

THE MUSIC
AND AMUSEMENT
OPERATORS
NEWS MAGAZINE

CANADIAN

Coin Box

MAGAZINE

April 1974

**The Magnificent
"JUPITER" PHONOGRAPHS**



OWEN SOUND-ONTARIO-CANADA
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"PLAYTIME"

"PLAYTIME" is Midway's newest T.V. sensation featuring complete player control of the paddles over the entire playing area.

The paddles can be maneuvered up, down, diagonally, and in circles. If you miss up close in the net area, you can still hit the ball in the back court area.

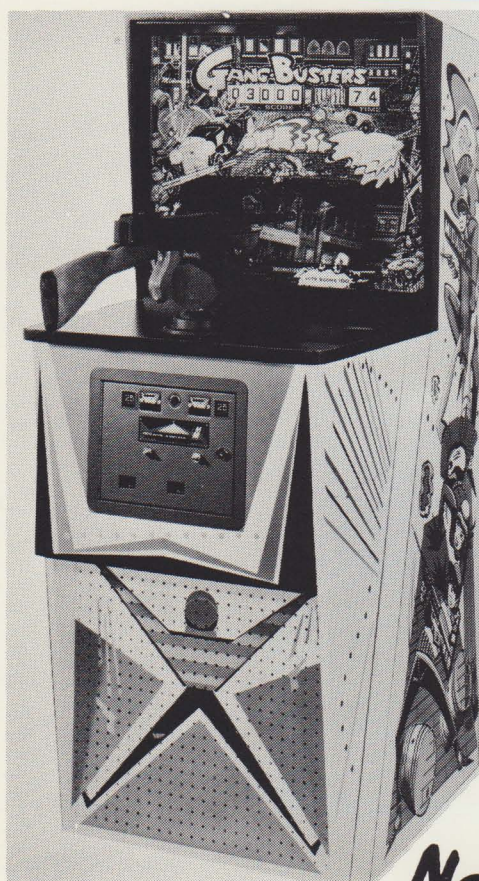
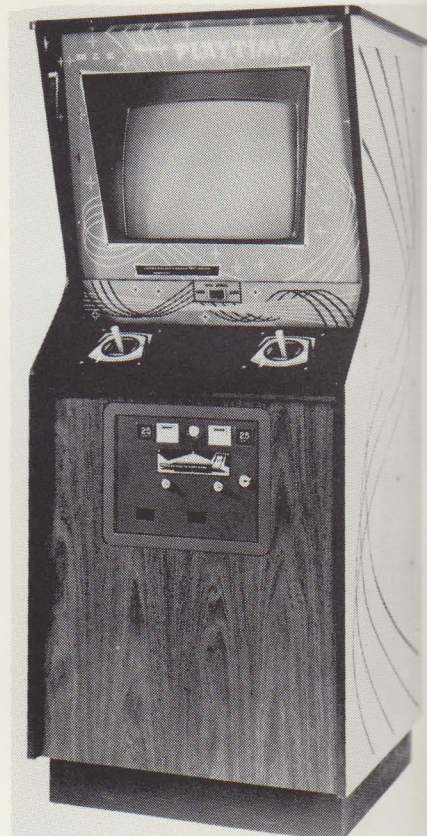
To eliminate the ball and the paddle conflicting with the score during the playing of the game, the score disappears during that time and reappears after each point is scored.

A significant improvement has been made in having the serve stationary for the server, rather than serving automatically.

Another feature is the speed control button that allows the players to select the speed of the ball for the average or skillful players.

Adjustable time control, a 19" monitor T.V., double 25¢ coin chutes, along with a beautifully designed cabinet that measures 26½" wide, 24" deep, and 64" high, makes this T.V. game built with the operator in mind.

Place your orders early to help facilitate production and bring quicker deliveries to you.



New Exciting "Gangbusters" from Midway

"GANGBUSTERS" is the latest gun game featuring the famous "Gang" from Midway.

The stage is set with "YOU" in a running gun battle with bank robbers, a getaway car and several vicious gangsters hiding under cover and suddenly jumping out at you.

The machine gun is fashioned after the real thing, and gives the player the feeling of being the man behind the badge, trying to thwart the bank robbery. The tape player with its coordinated sounds, the interior background of the roaring twenties, illuminated by black lite, add to the excitement and makes you want to play again and again.

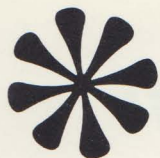
The size of Gangbusters cabinet is 29½" wide 35" deep and 69" high, comes equipped with double 2/25 cent coin chutes.

Order early as "this is a gun game you won't be able to refuse."

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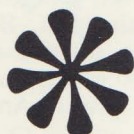
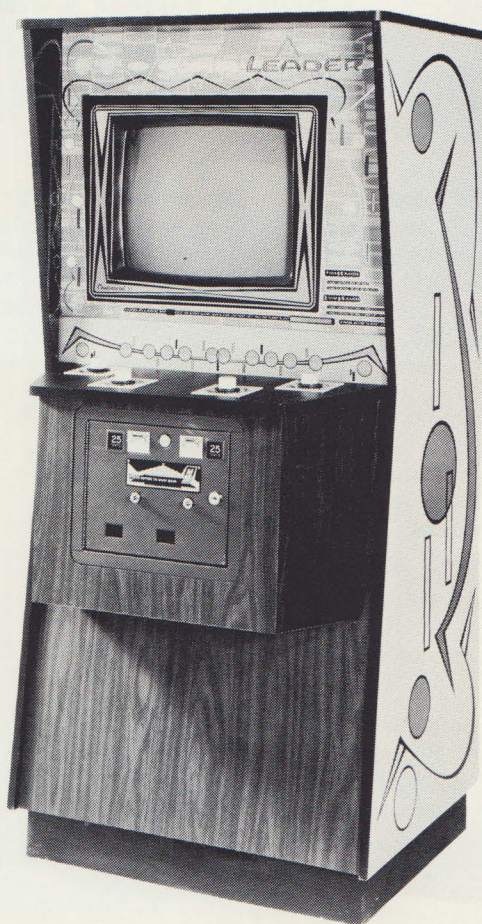


"LEADER"

Midway's new "LEADER" is an exciting two or four player T.V. game, in an upright cabinet, wherein you eliminate your opponent by reducing his score to zero.

