

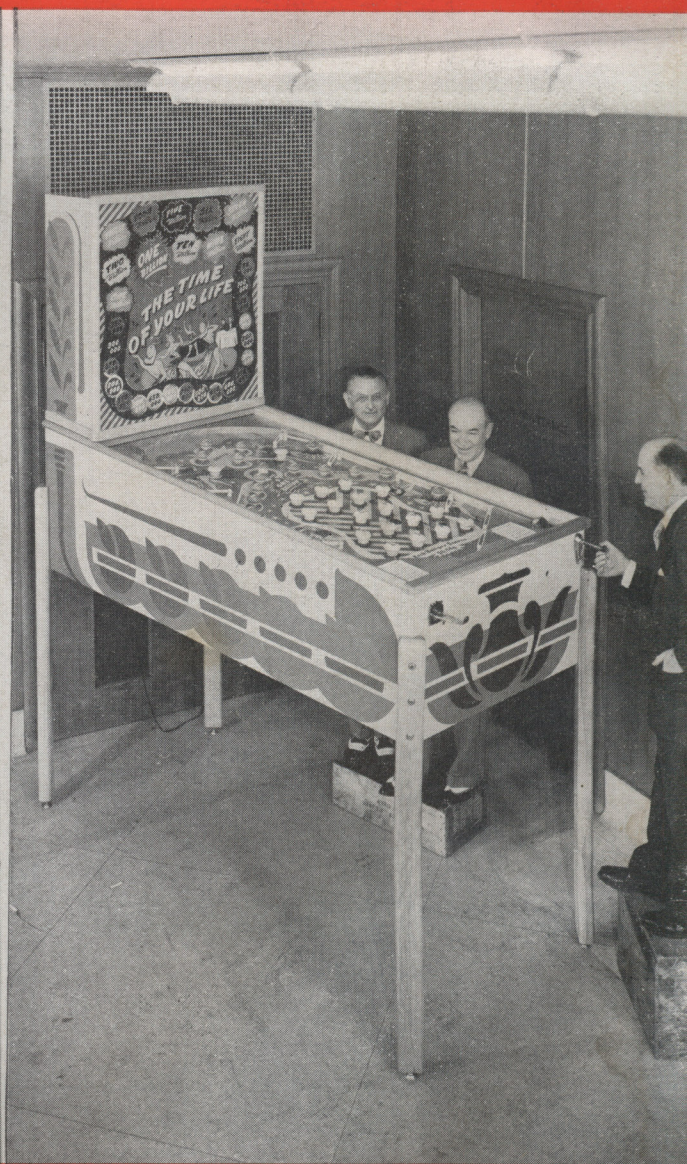
COIN MACHINE JOURNAL

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*World's Authority on Production, Marketing, Maintenance of
Coin Operated Vending, Amusement and Service Equipment*



Above, Left: Wm. Bendix Portrays the Late Babe Ruth in the Monogram Picture: "The Babe Ruth Story."

Right: Giant Table Game Figures in Another Movie, United Artist's "The Time of Your Life." See Story of Current Movies and Current Coin Machines, Page 12.

This Magazine Goes
to More Coin Machine
Operators Than Any
Other Medium.

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This Issue

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Our Front Cover

Current Movies Tie-in Current Coin Machines; Coffee Machine and Giant Game are Latest Examples

So universal have coin operated machines become that they are as commonplace as the air one breathes or the rise and setting of the sun, hence it is no longer a matter of comment when a moving picture uses a coin machine prop in portraying the true to life action of the story.

So many pictures of recent vintage have used one or more machines. Through their use pictures are made

more lifelike, more homelike. Pictures no longer sell coin machines, for Hollywood, that most impersonal of mass personalities and reflector of contemporary life, benefits from use of such props as much as our industry does—a coin machine in a picture stamps it as up-to-the-minute in keeping with the times, just as much as airplanes lend timeliness to certain types of pictures. They serve the same purpose as Louis the 14th furniture or Elizabethan costumes in dating action.

So it is with two current popular moving pictures. One deals with the life story of the late departed Babe Ruth, one of Baseball's immortals. Baseball is a modern sport, Ruth reflected modern thinking against a time honored background of simple ethical thinking and conduct.

The picture on the left of our Front Cover piece is identified with the production of the currently popular Monogram picture: "The Babe Ruth Story." William Bendix and Claire Trevor carry the lead rolls. Bendix characterizes Babe Ruth. In this picture Bendix

is enjoying fresh coffee from a Rudd-Melikian Kwik Kafe machine; one of the welcome and much used props on the set during the shooting of the movie.

On the right: is one shot of the now famous Giant table game, one of several made jointly through the cooperation of the various games manufacturers. These games are 75% larger than standard playing models. They are named "The Time of Your Life," and tie in with United Artist's film, "The Time of Your Life." These games are on tour of the country during showings of the film. Equipped with dime slots they are set up in lobbies of theatres about the country where the picture is playing and all proceeds go the Damon Runyon Fund for Cancer Research. Currently playing are games in St. Louis, Atlanta, and Rochester, N.Y. In this cover picture Harry Williams of Williams Mfg. Co., is shooting for a high score, while Sam Wolberg (left) of Chicago Coin Machine Co., and Ray T. Moloney of Bally Mfg. Co., look on. Williams, Wolberg, and Moloney are outstanding amusement game manufacturers who, with various other game manufacturers, contributed toward the design and construction of these super games.