

Chicago

Communications to:
Ken Knauf
Central 6-8761

United Plant Ups
Working Staff . . .

Extended production lines are under way at the United Manufacturing Company Broadway plant. Joe Kus, superintendent of the plant, reports he has doubled his factory staff during the last 60 days.

At First Coin Machine Exchange, Joe Kline says he is having a tough time finding time to grab a sandwich during the business rush the firm has had during the last few weeks. Wally Finke just returned from two short road trips, getting good response on Chicago Coin's Holiday bowler and on target games. Sam Kolberg left Monday (11) for a week's trip thru Illinois.

Dick Savoie, Gilman, Ill., was more than welcome at First Coin Machine Exchange this week, when he showed up in the coffee room with two delicious apple pies his wife baked for the boys at First. Mel Finke, at First Distributors, just mailed out the 1955 wholesale merchandise catalog.

With Ken Sheldon hitting the road Friday (8), all the United Manufacturing Company roadmen are out visiting coinmen around the country.

Alfred and Dick Cole are heading a car-van of Cole Products Corporation sales and factory rep-

Vital Statistics Deaths

Carl P. Parrish, 59, hotel operator and pioneer in juke box and coin-operated radio and television thruout the Virginia-Carolina section, at Richmond, Va., October 1. Surviving are his widow, Mrs. Mamie Parrish; a son, Carl Parrish Jr., and a brother, P. L. Parrish, all of Richmond.

representatives to the NAMA meet in Washington. The new Cole "special" line of \$700-range cup machines is the firm's exhibit "flagship" this year.

Among those attending the NAMA show will be Sam Lewis, Genco Manufacturing & Sales Company, and Paul Huebsch, J. H. Keeney & Company.

Sam Wolberg and Sam Gensburg, Chicago Coin Machine Company, are pleased with the prospects of the new Flash Bowler, shipped to company distributors this week. (See separate story in Amusement Game section.)

Sam Stern, Williams Manufacturing Company, relates that reports from distributors indicate a surging demand for the new Super Jet Fighter gun game. The game keeps players busy shooting at flying jet targets.

Richmond, Va.

Communications to:
Ban Eddington
3-7290

Robert L. Apperson, of Charlottesville, was in Richmond loading new equipment for his routes. He reports business on the uptake.

Cigarette machine operation is picking up in Roanoke Rapids, N. C., according to J. T. Munchen, who also says that phonograph collections fell considerably during August and the first half of September with take increasing since that time.

R. C. Slate, Electric Phonograph Company, Emporia, is aggressively building up his business with the addition of new equipment.

Keith Wilkerson and Sandy Martin, of the Corley Company, were hosts to many coinmen at

COINMEN YOU KNOW

their booth at the Virginia State Fair. Soft drink venders did a land-office business and were the only coin-operated machines on the grounds. Excellent opportunity lost to cigarette, hot drink and sandwich venders.

H. B. Fowlkes, of Danville Music, has his coin machine service department now in the business of servicing television and radio sets.

R. C. Bragg and W. R. Barbour in town on a buying trip for their B & B Amusement Company. Coin row visitor E. L. Simmons, of Danville, reported business good in his territory. His competitors, Charles and Robert Jones, of Jones Radio Service, and C. B. Willis, of Crewe, were also in town.

Miami

Communications to:
Al Denny
83-3696

AMOA Bowling
Popular Pastime . . .

The AMOA Bowling League continues to generate unusual interest among local juke box and game operators. Roy Gullo, who is in charge of the league, points out that several of the league's team sponsors participate in the bowling. Included are Sam Taran, of Taran Distributing; Sammy Marino, of Marino Music; Ozzie Truppman, of Advance Music; Buster Anshell, of American Operating, and Harry Zimand, of Acme Music and Vending. A few of the teams are already sporting snappy shirts appropriately emblazoned with the sponsor's name.

Bob Norman, manager at Southern Music Company, made a one-day business trip to Havana where he called on the AMI distributor there, Miguel Arrabala. Norman

announced that Erasmo U. Ramos, formerly in charge of Southern Music's export department, is no longer connected with the company.

Over at Brooke Distributors, owner Mannie Brookmire reports that business is running well ahead of last year. The Decca and Coral distributor is busy filling orders for two new Coral hits—"Muskrat Ramble," by the McGuire Sisters, and "Hold My Hand," by Don Cornell. Another number popular in the juke boxes, says Brookmire, is Bill Haley's "Shake, Rattle and Roll."

Ken Willis, Bush Distributing Company, returned from a business trip along Florida's West Coast and Central Florida. He reports conditions excellent in the Tampa-St. Petersburg area. His wife, Evelyn, demonstrated her talent at gardening by growing six-inch beans only a couple of months after the Willises occupied their new home in West Miami.

Two new members admitted into AMOA membership at the September 30 meeting are Michael Kramer and Morris Diamond. Kramer bought a music route from Isadore Samet and Diamond purchased from North Dade Amusement Company.

In charge of arrangements for the AMOA annual banquet and dance to be held December 11 at the Saxony Hotel are Willie Blatt, Joe Mangone, Harold Carson and David Friedman. They report that ads are rolling in for the journal which this year is expected to be the largest yet.

Henry Stone was greeted effusively by his sidekick, Marvin Novak, when Stone returned from a seven-week talent scouting expedition with Syd Nathan, president of King Records. Stone said they signed up some talent for the subsidiary De Luxe label, for which he is a.&r. man.

Stone is raving about The Charms' recording of "Hearts of Stone" for De Luxe, which The Billboard spotlighted as a best bet. The same number, he adds, has been cut in hillbilly style for King Records by Louis Ennis. Another King disk which Novak believes will climb in the jukes is "Why Do I Wait," by Bill Robinson and The Quails.