In the center of the T.V. screen is a four way deflecting wall which can divert the ball in any direction. This can work for you, or against you. Because of the speed at which the ball travels off of the deflecting walls, you must be alert at all times, making you totally involved in the game.

The cabinet is 27½" wide, 24" deep, and 65" high with a 19" T.V., and double coin chutes at 25c per play.



"LEADER LO-BOY"

"LEADER LO-BOY" is our console version of the upright Leader T.V. game.

Our design incorporates a sturdy formica type top and a tempered glass covering the T.V. tube.

"LEADER LO-BOY" size is 35 inches high and 32¼ inches x 27 inches wide and can be seen at your distributors showroom now.



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Plastic Cups, Containers and Other Items

Will Pose Problems for Vending Operators in 1974

One of the outcomes of Pro-Israel policies by Canada, the U.S. and other Western countries is that Vending Operators in these countries may find doing business much more difficult than in the past and certainly very much more expensive. Of the latter there is absolutely no doubt whatsoever with, heating fuel costs and vehicle fuel and lubrication costs rising to record highs. It is fully expected that heating premises will this winter cost at least 20% more in many parts of Canada whereas vehicle fuel is likely to rise by a very minimum of 10%. Moreover, both of these petroleum products have, within the last eight months, gone up by percentages approaching these. And, things may get much worse in respect of prices.

The other detrimental effect on Vendors caused by upsetting the Arab oil producing countries is not necessarily one of price though it, too, will rise but, of acute shortages, in the plastics used by Operators.

Most of today's plastics such as polyvinyl chloride (P.V.C.) and Polystyrene (P.S.) are derivatives of oil and come from the petro-chemical industry. Rising demand for these products, due to extension of their use and, a greater use by the auto industry, piping makers, record producers and others had created a shortage even before the Middle East troubles of this October. Now with Arab retaliation through cutbacks in oil exports to those who supported their Jewish foes, the plastics position in North America and much

of Europe has infinitely worsened and even further deterioration in supplies is likely. Even if this does not take place prices have already been upped by some 50%.

To the Vending Operator this means two things:—shortages of plastic cups, plates and containers of all sorts and, higher, much higher prices regardless of shortages or not. It must also be noted that the Vendors' high profit items—cup, coffee, and soft drinks from which a very high proportion of sales are derived are not going to anything like as profitable for a given price as they hitherto have been. Also, the lower profit or, loss items, such as hot food which are vended in plastic containers and with which, are often supplied, plastic, knives, forks, and spoons are going to be even less profitable at a given price.

Nor do there seem to be any cheap substitutes; certainly waxed paper can be used for a great variety of cups and containers, even spoons and forks have been made from paper in the past. But, the demands for paper and related tree derived substances have also been running at levels which have created shortages and huge increases in prices. And, does the capacity exist to produce paper articles to rapidly replace those of plastic; it does not! So, with respect to these articles he uses, the Vendor is very probably going to be faced with severe problems during the coming year.

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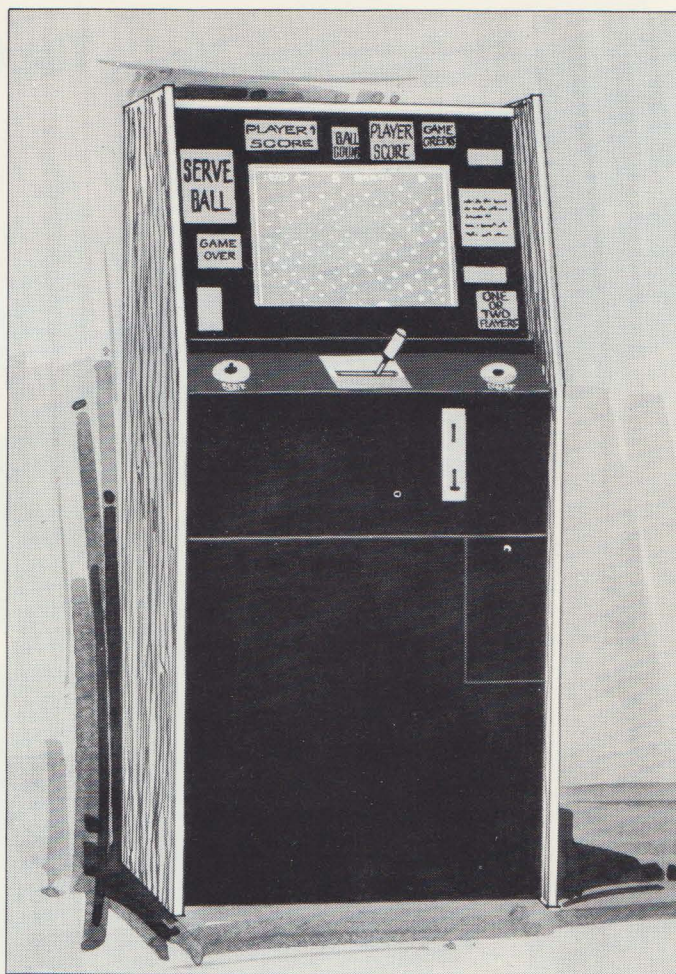
\$5.00 yearly

Discoloration Shows Up In Records Using Recycled Materials

Operators, if you start getting new off-colour records, off-colour as to appearance, not content that is, you can almost be certain that they contain recycled material. This "second time around" pastic has been noticed to impart greyish to yellowy creamish shades to 45 R.P.M. singles.

So far the North American Record Producing Industry has been understandably quiet on the subject but, experts in England have come out in the open to say that the use of "second hand" materials in the production of records will cause a certain deterioration in quality. However, providing the proportions of recycled materials are kept low, under 25%, reproduction quality should still be quite acceptable.

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Atari's Gran Trak 10 - - The Game of the Year.



This new game is undoubtedly a winner. On test location in Toronto, the collections have proven that this is one of the hit Games of 1974.

