

COINMEN YOU KNOW

Chicago:

Col. J. Kenfield Morley, who once directed advertising and publicity for O. D. Jennings & Company, has been named by the Army and Navy Intelligence and the FBI to direct a test campaign in Louisville to control "careless talk." Colonel Morley's campaign in the test city of Louisville will shape the government's subsequent nationwide campaign to protect vital military information on the eve of Allied invasion of Europe, it is reported.

Conversion Specialist

About six months ago Al Sebring, of Bell Products Company, inaugurated a plan of converting operators' old, obsolete pin games into equipment that would look and operate like new.



AL SEBRING

So successful has this program been, says Al, that the firm found it necessary to move to larger quarters. Today Bell Products Company occupies one of the largest and best-equipped buildings in coin machine distribution circles.

Asked about post-war plans, Al said: "We expect to maintain our present facilities for repair and servicing of machines, and to expand our distribution program."

Boost Write-a-Letter Plan

Jack Nelson and Jack Kelner have enlisted in the Write-a-Letter Campaign sponsored by National Coin Machine Association and will serve as president and treasurer respectively of the committee directing the project, according to Henry Seiden, general chairman. Seiden, who has spent six months preparing the campaign, was in Chicago for the past two weeks putting finishing touches on the plan.

Incidentally, the new letterheads of the National Coin Machine Association refers to the association as "A non-profit organization created to enlist the power of advertising for victory."

Smitty Writes Letters

When you think of writing letters to servicemen, think of R. E. (Smitty) Smith, of O. D. Jennings & Company, who says he is sending plenty of letters to Trinidad, Panama and the far Pacific to his three sons in the armed forces. Two of his boys now have officers' ratings.

Detroit, Chicago and Pittsburgh

Morrie Ginsburg, of Atlas Novelty Company, visited the Detroit branch office last week. There he met Phil Greenburg, manager of the Pittsburgh Atlas branch. They returned to Chicago together and this week doubled again when both went to Pittsburgh.

Arcade Operator From Kansas City

Tom Gershon, of Kansas City, Mo., who operates the Wonderland Arcade featured a few weeks ago in *Life* magazine, was a Chicago visitor this week and called on several manufacturers and distributors.

Biz Boom in Michigan

Leon Groves, well-known operator of games and music of Casopolis, Mich., was a business visitor this week. He reports a booming business despite manpower and parts problems.

Warning All Muskies

Earl Palmer, Exhibit purchasing agent, displayed some giant-size fishing lures this week to jealous associates. He is leaving next Monday to be the guest of Mr. Runzel, of Runzel Cord & Wire Company at his Wisconsin lodge.

Meets WPB Officials

Walter A. Tratsch, president of A. B. T. Manufacturing Company, remained in Washington for a few days following conferences between WPB officials and members of the Coin Machine Industry Advisory Committee. He reports that the discussions were interesting and significant.

33 Years in the Business

Perc Smith will soon celebrate his 35th anniversary as dean of arcade men, hav-

ing joined Exhibit Supply Company more than 24 years ago. His total years with the coin machine industry total 33, as he served with Mills Novelty Company for nine years, accepting a post with Mills upon his return from Liverpool, where he represented a Chicago firm. He doesn't want folks to know how old he really is, but most guesses about his age fall 15 to 20 years short of the mark.

New York:

Earle Baake, National Novelty Company, passed another birthday milestone at a house party arranged by his wife, Caroline. Seventeen guests were invited, with a bridge tournament highlighting the festivities. Son, Bruce, was on hand to tender as his birthday gift a promise to do an even better job with his Victory Garden this year. Earle's sister-in-law, Joan Gierasche, has joined the WACS.

Wallets for the Boys

B'nai B'rith Victory Lodge, New York column chapter, has been sending wallets to member sons in service. That these are appreciated was indicated in a letter received from Burton Blatt, who has been stationed in England for the past year or so. He said it was just what the doctor ordered.

