

## THRU THE COIN CHUTE

### MIAMI MURMURS

Cliff Deale, Deale Automatic Music Co. has such a competent staff that every other week he and his wife take a four day vacation and spend their time at a Miami Beach Motel and enjoy it immensely. . . . Norman Rogers, of R & S Music Co. is very happy over collections. He says they are really climbing. . . . Bush Distributing Co's addition to their building will be completed this week and a One-Stop record department has been added, which will be operated by Mrs. Shirley Garfen, who had previously worked for Ted Bush & Ozzie Trupman in Minneapolis for ten years. . . . Maury Horwitz Bishop Amusement Co. has again shown his generosity by donating a juke box for the one day Carnival run by the Shenendoah Elementary School. The A.M.O.A. is very proud of the good work Bishop Amusement Co. has done in the past and much credit goes to Vincent Bray, mechanic at Bishop's. . . . "Money, Money, Money" by Johnny & Mack on King label is coming up fast according to R & B man Henry Stone of King Records. . . . George Caravachous Southern Phonograph Co. is losing weight rapidly now that he has enlarged his music route. George is anxious to slim himself down in time for the A.M.O.A. affair. . . . Mercury Record Dist. Co. was broken into by thieves last week and all they took according to Steve Brookmier was 4 record players which was fortunately covered by insurance. . . . Radio Center will be well represented at the A.M.O.A. affair this year, as tickets were purchased for the entire staff.

Mannie Ehrenberg and Irving Landsberg, both former Brooklyn, N. Y. operators, in town. . . . Sam Benton, former foreign emisary for Sam Taran, first in Cuba and then in Mexico, until both devalued their dollars until it became unprofitable to operate, now making his home in Miami. . . . Jack Lovelady renovating his recently acquired ocean front hotel for the coming season. Jack extends an invite to all his friends and fellow coinmen. . . . Eddie Ross, former distributor from Baltimore (one of the oldest in experience) announced he will now become a native of "Shangri La" (Miami). . . . Joe Mangone just returned from a swing through his territory checking on Gottlieb's new pinball machine. He claims he is sold out until 1955. As soon as he returned, Joe rolled up his sleeves and went to work on the coming AMOA affair scheded for December 11. It promises to be the most outstanding event ever held by AMOA. . . . Bert Lane's driving range a constant topic of conversation among the Miami coinmen. . . . Willie Blatt told his friends that the reason he merged his operation with Lucky Skolnick was so that he could ease up a little. However, the operators claim he now spends more time in his place of business than heretofore. . . . As in the past, this time of the year finds operators very busy setting up new locations and reopening others for the winter season. This causes heavy purchases from distribs and that's one big reason Sam Taran walks around with a perpetual smile on his face. . . . Willie Blatt has finally completed his home and when the boys get together for the inevitable gin-rummy game they won't have to step over bricks and lumber that has been piled up in the living room for the past three months.

## Country Club Elects Casola Pres.



ROCKFORD, ILL.—Lou Casola, president of Mid-West Distributing Company, this city, was elected president of the Mauh-Nah-Tee-See Country Club last week.

Shown in the picture above are: seated left to right, Casola and Secretary-treasurer Bob Lombard. Standing are Syl Beishir, greens captain and vice-president Ray Maitzen.

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### CALIFORNIA CLIPPINGS

Nearly 500 operators and their wives came in from all over Southern California Nov. 21st and 22nd. The occasion was the official grand opening and premiere showing of new games, guns, vendors and background music systems at Minthorne Music Co.'s new branch sales offices at 2671-73 W. Pico Blvd. Frank Mencuri pulled one of the cleverest pranks of the year during the two-day event. In all the announcements that were sent out to the operators it stated, "Free pin games for everyone"! Of course, this aroused much curiosity. Upon entering the showrooms ops were given a tiny miniature pin game which really worked. This served a dual purpose. First it brought forth varied comments and secondly gave all the wee ones something to play with to keep them out of mischief while their elders looked over the wide array of new machines and discussed the affairs of the day. There was a lot to see too. John Gore, bowler project engineer for Chicago Coin, Chicago, flew in especially for the showing. He conducted an informal service school showing ops all the many refinements and improvements of the new "Thunderbolt" bowler. Meanwhile Dave Wallach, District manager for the J. H. Keeney Co., went around proud as a peacock showing off the new Keeney "Sportsman" gun. Also getting its share of attention was Exhibit's "Sportland" Shooting Gallery with many revolutionary new features. The new "Grandma Predicts" Fortune Telling Card Vendor received much attention as old granny peered into her crystal ball and with a wave of her hand delivered a card with your fortune imprinted thereon. The delicious food and refreshments were thoroughly enjoyed by everyone. Jean and Dolores Minthorne, Hank Tronick, Ed Wisler and Wayne Davis came down from the main showrooms to chat with operators who came in for the event. Recording stars George Shearing, Lorry Raine, The Lainie Sisters plus many others turned out to make the affair complete. . . . A tour of the new Minthorne Branch Sales offices also included a trip to the upstairs showrooms where George Mahlum presented an impressive display of new Seeburg background music systems for operators and complete line of High Fidelity components.