The games are equipped with televisions which are C.S.A. approved, for the Canadian market. A full supply of extra parts are always on hand so that we can

usually supply same day service for any of your requirements.

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Fountainhead Amusement Has Wide Variety of Coin Amusement Games

Fountainhead Amusement Corporation Ltd., of 3150 Sartelon St. in Montreal is now nearing its fourth year of business. The managing director, Mr. Neil Rubin is well known in the industry as a hard working entrepreneur. Known also as the pioneer of T.V. Games, he was the first to introduce them to the home market.

Fountainhead Amusement Corp is a key supplier in Canada, distributing all types of Coin operated Games, consisting of arcade equipment, pin ball machines, T.V. Games, and Pool Tables. They supply a variety of new and used games to sub distributors and operators from coast to coast throughout Canada.

The spare parts department is fully equipped to supply customers with all their requirements. They are even equipped to repair damaged printed circuit boards on the spot and ship them out on the same day.

All in all Fountainhead Amusement Corp. is up there with the best of them, distributing a wide variety of coin operated amusement games and giving everybody an opportunity to acquire excellent equipment with good money making potential.

SPACE RACE™

- From the Pong™ people
- New video game concept
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GRAN TRAK 10™

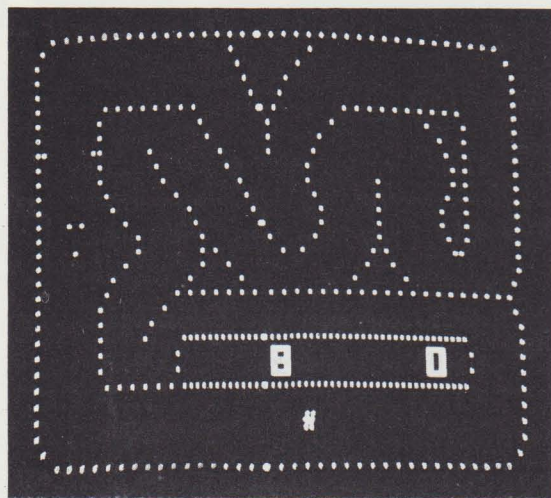
You can see it here . . . but you've gotta HEAR it! Gran Trak 10 is *the breakthrough* for 1974. Gran Prix racing action, complete with the roar of supercharged engine, squealing of tires around curves and heart-stopping crash effects.

Fantastic!

Player drops in his quarter, hits the starter button, grabs the steering wheel, and he's off! Four-speed gear shift (1,2,3,R) changes speed of the car on the screen and the sound of the engine. Foot pedals for gas and brake demand quick reactions around road-race curves . . . and lots and lots of practice runs. At two bits a run.

Designed For Arcades

Super crowd-attracting race car sound effects are realistic, with volume level operator adjustable. Racing graphics make Gran Trak 10 stand out in busy arcades. Sure to build traffic . . . and Gran Trak 10 racing clubs. Competition will be fierce, not only among the hot-rodders, but also with the people who cruise in their Caddies.



Actual photograph of race course.

Colorful decals showing grandstands and checkpoints (not shown here) are applied to the front of video display.

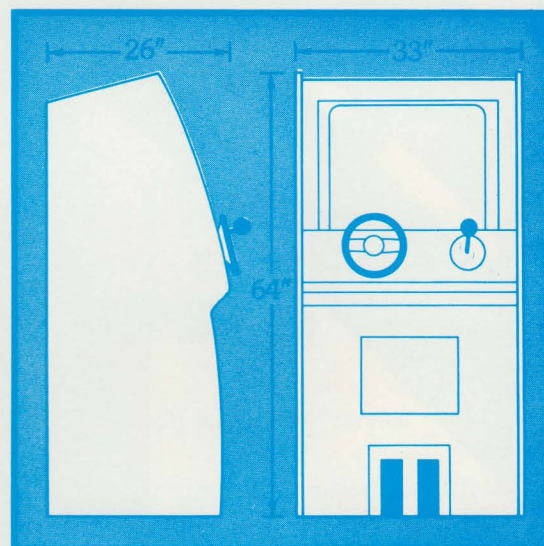
Fast Profits

Gran Trak 10 game time is operator adjustable. Slowly-decaying game timer shows time left on

the video display. Improved 2-slot coin mechanism takes 25¢ in either one; one or two games per quarter is operator adjustable. Coin mechanism and rejector units are separated for ease of maintenance. 25¢ play standard . . . and worth it! (Nobody can drive it just once.)

Built For Arcade Play

Completely solid-state, Gran Trak 10 is built to keep working. Atari's special DuraStress™ process makes the computer rugged and trouble free. Warranted for a full year. Major components tested to meet Military Specification 883.



Dimensions

Height: 64" (162.56 cm); Width: 33" (83.82 cm); Depth: 26" (66.04 cm); Weight: approximately 400 lbs (181.6 kgs).

GET TRAKKING! Innovative leisure is what ATARI's all about. Gran Trak 10 is the best racing game you've ever seen . . . and heard! For the whole story, contact your local distributor or . . . **ATARI, Inc.**, 14600 Winchester Blvd., Los Gatos, CA 95030. Phone (408) 374-2440. Telex: 35-7488.

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Outside, the 454 starts making money for you. It's designed to look more like a visitor from the future than a jukebox. Brilliant colorful illuminated glass panels beckon the customer. The cantilevered program dome seems to float in space, inviting play. Yet we've made the attractive eye-level "human engineered"

controls extremely simple to operate. The 454 combines beauty and durability, because we've covered the sides with scuff-resistant grained leather-laminate, and added the protection of hand-polished chrome castings.

Inside, the 454 makes the biggest music you've ever heard. A whole new Rock-Ola amplification system roars with 100 watts of music power—twice the power of any previous Rock-Ola. Naturally, we've kept the famous Rock-Ola Revolving Record Magazine, the envy of the industry.

Both inside and outside, the 454 has totally new features to make life easier. We gave it electronic protection against overheating and overloading. If trouble develops, it will simply shut itself off.

