Automatic Age

JAN. - FEBRUARY, 1945 VOLUME 19, NUMBER 12

AUTOMATIC AGE, $1.00 per year. Published bi-monthly by Automatic Age, Inc., 4021 N. Melvina Ave., Chicago. Entered as second class matter February 20, 1943, at the Post Office at Chicago, Ill., under the Act of March 3, 1897. Printed in U.S.A.

THE JOHN CREERAR LIBRARY FEB 1945

New Inventions Forecast Brilliant Future and Extention of Automatic Vending

The inventive ability of the American people has been greatly stimulated in recent years, and it is indeed significant that a number of developments are centered around machines for automatic vending. After Victory, these developments will be speeded up, and many new innovations can be expected. Each will further the idea of operating automatic vending, and this convenient method of merchandising will win public acceptance.

Following is a letter which indicates things to come and any manufacturer interested in the outline may contact the party by writing to Automatic Age. Such inquiries will be forwarded.

Quite through accident I happened across a copy of "Automatic Age" for November-December, 1944, and after reading every line contained therein am convinced that a better stroke of luck could not have happened me.

For some time now my brother and I have been endeavoring to get in touch with a manufacturing concern interested in a revolutionary type of vending machine and since you apparently cover this entire field perhaps you will be kind enough to assist us in making the proper connection.

My brother has completed and has patents pending on an electrically operated machine which will accept any coin up to a dollar, making the proper change in pennies, and will automatically deliver from one to a dozen items of canned or bottled merchandise. The machine is adjustable to any size package thus affording the automatic sale of any product which can be packaged. While the working model can be loaded with up to four cases of goods, depending on the size of the merchandise, it is also possible to equip the device with an entire stock of merchandise, it is also possible to equip the device with an entire stock of goods on the same floor or in an adjoining stockroom, over or under the machine. The latter use, of course, would mean that a battery of machines would be installed to put purchasing on an entirely automatic basis with the insertion of a coin.

Another machine is in process of completion which can be adjusted to vend any packaged article from a pack of cigarets to the largest box of soap chips, or any size can or bottle, which makes for a variety of sales but is not electrically operated.

I should like to get in touch with a manufacturer who could produce the machines when war-time restrictions permit and should be pleased to furnish further details to you or to anyone whom you may recommend with the object of production in view.

CPL. RALPH A. PETRINE
1916 - 1944

The Secretary of War through the Adjutant General, Washington, D. C., notified Mrs. Jenny Petrine on January 4, 1945 that her son, Corporal Ralph A. Petrine, was killed in action seventeenth December 1944 in Germany. Ralph had been in the service of our country since June 1941. He was a member of Company A, 774th Tank Battalion. This devastating war has placed its cruel hand upon a youth who looked to the future with high hopes. Ralph looked forward with zest to returning to a post awaiting him as managing editor of Automatic Age. Although the destiny of these tragic days has stilled his voice, masked his smile, and removed his animation — he will be forever a loving memory to his sorrowful mother and devoted brothers and sisters: Angela, Mary, Agnes, Frank, Anthony, Marie, Carmela, Joseph, and Daniel (Y1c).

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1945—OUR FIFTIETH YEAR OF SERVICE

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Army-Navy "E" Awarded to Arthur H. DuGrenier, Inc.

Arthur H. DuGrenier, Inc., peacetime manufacturers of the Champion Cigarette Merchandiser and Candyman 5¢ Candy Bar Machine, was advised on December 9, in a letter from Undersecretary of War Patterson, that they were awarded the Army-Navy "E" in appreciation for the war work they have been doing.

DuGrenier, under the very capable leadership of Miss Blanche Bouchard, Administrative Head; Frank DuGrenier, in charge of Engineering; Bip Glassgold, War Work Coordinator; has been engaged in the manufacture of small arms, Radar Airborne equipment, and numerous other equipment used by the Army, Navy, and Air Corps.

The actual presentation of the award by high-ranking Army and Navy officials, has taken place on January 5, in Haverhill, Massachusetts, the home of the company's main plant.

———o———

Wins Another Production Award

Carl Johnson, vice-president and manager of the Rudolph Wurlitzer Company's North Tonawanda Division, announces that the plant has been awarded a second white star for its Army-Navy "E" Flag.