Gentleman Farmer

E. M. Ravreby, Owl Mint Machine Company, is spending a good part of his time ploughing, planting and nursing an exceptionally large Victory Garden in the grounds surrounding his home. He really enjoys pattering around in the open. His physical trim proves it.

Visitor

Mayo B. Watson, sales manager Post-type Division, Grant Photo Products, Cleveland, spent some time in New York visiting with G. P. DeFrehn, sales promotion manager. Firm is now setting up its post-war plans and expects to make an intensive drive in this market.

Buffalo:

Bob Miller, formerly of Iroquois Amusement Company here, is now a supply sergeant with the army in India. Bob is now teaching gunnery in his unit four times weekly, aside from his regular work, and told enthusiastically about the thrill he and his buddies received when they heard their first American broadcast in India the other day—the *Lucky Strike Hit Parade*.

Along Coin Row

Ben Kulick, one of the most prominent coinmen in the Queen City, is back in town after a trip to Texas to see his son, Sanford (who's in the army there), and a stopover in Chicago. . . . Jim Blakeslee, of Iroquois Amusement Company, is getting ready for his summer locations. . . . Jimmy Thompson, formerly head of Buffalo Electric's record department, has recently joined the Iroquois Amusement Company staff and is servicing and repairing music equipment. . . . Mason Winfield Jr., formerly a member of J. H. Winfield Company, is still at Camp Croft, S. C. Son of Mason Winfield and nephew of Harry Winfield, heads of the firm, he's a sergeant in the Intelligence Division. His parents expect him home on a furlough early this summer.

Detroit:

Plenty news of Detroit coinmen in the service this week. Dan Zulinski, who formerly operated juke boxes on the West Side with his father, is now in Corsica. His father and sister are carrying on here. . . . Pfc. Eddie Zielsch, former serviceman with J & J Novelty Company, has been stationed in Hawaii. . . . Pvt. Eddie Durbrow, another former J & J serviceman, is stationed at Sioux Falls, S. D., where he's in radio technician training—a field in which his coin machine experience should come in handy. . . . Stationed in England as a special Diesel technician with the navy is Arthur Baynes, who formerly headed the pin game and vending firm of Baynes & Kennard.

Route Switches

Jack Kirschner, operating as Jack's Music Company, is expanding with the acquisition of a route this week from J & J Novelty Company. . . . Jack Baynes, formerly service manager of Baynes & Kennard, has bought the White Music

Company and is renaming it the Baynes Music Company. Baynes was formerly a partner in White City firm, with Harry White, veteran operator here, and Clair Spooner. Firm is moving to new quarters on Lauder Avenue.

Short Takes

Ben Newmark, of Atlas Automatic Music Company, is still carrying his right arm in a cast. Until he can use both arms again, he's learning to write with his left. . . . L. V. Rohr, head of Rohr Sales Company and president of the Greater Detroit Vending Machine Operators' Association, reports the supply situation in the vending field is getting tighter. As a result, few independent operators are still active here. Most of those remaining are doubling in war plants. . . . Mrs. James A. Passanante, wife of the owner of J & J Novelty Company, is receiving condolences on the passing of her sister, Mrs. Agnes Heart, in Chicago May 12 after a two-year illness.

Philadelphia:

George Brussfield, serviceman for Bill King's Quaker Vending Company before entering the service, is one of the industry's first war heroes. King has just received word from him that he had received a citation for air fighting in the Pacific and had put in 1,765 hours in the air in combat during the past 25 months.

War Prisoners Collection Drive

Local operators are going all-out in helping the drive for musical instruments, sports equipment and games for American prisoners of war abroad. As in all other patriotic drives, the industry here is doing more than its share, with many of the operators serving on the neighborhood committees for the drive being carried on now by the War Prisoners' Collection Committee for Philadelphia and vicinity. As in all other war effort activities, the operators realize that in contributing to this cause, they are building not only for the present but for the future.

Wedding Bells

Wedding bells are being tuned up for Harold Schatz, popular amusement machine operator here. He is heading for a wedding with Pepper (Lucy) Garat, well-known night club singer here. The date has been set for June 23 and plans are already under way for the traditional bachelor party.