We've also fitted the 454 with 100% solid-state circuitry for dependability. We've created an extraordinary new rear vent cooling system that keeps the mechanism and records clean and trouble-free for years. And if service is ever needed, we've made that easier, too.

The cantilevered floating space dome swings open wide to let you get inside, and out, in a hurry. Even the front of the machine is removable. Most components simply snap out for easy testing and replacement.

The whole amplifier is modularized. Each channel gives enough power to keep the machine and auxiliary speakers operating in case of one channel failure.

Ask your Rock-Ola distributor to show you everything the brand-new 454 can do. Ask the impossible.

The 454. One of the impossible machines from Rock-Ola.

ROCK-OLA 
THE SOUND ONE

Kitchener championship threatened

Pinball distributors seek an injunction to prevent gambling charges

By PETER WHELAN

Ontario distributors of pinball machines will ask Waterloo County Court today for an injunction to bar local police from laying anti-gambling charges at the Canadian pinball championships in Kitchener on April 27.

The action could bring the last major flurry in the great Canadian pinball debate which has been in and out of the Supreme Court of Canada for 30 years.

The machines, with their flashing lights, flippers and free games, rate as slot machines under the Criminal Code of Canada, unless they can be proved strictly games of skill without an element of chance. Even then it's tricky.

Have one in your store, and you face a charge of keeping a common gaming house, whether any gambling is involved or not.

The federal Justice Department's plans to soften the anti-pinball law—supported by all 10 provincial Attorneys-General—have been delayed.

All agree it's a bad law, but today it's the law of the land.

The law will be enforced, Waterloo regional police chief Wilfred Henrich said. His morality officers will go to the championships and if the pinball machines used appear to be slot machines under the law, charges will be laid.

The tournament is a promotion by the Canadian Pinball Association. Despite its national name it represents 60 to 70 distributors in Ontario alone. About 200 contestants from across Canada, most from Ontario, are expected.

Toronto lawyer S. C. Barnett, representing the association, says the whole situation is ridiculous.

The present law is so broadly worded, an artificial lung could be termed a slot machine.

Besides, the machine to be used in the competition is Gottlieb's Pro Football, a model ruled legal as a game of skill in an Ottawa court case.

"We can't work on assumptions," Chief Henrich said. "We don't know until we see it in operation."

"Some machines are legal and some are not, but don't ask me to define them," said Staff Superintendent John Hillmer of the Ontario Provincial Police special investigations branch. "We've had cases where machines ruled legal were then modified, and were illegal." His small anti-gambling staff assists local forces in pinball cases.

The proposed federal amendment would legalize all pinball machines which give away nothing more than free games for high scores.

Supt. Hillmer's current rule of thumb for prosecution comes from the Topechka case of 1960, one of the pinball landmarks before the Supreme court. The law forbids "a machine that by any electronic devices or other means defeats the ability of a player to obtain favorable results."

For senior law enforcement officials, there is a tricky question of whether to enforce a law about to be changed but still on the books. Ontario's Ministry of the Attorney-General got entangled in the federal delay.

In January, the federal Government said it would probably introduce its amendments in late February. Informally and quietly, the word went out from Queen's Park to police and Crown Attorneys in Ontario: ease the pressure on pinball machines, the law is about to be changed.

When no federal action followed, Patrick Lesage, director of Ontario Crown Attor-

neys, quietly and informally removed the leash on prosecutions.

"In effect, policy is back to where it was in 1972," Ian Cartwright, a spokesman for Attorney-General Robert Welch, said yesterday.

In Campbellville, west of Toronto, Ontario's largest pinball operator is brooding over recent advice from provincial Solicitor-General George Kerr: go into the ice cream business, it's less controversial.

That does not help, said Oriena Currie, who is angered by what she believes is a police crackdown on her line of business. Her family's Currie Amusements has about 250 of an estimated 5,000 pinball machines in Ontario, she said.

Across Canada there are 10,000 to 15,000 machines, in bowling alleys, arcades, restaurants and pool halls.

She said the backbone of her business was in Kitchener-Waterloo—and Chief Henrich has broken it. His department has seized 12 machines since January. Small storekeepers have removed others after "friendly" visits by police advising that they plan charges.

The business is up and down across Ontario. Hamilton, for example, has had none for years. Police drove them out.

Toronto has many. The Metro police morality squad moves in when magnets within a machine take control of a ball after the player shoots it, "and there is no longer a game of skill."

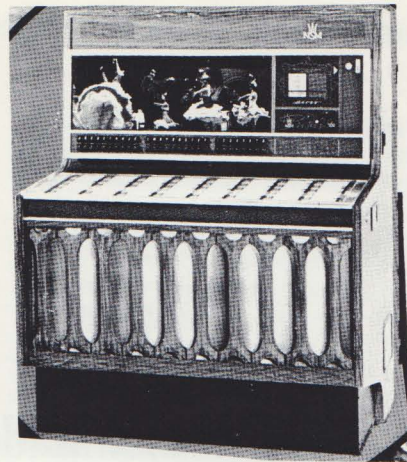
Mr. Cartwright said only a small number of Ontario jurisdictions have pinball cases pending in court now—Kitchener-Waterloo, several in Ottawa, "the odd one" in To-



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ronto and perhaps a few in Pembroke and North Bay. "Not a lot of action," he concluded.

Last fall, his department was surprised by police enthusiasm for pinball charges. At an assessment seminar on Part 5 of the Criminal Code—covering all varieties of gambling, lotteries, pyramid operations—pinballs were the favored topic.

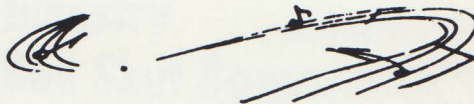
Police spokesmen term the business a high-profit one. And there are fears of who will get control if the law is weakened. In the United States, pinball distribution has been linked in some areas to organized crime.

Ontario pinball distributors scoff at both ideas.

Mrs. Currie said a \$5,000 machine she places in a store might return \$150 a week, split evenly with the store owner. Servicing and other expenses, which she calls high, are paid by her company.

As for organized crime links, an investigation by the Attorney-General gave Ontario operators a clean bill of health last fall, she said.