Portland, Ore.

R. F. Jones, president of the R. F. Jones Company, and C. N. McMurdie, general manager, arrived from San Francisco headquarters recently for a three-day check of the territory served by the Portland office. They conferred with Dean McMurdie, manager of the Portland branch and brother of the general manager.

The coin machine industry was officially represented at the annual convention of the Oregon Licensed Beverage Association, held recently at Pendleton, Ore. Spokesman for game operators was William Goebel, president of Coin Machine Men of Oregon, and music operators were represented by Budge Wright, president of Oregon Music Association.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

Chocolate-Coffee
Vending Take Up . . .

James Bowen, head of the local Kwik-Kafe, is trying to get enough hot chocolate-coffee venders to fill his orders. Cool weather has brought a boom to business, he says.

Norman Hayter, manager of the local Dr. Pepper-Tru Ade Distributing Company, believes that most venders in the area have over-estimated their profits from sales for 1954. Hayter's firm is enjoying a steady business, but collections are not up to expectations.

Sid Lotenberg, of Westway Vending, plans to attend the NAMA convention here next

month. Sid believes the show will be one of the best. Business at the firm is good.

Dick Zigler, of the Car Company, is out of town on business and pleasure.

The Northern Virginia Music Company, headed by Mrs. G. Sinclair, says business is picking up after a slight slow-down. Sinclairs are making last-minute repairs on their newly purchased farm and hope to move in soon.

Milwaukee

Communications to:
Benn Ollman
Uptown 3-6018

Game Sales In
Fall Spurt . . .

Carl Happel, Badger Novelty Company, reported lots of success in bottom half of September. Sales of games spurted, the Bally Jet taking the lead. Increase in trade-ins is noticeable this year, adds Happel, with season's windup of the tourist trade in the northern part of the State grinding coin machine play down half there.

Pat O'Malley is the new taking over the southern territory for Major Distributing Company line of Mercury Records. O'Malley makes his home in Trevor, Pa. Taking Bob Markwardt's place, the recent personnel switch at Major Distributing Company Larry Thomas. Thomas will cover the northern half of the State. Lives in Cedarburg, Wis.

The George Schroeder Company was looted by thieves this weekend. Missing from the music and games workshop, according to George Schroeder was a valuable tool grip containing a selection of highly prized special tools. Cost of the tools ran into the hundreds of dollars, says Schroeder, and it will be difficult to replace. Service work meanwhile, is being seriously hampered by the absence of equipment. New serviceman at the George Schroeder firm is Jim Hart, formerly with the Paster Distributing Company organization.

"Skokiaan" by the Four Lads still on the top of the list among operator preferences, says Bill F. Columbia Records man here. The Morley-Murphy Company.

Harry Jacobs Sr., United, Inc., calls attention to the gratifying reception the new 1700 Wurlitzer are receiving from operators in Madison, Wis., area. Recent weeks have shown a boost in the number of installation of new Wurlitzers in the capital city's locations. Kindler, United, Inc., service department, has been spending most of the week in Madison checking out location equipment for operators.

Interest in the new Magnec music system has been growing daily since the Vic Manhardt Company was granted the franchise according to Vic Manhardt. Operators from all over the State have been stopping by to look at floor model units and the outlook for the months ahead look bright, he adds.

Sam Cooper, back from the AMI distributor's showing at the Grand Rapids factory headquarters, reports that he is jubilant over sales prospects for the season ahead. Music and games sales, adds, have been holding up well the past couple of weeks. Making the trip to Grand Rapids with him to see the new model was the boss Herman Paster.

Don Thorn, Decca Records, spent several busy days making rounds of deejays and key shows with Connie Boswell. The visit was in behalf of a strong plug for the fast breaking disk of "If I Give My Heart to You," which is proving popular with juke box record buyers.

The downward trend recently in tavern traffic has bitten into coin machine receipts, according to operator, Clyde Nelson, of General Novelty. Clyde averred that perhaps a renewal of his subscription for The Billboard might be just the thing to spark some new ideas which could result in better coin box takes.

There's lots of activity at United, Inc. Vliet Street headquarters these days. According to (Continued on page 8)

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **VENDED CIG SALES** still down, but not as much as during first eight months, cigarette operators report. Unit sales still off 5 or 6 per cent compared with 7 and 8 per cent for first eight months. Some operators don't see per-unit level equal to average 1953 figure reached until well into 1955. (Page 87, The Billboard, October 9.)
- **JUKE BOX JINGLES** program outlined to manufacturers at special luncheon attended by manufacturers, Rodney Pantages, originator of proposal to put singing commercials on the nation's juke boxes, indicates a return Chicago visit to explain idea in detail. (Page 92, The Billboard, October 9.)

- **AMI OP SHOWINGS** scheduled to get underway October 10. Distributors report that second and third showings would follow within a week in neighboring cities. Complete line of auxiliary equipment also to be shown. AMI officials report shipments of the new phonograph pouring out to distributors for the first unveilings. (Page 92, The Billboard, October 9.)

- **N. Y. GAME PLAY UP 20%.** George Ponsler, head of the Associated Amusement Machine Operators of New York, reports shuffleboard collections running 20 to 25 per cent ahead of 1953. Prizes and tournament play cited as chief factors responsible. N. Y. operators switch gun games and shuffleboards to step up takes. (Page 98, The Billboard, October 9.)

- **JUKE ROYALTIES** backers suffer setback with death of Sen. Pat McCarran (D., Nev.). McCarran, one of the staunchest Hill advocates of legislation to extend copyright royalties to juke boxes, was sponsor of the Juke Box Royalty Bill. Sen. Estes Kefauver (D., Tenn.) is currently best known advocate of the box royalties legislation. (Page 92, The Billboard, October 9.)

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