The letter of notification came from Under-Secretary of War Robert P. Patterson praising the company's "continued excellence in production".

Formerly manufacturers of automatic phonographs, the firm is now engaged in war work, the nature of which cannot be divulged other than that it utilizes Wurlitzer's long experience in the production of intricate electrical and mechanical equipment.



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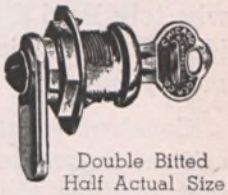
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Remember—There's a CHICAGO LOCK for Every Protection Need

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Double Bitted
Half Actual Size



PRESENTING —

Mr. and Mrs. Perry Wachtel, Mount Vernon, New York, proudly announced the presentation of the "shE" award for excellence in the production of Lynne Ivy, 6 lbs., 6 ozs., January 3, 1945, Jewish Memorial Hospital. The announcement was made in the form of a novel birth card, appropriately designed with flag and all. Congratulations to the proud parents.

Mr. Wachtel is well known in the industry, serving as advertising counsellor for several firms.

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Designer Wins Praise

Paul Fuller, (left above) the man who designed the now famous and long popular modernized Wurlitzer, hears again that it is doing a great job of getting and holding locations for Wurlitzer music merchants everywhere.

This time, it is Tim Crummet, a partner of the Central Distributing Co. of Kansas City, Missouri and Omaha, Nebraska, who tells Paul that the modernized Wurlitzer is a magnificent money maker.

Constructed entirely of noncritical war materials, this cabinet enables music merchants to convert Wurlitzer models 24, 500, 600, 700 and 800 into phonographs with new eye and ear appeal and consequent greater earning power.

Candy Bar in "K" Ration

Jolly Jack, candy bar manufactured by Curtiss Candy Co. of Chicago, has been accepted by the Chicago Quartermaster Depot as a confectionery component for the Army's "K" ration and is being withdrawn from the civilian market, according to an announcement by Otto Schnering, founder and president of the company.

"We regret that it has been necessary to withdraw this popular bar from the regular channels of distribution in order to supply the Army with the huge volume it needs, but the boys and girls in the Armed Services must come first, and we are proud that JOLLY JACK has met the Army's high requirements," Mr. Schnering said. "As soon as military needs have been taken care of, Jolly Jack will again be made available to civilian consumers."

In addition to producing nearly a million and a half Jolly Jack bars a week for the Quartermaster Corps, the company is making many other contributions to the armed forces. It is manufacturing hard candy squares in special export packing and fruit drop rolls for export; and it is shipping the bulk of its regular candy products for export to the armed forces for sale in post exchanges and ships' service stores, and for issue to the men in combat areas.

The company also is donating hundreds of thousands of its Baby Ruth, Butterfinger and other bars to men and women embarking for foreign service or in cantonments and service centers in the United States.

Veteran Seeks Opportunity in Automatic Field

I am writing with the thought in mind that you might be able to give me some advice on planning a future in your field after the war.

At present I am an army officer in the Signal Corps acting as the Post Signal Officer of this station.

I am interested in automatic vending machines and automatic games and devices of all kinds. Have you any suggestions as to a specific geographical area where I can procure a franchise either as an independent operator or as a representative of one of the larger companies.

Would you have any other suggestions for a young man with limited capital but who has a good knowledge of merchandising and some mechanical ability to establish himself in a community and build a business.

If you have any previous issues of your publication which might add some light to my problem; or if you have the names of any manufacturers whom I might contact, or if you have any suggestions please let me hear from you.

Poor Fish!

"What lovely salmon!"

"That's not salmon—that's cod blushing at the price they are asking for it."

Career Women

There are more than 1,000 women in the United States who have taken up law. There are several million other women who lay it down.

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Training for Small Business

Postwar planning conducted by many civic-minded institutions strengthen the come-back of so-called "small business". The widespread operation of small businesses is important to the coin operated machine industry because this class of enterprise furnish many 'stops' for appropriate coin operated and automatic vending and amusement machines.

Special training for veterans and others who desire to own and operate small business establishments will be offered by Western Reserve University, Cleveland, O. Classes in operation and management of small business will be started in January at Cleveland College, by the division of Business Administration of the University.