"What they are doing is threatening to drive us—and we're all small—out of business and open the way to criminal elements."



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Requiem

For U.S. Made

Wurlitzer

Juke Boxes

The Wurlitzer Company began business in the United States a hundred and eighteen years ago. In 1856 young 22 year old Rudolph Wurlitzer just three years out of his native saxony started selling musical instruments. Music and musical instruments had been the life and tradition of his German forebearers since the third quarter of the 17th century. After a short time in the New World it was therefore not unnatural that Rudolph would graduate to some facit of music. Through his family and their connections in Germany Mr. Wurlitzer imported musical instruments which he sold from small premises in Cincinnati, Ohio, as a part time occupation. During the American Civil war, like a great many other companies Wurlitzer branched out and expanded mightily . . . on military contracts; in its case, manufacturing bugles and drums for the armies of the Union. The company then opened retail musical instrument shops firstly in Cincinnati then in Chicago. By 1880 it was manufacturing pianos and three years later a son Farny (after his mother's maiden name) was

born; after a lifetime in the business he died as recently as May 1972. By 1890 the firm was incorporated in Ohio with an authorized capitalization of \$200,000.00. In 1896, Wurlitzer sold its first coin-operated music box, produced by the Regina Music Box Co. A coin-operated player piano, the Tonophone, made by DeKliest of North Tonawanda, N.Y. was sold by Wurlitzer in 1899. So, even before the turn of the century the Wurlitzer Company was strongly involved in coin-operated music. Incidentally, the DeKeist Co. was bought in 1908 and that gave Wurlitzer a stake in North Tonawanda which persists to this day. By 1909, Wurlitzer was capitalized to the extent of \$1,000,000.00. The designation "The Mighty Wurlitzer" came into being with purchase of the Hope-Jones Organ Company. This was a period of furious activity for, by 1913 Wurlitzer was a \$4,000,000.00 company. In the year 1934, the company's present chairman R. C. Ralving joined the firm. In the same year the P-10, Juke Box was put on the Market; it was the first 10 selection box with pre-selection. Three years later Juke Box production was booming, breaking all previous records. From 1942 to 1946 the company was engaged 100% on war production contracts. At that time the net worth of Wurlitzer rose to \$14,000,000.00. In 1953 the company had shipped its half millionth piano. A year later its annual sales were up to nearly \$40,000,000.00 and it had brought out a carousel record holding mechanism for its coin-operated gramophones. During 1956, to partly celebrate its 100th Anniversary Wurlitzer brought out its first 200 selection Juke Box. Two years later the North Tonawanda Division put out the first coin-operated stereophonic music system, a companion unit to its 2200, 2204 and 2250 models of phonographs. During 1960 — Wurlitzer went back home with a subsidiary in Hullhorst, Germany, Deutsche Wurlitzer GmbH which carried out engineering design and production of products for European and world markets. Also in Europe in that year, a sales subsidiary was set up in corporately convenient Switzerland; it was designated Wurlitzer Overseas A.G. A year later Juke Boxes had an exclusive feature called "the Golden Bar" single button selection of "Ten Top Tunes", and, on the Model 2500 Phonograph, automatic intermixing of 45 RPM and 33½ RPM records was featured. Over the years overseas branches were further established in England, Italy, and its retail stores numbered 38 by 1968; as well, more plants were acquired or expanded over the years. 1973 saw the introduction of the limited production 1050 Model "Nostalgic" Juke Box patterned on the flamboyant models of the immediate post war period. Wurlitzer over the last half decade also pioneered a tape Juke Box designed and built in its German facility; it brought out a furniture styled coin-operated gramophone and just recently announced a four channel sound Juke Box.

Now, the North American designed and built Wurlitzer Juke Box is all but out of production and newly built gramophones will soon be no more after forty years of continuous production in the U.S. However this by no means means the demise of a famous Juke Box name. Models will continue to be built in Germany and imported into Canada. Also, Dale Distributing Ltd., Canadian distributor, has a large inventory of current models and has announced its intention of offering to Canadian Ops full sales and service well beyond Wurlitzer V.S.'s promised six years into the future spares and service.

Wurlitzer A Victim of Prosperity and Inflation

It's a paradox on economic conditions in North America today that the Wurlitzer Company went out of Juke Box manufacturing at a time when Operators over the last year were buying coin-operated gramophones in large numbers. According to available American information some 10% more Juke Boxes were sold in 1973 than in the preceding year. And, overseas sales were also well up — with Canada at the top of non U.S. buyers of coin machines. So, by all accounts have been Operators' collections. The American industry can therefore be said to have been buoyant with excellent, best-ever gross receipts. The catch comes with the word "gross" however; the real problem is with the net receipts, and these seem to be an entirely different story. In the cases of both equipment manufacturers and Operators the already high costs of doing business have simply skyrocketed over the last year to eighteen months and indeed this uncontrolled inflation shows every sign of worsening. And, that will make the future very, very, difficult indeed. The problems of the industry apply to both gramophone makers and Operators and, the trouble in both cases is costs.

In order to keep down the price of admittedly expensive equipment, Juke Box manufacturers have done their best to hold the line and keep their profit modest, passing on the minimum to the Operators. So, whilst they have enjoyed excellent sales and volume the profit hasn't been commensurate with the effort. Even so, costs to the Operators have had to go up. But, the cost of gramophones is but one of the Operators many rising costs, because, like a factory he too has to employ people and buy vehicles, pay rent, financing charges, buy records which have gone up several times. And, his customers don't have to play the Juke Boxes he had to have; they have to be wooed to do it and they are reluctant to pay an increase of 50% to 100% to hear their favourite selections. And, that's his problem and where it all starts. So, though times have been uncertain, people have been playing Juke Boxes and makers have been selling them — its just that the profits aren't what they should be and to put them to rights requires a great deal of ingenuity and effort.

