

Coin Machine Exports Show Gain Over February, 1940

Mexico takes up slack caused by Canadian import restrictions

WASHINGTON, April 12.—Coin machine export totals for the month of February, 1941, displayed a slight gain over the corresponding period for 1940, altho fewer machines were exported, according to the latest figures released by the Department of Commerce. Comparative totals show that 1,031 machines were sent out in 1940, as compared with 926 in February of this year. This February's total, however, was \$91,862 as compared with \$85,030 in the same period last year.

It is believed that the drop in the number of machines exported was due chiefly to the fact that Canada has tightened import restrictions. While Mexico's importations showed a decided rise over February, 1940, Canada's totals were down about 25 per cent. World unrest caused some countries to disappear from the listings, but improved financial conditions between North and South America have resulted in the pur-

chase of better and newer machines at a higher cost, thus upping the total value despite the drop in number. Canada took 668 machines valued at \$6,120 in February, 1940, as compared with 373 valued at \$34,773 in February, 1941. Mexico, on the other hand, almost doubled its imports, taking 251 machines valued at \$30,574 this year as compared with 172 valued at \$18,469 in February of last year.

Phonos Lead List

Coin-operated phonographs again led the list of exports with 264 machines valued at \$42,974 being exported. Canada, usually the biggest importer, placed second to Mexico. Canada led, however, in the tabulations of pinball games and vender exports. Games and venders both dropped off sharply in the amount of machines shipped, but because of demand for better machines the dollar amount was far above that recorded in February, 1940.

The figures revealed that February, 1941, was approximately \$20,000 ahead of January of this year, indicating that the coin machine industry may have a better export business this year than was expected.

Following is the tabulation of exports of coin machines for February, 1941:

Country	Automatic No.	Phonographs Value	Vending Machines No.	Value	Amusement Devices No.	Value
Canada	31	\$6,300	95	\$8,680	247	\$19,793
Costa Rica	1	162
Panama, Republic of	30	1,326	51	6,122
Mexico	170	28,911	32	420	49	1,243
Dominican Republic	1	100
Curacao	3	782
Colombia	11	3,190	1	132
Venezuela	17	2,203
British Indies	1	20
Cuba	5	348	6	556
Philippine Islands	7	125
Union of So. Africa	26	3,210	127	7,124
Nicaragua	2	70
Panama Canal Zone	13	1,046
Totals	264	\$42,974	167	\$12,935	495	\$35,953
Grand total—926 machines	valued at \$91,862.					

Phono Sales High for Badger

MILWAUKEE, April 12.—"It looks as tho everything is in our favor this year," declare spokesmen for the Badger Novelty Company. "Not only do we have the advantages of a boom period but we also have an unusually fine music machine to offer coinmen. Installations in Milwaukee have been way up and each is proving highly satisfactorily in earning ability."

"We find that there has been a keen appreciation developed for the new quality of music produced by the Tone-Column. We have purposely placed this machine in locations which were acoustically difficult—with the finest of results. Typical locations responded to installations with increased earnings, often tripled."

"So much for the phonograph business," they continued. "Our games business has been booming, too. There are now many more games being operated in this territory than ever before."

"The first quarter period, ending March 31, shows an increase of 10 per cent in sales on our book; this is in comparison with the same period of 1940. Operators report a steady increase in collections and all indications point to one of the best seasons in coin machine history."

Pin Games in Palestine

NEW YORK, April 12.—Bert Lane, of Seaboard Sales, reports he received an inquiry this week from Palestine regarding Genco games. Bert is of the belief that the soldiers find the game as popular in the Holy Land as soldiers do here.

"It looks," Bert declared, "as if some of the Palestinian business men are in for some heavy sugar. Most of the soldiers in Palestine now are from Australia, where pinball is very popular. They're bound to be interested in the game."

Southern Automatic Business Flourishes

LOUISVILLE, Ky., April 12.—Leo Weinberger, Southern Automatic Music Company executive, reports that business in the organization's four offices is the best it has been for years.

"Tho we expected this spring to be a great season for games and other equipment, the actual business we have done has left us amazed and happy," declared Weinberger. "We have been on the go day and night, taking care of the hundreds of operators who have come to depend on us for reliable new and used equipment."

"The way in which music men served by our offices have taken to our new offerings in wireless music systems has been a source of much pride, too. Installations of these systems has occupied the time of a large staff of experienced

men and we are getting calls for more installations every day. Business all along the line on all our equipment is truly booming, and so far this year our records show sales way ahead of any similar period in the past."

Soundies' Reel Six

CHICAGO, April 12.—It has been announced that a sixth reel is now ready for release to locations having the Mills-Roosevelt Panoram Soundie machine. This latest reel brings the total number of subjects up to 48—these were produced by James Roosevelt's Hollywood studios and three associate picture producing companies—Minico, Cinemasters, and Cameo. Roosevelt is president of Globe productions.

The eight subjects on the new reel are Globe's *We Could Make Such Beautiful*

Music Together, starring Joy Hodges and Gene Grounds; *When I Grow Too Old To Dream*, featuring Johnny Long's orchestra, vocal by Bob Houston, a Minoco production; *\$32.50 a Month*, a Coslow-directed Cameo production, with Buddy Rogers and his orchestra, vocals by Shirley Deane; Sylvia Froos is the vocalist in *Isn't That Just Like Love?*, produced by Minoco; *Bugle Woogie* is voiced by Susan Miller, Lorraine Paige ork, featuring Danny Hocktor (Globe); *My Gal Sal* presents the Eton Boys (Minoco); Dinorah Rego in *Perfidia* with Carlos Fernando music (Globe production); Cameo stars Martha Tilton in *Love Turns Winter to Spring* with Bobby Sherwood's ork.



TWO SCENES TAKEN IN THE SPACIOUS NEW QUARTERS of the Ohio Specialty Company in Cincinnati. Above, Harry H. Cohen, owner and manager of the firm, in his elaborately appointed office; below, a section of the large display room.

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