Files Trade Name

Sterling Amusement Company is the latest of the local operating firms to file its trade name with the local courts as the first step for permanency after the war. The application for a certificate of authority to conduct its business under the name of Sterling, stated that those owning or interested in the business are Ralph Miller, Max Brown and Meyer Glickman.

New Showroom and Factory

David Rosen, formerly in the salesboard and novelty business with Exhibit Sales Company and more recently operating pin tables, juke boxes and arcades, has opened showrooms and factory at 855 North Broad Street and will specialize in revamping games, remodeling cabinets and jobbing arcade equipment.

Short Takes

Joe Rake, Nat Rake's father, has returned from a buying trip thru New England. . . . Sam Stern professes to be on a diet but finds it tough to stay away from that famous Spring Garden Street huckleberry pie.

Los Angeles:

At the request of Mary Pickford, Associated Operators of Los Angeles County, Inc., have donated two pin games to the boys at Camp Irwin near Riverside, Calif. "I know the boys will be as appreciative as I am," Miss Pickford told Curley Robinson, AOLAC managing director. "If you have ever been out there you know what a desolate spot it is and how much the boys need something to entertain them during their hours off duty."

Along Coin Row

Carl Happel, brother of Bill Happel, who heads the Badger Milwaukee office, has received the King's medal for his work with the Wisconsin State Guard. . . . Al Grebbahn, Badger sales manager, is away on a week's vacation. . . . J. D. Turner, of Inland Amusement, back at his desk after doing some field work for Fred Gaunt. . . . Harry A. Kaplan, of

Southwestern Vending on a trip east. St. Paul and Winnipeg, Can., were among the stops he made. The Canadian jaunt was to visit his father. He's buying equipment along the way, too. . . . From Jack Gutshall, of Gutshall Distributing Company, comes the report that *What the Sergeant Said* by songwriter Jackie Camp and recorded by Red Merrill and his boys is going great on the jukes.

In Town

Charles E. Zamlock seen along Pico buying for his Reno operations. . . . Mrs. Leo Vaughn is doing the buying for her husband's routes as he's too busy with business in El Centro, Calif. On her last trip she took several Panoramas back home with her. . . . Bill Shorey, of Inland Amusement Company, San Bernardino, in town to add to his equipment. . . . Harry Gordon, of San Diego, here in quest of equipment. . . . Also up from San Diego was Harold Prescher. . . . Bill Sparrow, of Santa Barbara, making the usual rounds.

Robert Burns, brother of Conner Burns, an operator in Natchez, Miss., before going into the army and overseas, visited friends in Los Angeles recently. Bob is stationed in this area with the marines.

E. S. Trimble, music operator in nearby Huntington Park, in the city buying. . . . J. P. Collins visited from Long Beach. . . . M. C. Edwards, of Las Vegas, Nev., here on business. . . . Glenn Craig in from San Fernando Valley. . . . Frank Lamb making the rounds for his business in Glendale. . . . S. P. Carter, of Nickabob, busy with the new scale route that he added to his already large operation.

Richmond:

Music operator Joe Wigington reports a healthy increase in collections despite the new 30 per cent cabaret tax. His record supply, he says, is almost back to normal due to heavy incoming shipments.

Visitors along Coin Machine Row included Pfc. Mervyle L. Painter, now stationed at Sheppard Field, Texas, and Bert Watson, of Miami.

Radio Station WRVA has its ace platter boy, Harvey Hudson, now working two hours every morning. On Monday he plays the complete list of the Most Played Juke Box Records as compiled in *The Billboard's* Music Popularity Chart. Tuesday is devoted to the Harlem Hit Parade and Wednesday of each week he uses the Best Selling Retail Records of the national list as compiled by *The Billboard*.

Atlantic City:

Joe Dorsey, who set up an amusement machine arcade at Hamid's Million-Dollar Pier to introduce his new "Bowlette" game, reports that he has turned down a large number of requests from visitors to buy the coin-operated alleys for private homes. It is the intention of Dorsey to sell single alleys, but not until after the war.

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