



(Excerpt about of one of Rosetta's seven brothers)

TWO

My Brothers and Sisters

JOE

When Joe finished grammar school, he wanted to expand his education. He got a part time job and in those days even youngsters could enroll in business school. I think the course he took lasted six months.

Like I've said, many of my brothers had the talent for making people like them which meant they could almost sell the moon. Joe decided that's how he could make the most money, and he worked at several selling jobs, but with each job he still wanted to make more money. I guess he followed what became known as the American Dream. Anyone could be successful if they had the drive. He was hired by Chicago Coin Machine Company, one of the big companies in Chicago in the gaming business and worked his way up to being in charge of their jobbing division.

They manufactured pin ball games and ski ball games and took large Victrolas on consignment. The Victrolas were very profitable for the company and my brother Joe became quite successful.

I'm sure many people today have no idea what any kind of Victrola was. In 1927 The Victor Talking Machine Company came out with the Automatic Orthophonic Victrola 10-50 which was the first automatic record changer ever. Before that, every record had to be placed on the spindle of the machine by hand.

Some ingenious suppliers got the idea of fitting the Victor 10-50 with a juke box mechanism with an attractive glass window in the door for watching the changer work. This allowed business owners to have people pay a nickel to play the next of the 12 records in the stack.

Of course, then the owner had to go and remount the records in the magazine once they had all been played. The selling point was that this altered machine would make up to \$85 per

week for the enterprising owner. Imagine how much \$85 was in those early days when the average cost of health insurance was fifty cents a month and you could buy a car for around \$600.

These modified Victrolas were very popular in taverns or any place of amusement and Joe earned enough to have a very comfortable life while he was with Chicago Coin.

Although he worked for them a long time, his wife Lillian's family was the Gottlieb family. They were and still are famous in the gaming industry. The pinball games Gottlieb manufactured are actually in the pinball Hall of Fame now. Joe and Lillian set up a big coin machine company of their own called National Coin Machine and even had an office in Havana, Cuba until Castro came in and overnight that office disappeared like magic. Joe and Lillian couldn't have children and they adopted a son, Ronnie.

Joe was the first of the boys to pass on. He died of cancer when he was 80 years old, but his wife was still living in 1989 and was in her 90s.