American Coin Operated Music Industry "Flapped" Over Wurlitzer Juke Box Shut Down

According to recent reports and statements emanating from Chicago the Juke Box industry in North America is booming. One of the big long time makers has claimed that since 1963 it has grown by some 20% per year. It attributes sizeable portions of this growth to strong overseas demand (headed by Canada) for coin-operated gramophones and, the opening up of large numbers of hitherto closed locations to the console-furniture styled Juke Boxes. But, as a result of shortages of plastics and other vital materials, production is lagging behind demand.

This seems to be a curious state of affairs in view of the recent decision of the Wurlitzer Co. to go out of coin-operated gramophone production in the U.S. Moreover, it does make one wonder exactly what has gone on at North Tonawanda with costs, sales, and marketing when under such a demand market Juke Box production would be given up.

Apart from professioning "shock" more than one highly placed executive in the Juke Box Industry has been making public statements on the Wurlitzer decision. That there was a "flap" of great dimensions in the U.S. and Canada, too, is only too evident from the remarks reported. Most take the line that Wurlitzer's

decision was, indeed, a surprise and not one justified by the buoyant overall state of the U.S. Juke Box Industry. In fact, what has gone on and what has been said is in the nature of a large scale P.R. job to quieten down and soothe and reassure a somewhat shaken industry. Reassurances have, as would be expected, taken a very positive line to the effect that "whilst there may very well have been a great deal wrong with the way Wurlitzer conducted the business of its gramophone Division there certainly was not and is not anything wrong with the rest of the American Juke Box Industry, any part of it. In fact, everything is quite rosy; things are booming and the future never looked brighter."

Seeburg, in fact, took an ad in the U.S. trade press to issue a statement above the signature of its chairman, Louis J. Nicastro. Mr. Nicastro said that "the recent news that the Wurlitzer Company 'is no longer in the Juke Box business' has shocked our entire industry." After expressing regret, the Seeburg Chairman said that "this did not end an era but signalled opportunity for progress, growth and prosperity for the industry and for Seeburg which anticipated growth and, excitement and, innovations in committing itself to the future."

Changes in Copyright in North America Which Could Affect Juke Box Operators Unlikely This Year

Revision of American Copyright laws insofar as they affect the Record and Music Operating Industries has always been of more than just passing interest to Canadian Juke Box Operators. They know that as always whatever happens in the U.S. is more than likely to spill over into Canada. Because Record makers in this country are, to a large degree, American controlled and because powerful "rights" Societies which have U.S. ties exist here, they know if U.S. Juke Box Operators get hit with licenses, fees and other charges to satisfy Record Makers and Rights Societies there

will soon be pressure here towards getting the same deal. And, ultimately that will mean more control, more laws and more payout from Operators.

Fortunately, for the Canadian Coin men — not very much seems to be going on towards the likelihood of new laws being passed in the U.S. this year. The whole matter of altered U.S. copyrighted laws has been blowing hot and cold since 1967 and, luckily for Operators, it does not at the moment appear as though much progress will be made towards new laws this year.

Lots of Material for Record Makers Now That U.S. Government Controls Are Off

It's very odd, or is it? But now that price controls have been lifted in the U.S., there would seem to be more than ample supplies of materials used in the record making and merchandising industry. Controls of paper-wood products, chip board and bleached board have made these items used for jackets and sleeves of records in very short supply at the end of 1973 and for the first quarter of this year. But, now it's a different story in the U.S. Since controls have effectively gone there's plenty of it about, but naturally, at much higher prices. Moreover, everyone concerned with the supplying and using of these materials opinion that it's full steam ahead from now on for the rest of the year with no worries at all about the adequacy of supplies. The only conclusion which can be drawn from all this is, that either holdbacks on production or, release of completed products, have been universal under U.S. Government controls and, manufacturers created a deliberate shortage in order to get big prices when controls were lifted.

With the ending of controlled prices there have already, in under a fortnight, been big rises in prices for chip board and bleached board. Over the past year, Sleeve papers have gone up by a half to three quarters of their end-of-1972 prices. Bleached board has risen in price over the same period by 50% and there are tales of chip board having nearly trebled in price over the same period. Apparently too, some of the big international paper companies have been diverting their production abroad during the controlled price period in the U.S. It is expected that better domestic prices may now result in these companies selling more to the North American Market—it is also likely to cause very much

higher prices than at present. Presently in the U.S. a jacket for a record is costing just about 10c when ordered in large runs; much more if only a few thousand are ordered—this, among other factors is causing record companies to cut back on marginal sellers and concentrate on the big ones which have cheaper unit costs.

British Record companies and International Record companies in Britain are also experiencing the cost price squeeze. In certain cheaper lines of records despite a 26½% increase in retail price this year, manufacturers say it has all been eaten up by rising material costs and currency fluctuations which have been disadvantageous to the British pound. Constituents of P.V.C. imported from the Continent, for example, have risen in price by 1/3 to nearly ¾ quite recently. Tapes have also risen by an eighth and there seems to be no end of increases. Britons are now paying some \$1.40 for 45 RPM singles up to over \$10.00 for pop albums. Tape cassettes run around \$7.65 for pop selections. As a result, makers of low priced records are in very bad shape and there is a great deal of economic pressure building up against singles and cheap records. With materials at a premium all over the world, makers are out to squeeze the last possible bit of profit out of available materials and that means using it for the pricey records which don't take more, if any, than "budget" discs.

Either they and the 45 RPM singles which provide the "fodder" for Juke Boxes are going to have to rise drastically in price or else they run a grave danger of being discontinued by current economic facts and business philosophy of the Western countries.

Foosball Soccer Game Takes Off!!

Foosball is not a typographical error.

It's the newest thing in indoor sports and bears no resemblance to football — with the possible exception of increasingly large monetary awards for those who play it well.

Foosball, as played in hundreds of arcades and amusement centers throughout the country, is a table game that is more closely akin to soccer than to any other outdoor sport.

The human players, four of them for best results, rely on 11 hard plastic players 4" tall and skewered on metal rods, to move a small ball up and down a 42 x 28 inch playing field towards the opponents' goal.

Sounds simple. It's not.

"People who really get involved with it will practice for a year on one shot," says Dennis Sperling, vice president of marketing and operations for The Pub, Inc., sponsors of a \$20,000 foosball tournament set for May in suburban Kansas City.