In announcing the new training program, Professor Thomas M. Dickerson, Head of the division, said, "We believe this will be unique, and so far as we have learned, no other university has offered a course such as we have planned.

"It is designed particularly to help veterans who plan to apply for loans to set themselves up in small business establishments under provisions of the G. I. Bill. But it is also designed to help civilians who are interested in setting up their own establishments and to help present owners and operators who wish to improve their methods."

The course will be intensive, lasting for eight weeks. Each class will be limited to 20 students. The classes will be under the direction of Professor Kenneth Lawyer, associate professor of marketing, who, because of the lack of a suitable text on the operation of a small business, has drawn up a unique plan of teaching.

Under his plan of instruction, each student will make a searching analysis of his own qualifications and his chance for success in his own establishment. He will first receive a questionaire in which he will set forth his plans, the type of business he wishes to establish and the extent he may wish to expand and develop his business.

He will be expected to obtain much of his information on his own initiative, through his own investigations and through interviews with successful Cleveland businessmen. To help him in obtaining this material he will be given a workbook, prepared by Prof. Lawyer, which is an expansion of the original questionaire.

The student will bring his information to class where it will be discussed openly and in conference with his fellow students and his instructor. The instructor's lectures will be supplemented by lectures by business men, governmental representatives and by trade association heads.

He will record his information in the workbook, and the information he obtains will serve as a guide both in the operation of his establishment or in making up his mind whether he should start in business, Professor Lawyer said.

"Because no great investment is needed, small businesses are easily entered and easily established," Professor Lawyer commented. "Their great problem is continued and permanent existence. The mortality of small business concerns is tragically high.

"Poor location, competition, changing public tastes, are ever-present hazards. In spite of the high mortality rate, small business establishments are essential to a democratic

ANOTHER MONTH
NEARER VICTORY!

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORP.

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economy. Operation of small establishments is what the American people usually think of when we talk of 'free enterprise.'

"Because of our interest in free enterprise, we are anxious to see that it continues to work. We are hopeful that such a course as we have designed will become a definite contribution to its success."

At the close of the first eight week series of classes, the course will be repeated and will continue to be repeated until the demand for such training has been satisfied.

Professor Lawyer, as a former member of the research staffs of the University of Illinois and the University of Pittsburgh, has made special studies of the problems of the smaller distributive and service businesses. His teaching methods are the outgrowth of the statewide training program for the State of Illinois in 1940 and 1941. Approximately 6800 merchants and their employees were recipients of training.

FOR SALE:

Rebuilt LoBoy 1¢ Scales, International 1¢ Ticket Scales, 1¢ peanut vendors, 1¢ lotion dispensers, postage stamp machines, 10¢ asprin vendors, and 5¢ selective candy bar vending machines. Send for list.

R. H. ADAIR COMPANY
6926 W. ROOSEVELT ROAD
OAK PARK, ILLINOIS

BUY MORE WAR BONDS!

GREETINGS!

We regret to announce that Ball Gum has become a War Casualty—not killed—but "Missing in Action" for the duration.

Many of the Ball Gum Machine Operators have successfully switched to Marbles and are reaping a harvest of big profits. You see, previously the players were more interested in the prizes than the Ball Gum.

Now—with Marbles—the players not only receive the Marbles, but also have a chance to win a Prize Marble.

We can supply you with Glass or Agate Marbles in assorted colors. They work perfectly in Ball Gum Machines.

Case of 12,000 ..... $15.75
Barrel of 50,000 ..... 59.50

A Solid "Cherry Red" To Use as a Prize Marble, $4.00 Per M.

ORDER TODAY WHILE STILL OBTAINABLE! REMEMBER MARBLES "KEEP"—DON'T GET STALE OR RANCID! SO STOCK UP NOW!

The World's Leading Coin Machine Mail-Order House!

TORR 2047-G., So. 68th. St. PHILA. (42) PENNA.

SPECIAL SMALL CANDIES FOR VENDORS

- Pistachio Nuts
- Salted Peanuts
- Ball Gum
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- Chocolate Peanuts
- Indian Nuts (Pinion Nuts)
- Charms
- Midget Burnt Peanuts
- Rainbow Peanuts
- Pee Wee Licorice Pastels

Write for Our Price List

PEANUT SPECIALTY CO.
400 W. SUPERIOR ST. CHICAGO

WANTS LATEX RUBBERS

Any firm which can supply the item requested in the following inquiry, may submit details to Automatic Age, with a 3¢ stamp, and the offering will be forwarded to the operator in question:

Although I have sold most of my vending machines, or stored them, I still am interested in the business. I have always liked Automatic Age, and shall continue to subscribe, because I believe the coin machine industry will expand greatly when the war is over.

