European firms. They feel the distributor who does only a small amount of exporting should drop out of the field and let it entirely for the exporting firms.

"This would actually help the distributor in the long run," Palmer (Continued on page 100)

## Shuman Skeds Trip to Europe

BOSTON—Dave Shuman, sales manager for Atlas Distributors here, will spend the next several months in Europe. The firm maintains warehouses, sales and showrooms in London and Antwerp, Belgium. Atlas exports games and music and buys used equipment for shipment and sales overseas.

## Disk Export Distrib Expands Quarters

NEW YORK — Albert Schultz, Inc., prominent export distributor of all brands of phonograph records and accessories, has moved into new and expanded quarters on West 14th Street here. Firm spokesmen stated that the larger premises will accommodate both office and warehouse facilities, which will allow for more rapid and efficient service for their accounts overseas.

## 'Juke Box Jury' Big Hit on BBC-TV



LONDON—The British version of Peter Potter's "Juke Box Jury," which has an 8 1/2 million-viewer rating, second only to "Wagon Train" on BBC-TV, featured for the first time January 23 a juke box operator-distributor as a member of the celebrity panel.

He was Cyril Shack (left, above), young director of Phonographic Equipment, Ltd., London, main distributor for Wurlitzer juke boxes. Shack also has large operating and one-stop firms in London.

The honor was well deserved, for Shack has been a public relations pioneer in the business and was one of the first to see the possibilities of having juke boxes featured in TV programs. One of his Wurlitzers is featured throuth the program every Saturday.

Shack acquitted himself like a real showman and got in many good words for the industry during the half-hour program.

### Jukebox Engineer Wanted

Want to work under ideal conditions in Sunny California? Oldest state-wide distributor is looking for a reliable shop man who has complete knowledge of all types jukes and can excellently rebuild and recondition. Good working conditions. Our shop crew has 12-year average employment term. Write fully about experience—recommendations important, too.

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