"Some foosball players practice 14 to 16 hours a day," Sperling added.

Foosball is a game of quick reflexes and strong wrists.

Each "team" is operated by four metal rods, with octagonal-shaped wooden handles. In doubles, the most frequently played variety of the game, four hands are always in place on the rods, moving men and the ball with speed and precision. Players can move the rods back and forth, and kick the ball with a twist of the wrist. Spinning of rods is not allowed.

Each team has a center rod with five players, a rod with three players near its opponents' goal, a rod near its own goal with two men and a goalie on the fourth rod.

Good foosball players can hit bank shots, curve shots, pass the ball between men with unerring accuracy, and have goalies that perform as if they had radar.

Some of the nation's finest foosball players will be gathering in Overland Park, Kansas, May 11 to compete for a total of \$20,000 in prize money in the nation's richest foosball tournament to date.

The tournament will climax more than three months of qualifying foosball tournaments in The Pubs located throughout Kansas. Players from as far away as Texas and Georgia have come to Kansas to compete in the tournament, which Sperling says may be just the start of such amusement device competitions.

The Pub, Inc., with offices in Salina, Kansas is a wholly-owned subsidiary of United Entertainment Group, Oklahoma City.

Speed King Driving Game Released From Chicago Coin



Chicago, Ill. — Chicago Coin Machine, Division Chicago Dynamic Industries, manufacturers of coin-operated amusement games, has released their new Speed King driving game.

"It's realistic racing against competition," says Bob Sherwood, Advertising Manager. "The newest feature from Speed King is the gear shift. The player shifts into low gear to start the game then shifts into high gear to dodge in and out of traffic. The player must shift back into low to clear accidents, then into high for the best possible score."

Another outstanding feature is the tilt and turn action of the racing track. The player races on banked track or flat curves for driving movement.

There is an authentic speed of 0-175 miles per hour with the time and scoring on the dashboard in full view of the driver. There is realistic steering wheel vibration when an accident occurs. Speed King is 25c play and playing time is adjustable. Speed King is the latest successor to the world popular Speedway, produced by Chicago Coin 4 years ago.

OBITUARY

Donald Fielding

With the death of Donald Fielding on the tenth of March at Collingwood, Ontario, one of the best known members of Canada's Coin Machine Industry passed on.

Donald bore a family name associated with Games, Amusements, Rides and Music in Canada from a long way back. He was born in Windsor, Ontario, forty-five years ago, educated in the elementary schools of that border city and then went on to complete his education at St. Patrick's College in Ottawa.

Upon leaving College, Donald returned to Windsor and went into the large and expansive Amusement business started and built up by his parents many years before.

In 1954 upon the death of his father, William George Fielding, he went to Wasaga Beach to look after "Playland," the large Amusement Park and Arcade which was one of the family's interests. Though Fielding Enterprises extended from Windsor to Ot-

tawa and also into Quebec, Mr. Fielding always had a soft spot for "Playland" for he was a "showman" at heart and loved rides which incidentally he sent out to summer and fall fairs at major points in Ontario. Music Operating around Wasaga and in the Ottawa area were other activities of the Company. He maintained a home at Wasaga Beach and spent a great deal of his time at this pleasant Georgian Bay resort.

Mr. Fielding was predeceased by his wife, Rosemary in 1969 and later remarried. He leaves his wife Sylvia and a sister Eleanor, Mrs. Bluestone of Detroit.

The business he so loved took up most of Donald's time and interests. He was a member of the Showman's League of America and the Lions Club of Wasaga Beach and a member of the Roman Catholic Church. He will be sadly missed by his immediate associates and the many friends and acquaintances made over the years. They, with us, will wish to say to his widow and sister how very sad we are at his passing.

OBITUARY

Chris J. Sheils

Many members of Canada's Coin Machine Industry including Vending will learn with regret of the death of Christopher J. Sheils who died suddenly on April the 9th; for the past eleven years Chris ran his own distributing and music operating business in Toronto. For many years, after his return from overseas service with the Canadian Army which he joined at the age of sixteen, Chris worked for the old R. C. Gilchrist Company which played a leading part in Canada's Vending Industry for a great many years.

Mr. Sheils was born forty-eight years ago at Drogheda in Eire, North of Dublin just south of the border with Ulster. He came to Canada with his parents at a very early age; lived in and went to school in Toronto. He was an ardent fisherman and a licensed pilot who, at one time or another owned a variety of light aircraft. These, hobbies, his family, business and church took up most of his time. A faithful member of St. Martin de Porres Roman Catholic Church in Toronto, Chris was strong in his church's works and affairs.

Mr. Sheils was married and left two children, nineteen year old Chris and sixteen year old Catherine and his wife Catherine. To them, our deepest condolences, he will be sadly missed by a large number of friends and associates within and without Canada's Coin Machine Industry.

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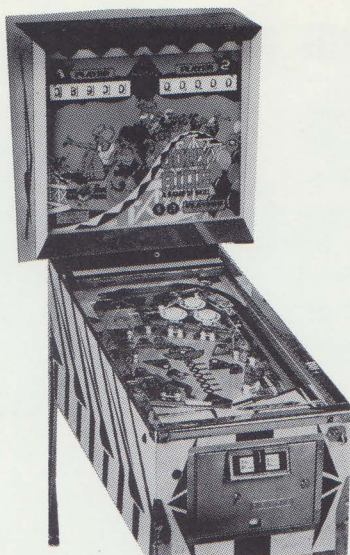
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"JOLLY RIDE"

—

"GEISHA"



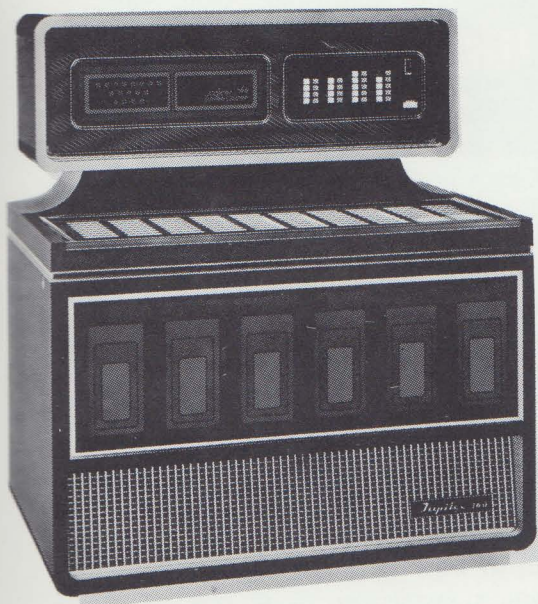
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Sega Enterprises Goes "Home" to the U.S.