Some of my former locations and the few I still have for peanut vendors, have asked me to see if I can locate some latex rubbers for them. I never handled them on a large scale, but it was easy to dispose of a few on each trip, and helped to cut down the overhead on the route.

If you know of any place where these rubbers can be obtained, please let me know. I am enclosing a stamped, self-addressed envelope for your reply.

—o—

Store Publicizes Bally Trainer

Marshall Field & Company, outstanding Chicago department store, recently devoted considerable newspaper advertising space to publicizing the Aerial Gunnery Trainer which is manufactured for the Army Air Forces by the Lion Mfg. Co., "Bally" plant. It was on display at the A. A. F. show in the Marshall Field store.

This Aerial Gunnery Trainer is a development from the Rapid Fire Photo-Electric Rifle which "Bally" manufactured before the war.

—o—

Dangerous Part

Tom: What part of an automobile kills the most people?

Harry: The nut behind the wheel.

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Back Up Our Industry in a Great Humanitarian Cause

The generousity of the coin machine industry has time and time again been manifested in countless ways. Now on behalf of one of the greatest humanitarian projects, our industry is asked to rally its support. Recently Mr. Wm. Rabkin, president of International Mutoscope Corp., 44-01 Eleventh Street, Long Island City 1, New York was appointed chairman of the coin machine industry committee, and he sent the following letter to the members of our industry, carrying an eloquent appeal. We urge every reader of Automatic Age to write out a check to the National Foundation for Infantile Paralysis, Inc., and mail it to Mr. Rabkin at the above address:

Gentlemen:

I have accepted the Chairmanship of the Coin Machine Industry Division for the Annual Fund-Raising Campaign of the National Foundation for Infantile Paralysis.

This cause is particularly close to my heart. Only three years ago my oldest son was stricken, and I shall never forget the feeling of abject hopelessness which overpowered us. Thank God, Norman came through with no residual effects. However, thousands of victims of this epidemic who will be patients this year and next, will still be patients for many years thereafter.

Therefore, the work of the National Foundation must be intensified more than ever before. It must be intensified so that all those who are afflicted may get the full benefit of what science has already found as an answer to infantile paralysis. They must be able to get the benefit of what adequate research will still find.

This year the Campaign opened December 5th and carries through January 31st, 1945. I am forming a committee to solicit all important firms in our industry. May I ask that you give the committee man assigned to you your fullest cooperation, or better still, while this is fresh in your mind, make out a generous check to The National Foundation for Infantile Paralysis, Inc. and mail it to me. Your gift to the National Foundation for Infantile Paralysis may help another youngster walk in the sun again.

With thanks for your contribution, I am,

Sincerely yours,

Wm. Rabkin, Chairman
Coin Machine Industry Division



*Distributed by Bally Manufacturing Company

Detroit's Funland Arcade

Monroe and Liberty Avenues is the location of the new Funland Arcade in the center of downtown Detroit, Michigan. Arch Gayer is the operator of this amusement spot.