**NEWS TIDBITS:**—Al Thoeke, field service engineer for United Manufacturing Company, whizzed into town this week. He will spend several days at the C. A. Robinson & Co. showrooms helping operators with their service problems and giving friendly advice and suggestions. . . . Frank Mencuri left for Chicago this past week. He will represent Minthorne Music Company at the NAAPPB Exposition in the Hotel Sherman. . . . V. Van Nattan, sales manager for Auto-Photo Company, also left for the convention. He will display the firm's new model "11" Auto-Photo Studio during the event.

**DISTRIBUTOR NOTES:**—The Thanksgiving holiday gave many employees a chance to get out of town for much needed rest and relaxation. . . . **SIERRA DISTRIBUTORS:**—Wayne Copeland and Ray Powers announced that work on their new showrooms is going along on schedule and they should be open and ready for business by Dec. 1st. They recently added Matt Norberg and Bernard Joseph to their service department staff. . . . **PAUL A. LAYMON & CO.:**—The demand for all types of used equipment is still great and Charley Daniels stated that they are having difficulty getting late model games and phonos to fill the backlog of orders. After stuffing themselves with Thanksgiving turkey the Laymon crew are hoping they never see another one of the old birds, at least, not until Christmas. . . . **BADGER SALES COMPANY:**—Action on Genco's "Big Top" Rifle Gallery is still reported strong. Don Ames and Fred Gaunt have been calling on operators in outlying areas and both agree that the new AMI phono is gaining wide acceptance wherever shown. Fred Gaunt spent the Thanksgiving holiday basking in the desert sun at 29 Palms. . . . **C. A. ROBINSON & CO.:**—Now on display is United's newest "Mercury" Bowler. Charley Robinson says that sales on the new game have been so great that he had to call Brinks to carry all the loot over to the bank.

**SPECIAL NEWS FLASH FROM LAS VEGAS:**—Ron Pepple, prexy of Northwest Sales, Seattle, stopped off here to see his partners at The West-erners Club enroute to Bermuda with several other distributors who won the trip as a result of noteworthy showings during a Wurlitzer sales contest last summer.

**OPS JOTS:**—The Pico strip was crowded with operators this past week who came in to take care of business and attend the official opening of Minthorne's Branch Sales Office. Out-of-towners included Roy Washington, Bishop, along with Howard E. Frost who also trekked in from Bishop. Also Bill Schafer, Bakersfield; Ken Ferrier, Oxnard; Joe Sares, Jr., Tulare; D. V. Vanner, Delano; E. Stone, San Diego; and J. R. Winn, Las Vegas. Walt Hemple, and Elmer Killberg both came in from San Fernando. Others were Lloyd Dendinger, Carlsbad; George Kirby, Riverside; Carl H. Lukke, Santa Ana and Thomas Koski, Long Beach. In from the surrounding suburban communities were H. F. Kirby, El Monte; Larry & Jay Collins, Whittier; George Nachtweh, Compton; Bill Yedlin, Sherman Oaks; Mr. & Mrs. E. F. Benjamin, Santa Monica; J. R. Howell, Baldwin Park; E. Fred Ross, Pasadena; Lorrin R. Farmer, Covina; Clem Korte, LaCanada; O. F. Herman, Montrose; Glen Wolcott, LaCrescenta; Lee Wirt & Lucky Sanchez, Montebello, and Hank Blakely, Linda Vista.

**COINROW DOINGS:**—After taking John Gore to the airport (enroute back to the Chi-Coin factory) Phil Robinson came down with a cold and was confined to his bed for a few days. Guess the excitement over the new "Thunderbolt" was just too much for you—eh Phil! . . . We'll have to see that Al Cohn's right hand man, Jerry Lowe, gets a nice raise. Caught him working in the Trico Music office one night at midnight. And on Sunday nite at that!

In last week's column we stated that plans have been discussed before members of the Los Angeles Division of The California Music Merchants Association for holding a statewide convention here in the Spring of next year. Ben Chemers, business manager for the organization, stated that an affair of this kind could not possibly be held until summer due to the MOA convention which takes place in March. Newest member of the association is Leonard T. Buffehr. . . . Sam Ricklin, prexy of Calif. Music Co., reports that business is starting to pick up for him and getting more hectic day by day. He adds that local operators are starting to program Christmas tunes on their boxes already.