From Japan

Sega, that so-called Japanese firm which first popularized the see-hear-do game in North America with "Periscope" is now "home" in the U.S. The big innovator and maker of video games operated as a Japanese company for some years after its founding by American D. Rosen. More recently it has acquired manufacturing and distributing interests in Spain to go after the nearby European market as well as the North American.

Now, however, Sega and its controlling sharehold-

er, the Gulf and Western Corporation of the U.S. have gone public, offering shares in Sega Enterprises Inc. The erstwhile Sega Enterprises Ltd. of Tokyo becomes a subsidiary and probably the Spanish part will to if the Spaniards allow it. Distribution depots are being set up on both U.S. coasts and apparently the American company will operate coin-machines as well as distribute them. Operating is to be done on its own or through deals with other Operators. The possibility of manufacturing in the U.S. is also mooted.

Research Carried Out to Find More Juke Box Locations

More market research than ever before has gone into the Juke Box, Games & Amusements side of the coin machine industry in the last two years. This has been carried out by individuals, University groups, pro-

fessional marketeers and manufacturers as well as Operators. In the U.S. this is largely as a result of a slower growth rate in recent years of the Juke Box industry. And, it has come about to a large degree with the tearing down of large chunks of urban property which traditionally hold many of the locations for these types of coin machines. The objects of the surveys are quite simple, to find new and more locations and to find within and without them, more customers.

One of the large Chicago Juke Box manufacturers queried its distributors across the country last year and from what was learned has apparently concluded that this will be a good year for selling its products. Among the locations with good potential are listed—the higher class bars, lounges and restaurants which have been won over by conservatively styled furniture type Juke Boxes. Fast food outlets which have so far generally been averse to Juke Boxes on their premises now seem to be favourable to them and this trend is developing; ferry and excursion boats, schools and shops also seem to be interested in having Juke Boxes to a greater extent than in the long or even immediate past. More and more leisure time places and recreational spots have become Juke Box orientated. Some of these, due to high fees have replaced their live performers with gramophones. Good looks as well as good sound is now virtually mandatory for Juke Boxes and it seems to be important to be able to match the gramophone as well as its programming to the location. The revival of jazz, nostalgic music and C & W has also cut heavily into programming which for some time has been predominantly pop.

These are some of the places and means by which it is expected to sell a lot of Juke Boxes during 1974.

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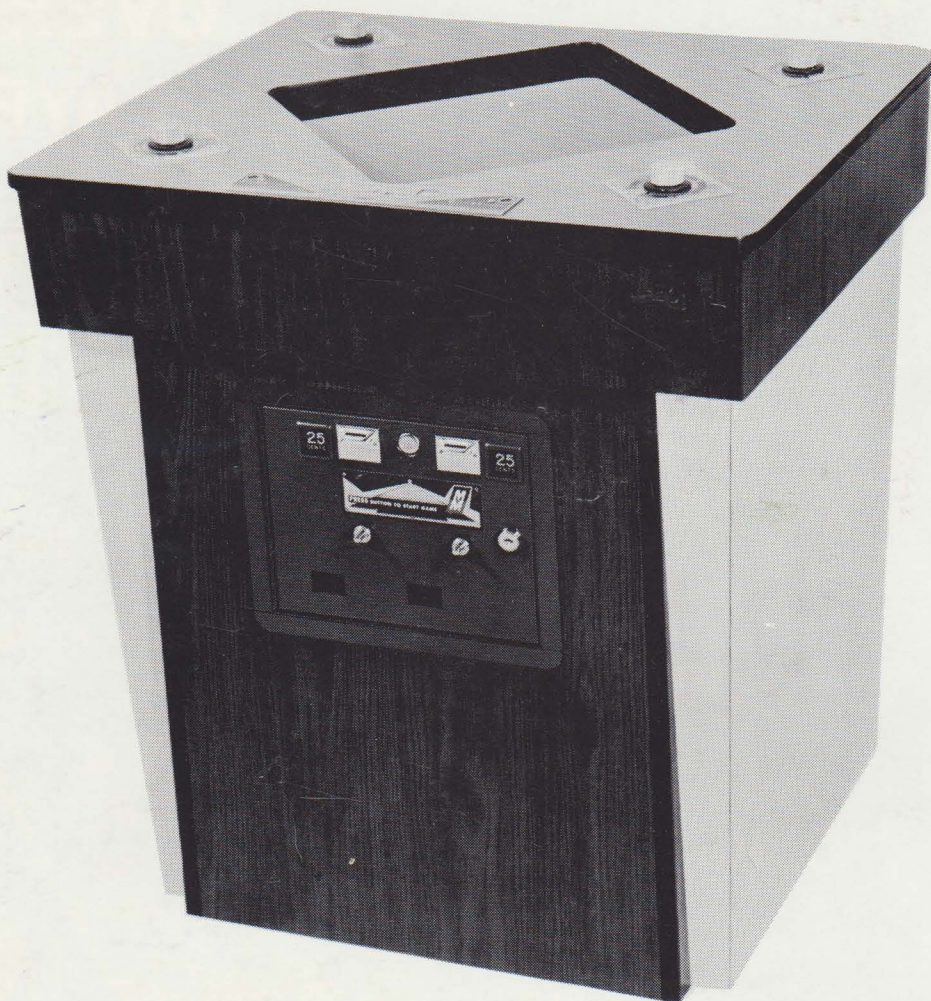
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Our design incorporates a sturdy formica type top and a tempered glass covering the T.V. tube.

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