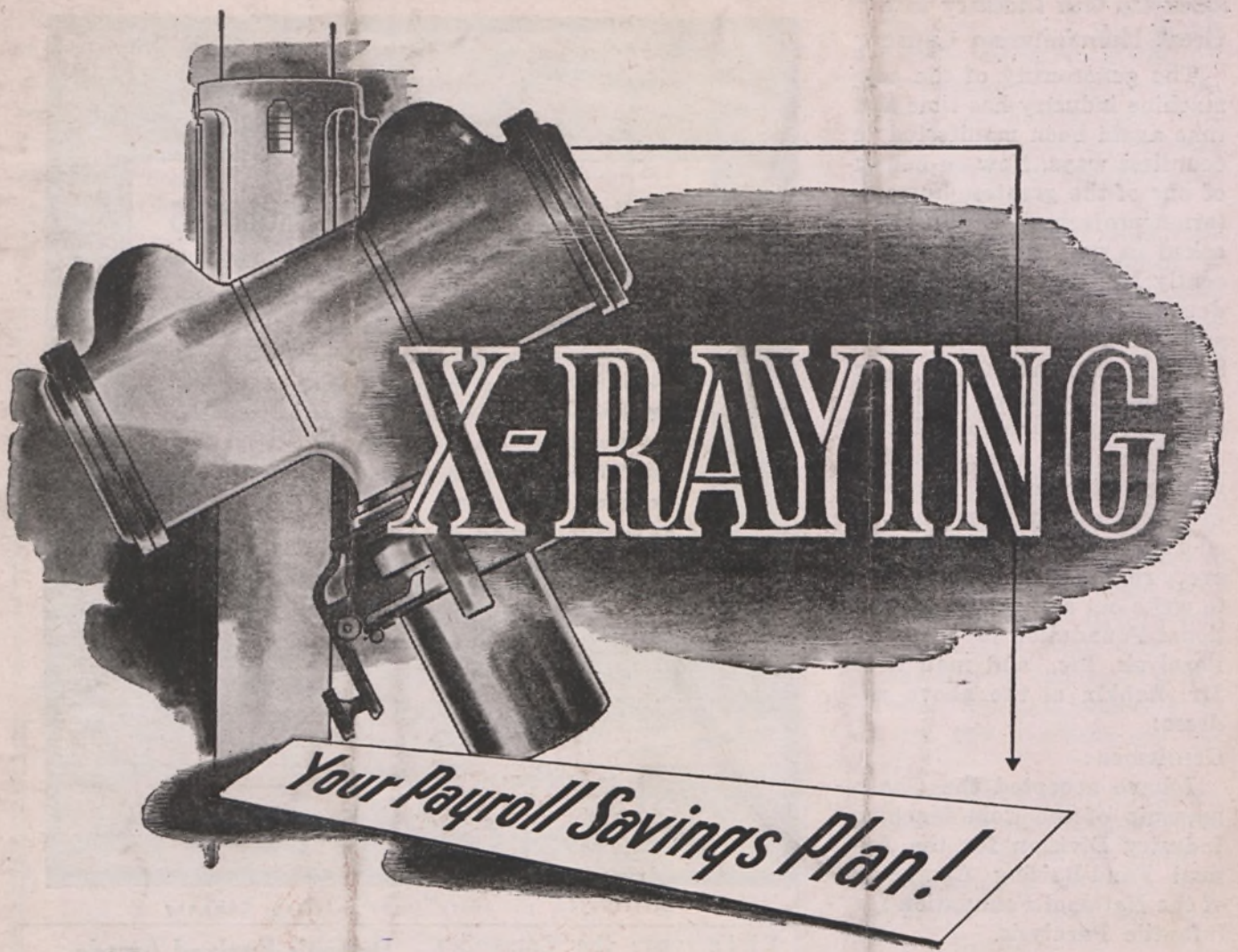
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Association Elects Officers

The Youngstown (Ohio) Phonograph Merchants Association held an election of officers meeting recently, and appointed the following to guide its work for the coming year: President Joseph Saker; vice president Harold Copeland; Secretary-treasurer R. P. Edwards. Ed Marx and J. Martz, with the officers, comprise the executive committee.

BUY MORE WAR BONDS!

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We can all see with the naked eye that the Payroll Savings Plan provides the most stable method of war financing. Analyze it under the X-ray of sound economics and other important advantages are evident.

A continuous check on inflation, the Payroll Savings Plan helps American Industry to build the economic stability upon which future profits depend. Billions of dollars, invested in War Bonds through this greatest of all savings plans, represent a "high level" market for postwar products. Meanwhile, putting over Payroll Savings Plans *together* establishes a friendlier relationship between management and labor.

To working America the Payroll Savings Plan offers many new and desirable opportunities. Through this systematic "investment in victory," homes, education for their children and nest eggs for their old age are today within the reach of millions.

The benefits of the Payroll Savings Plan to both management and labor are national benefits. Instilling the thrift principle in the mind of the working men and women, the Payroll Savings Plan assures their future security—and is a definite contribution to the prosperity of postwar America!

The Treasury Department acknowledges with appreciation the publication of this message by

AUTOMATIC AGE

This is an official U. S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council.

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