VOL. 6 NO. 2

JANUARY, 1936

AUTOMATIC WORLD

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YOU MUST BE A MERCHANDISER
By GRANT SHAY

MY COMPETITOR, MR. JONES
By A VETERAN OPERATOR

544 NEW SUBSCRIBERS IN 45 DAYS

BANQUET SIDELIGHTS

NEWS OF THE BIG SHOW

100 OTHER FEATURES



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The SENSATION

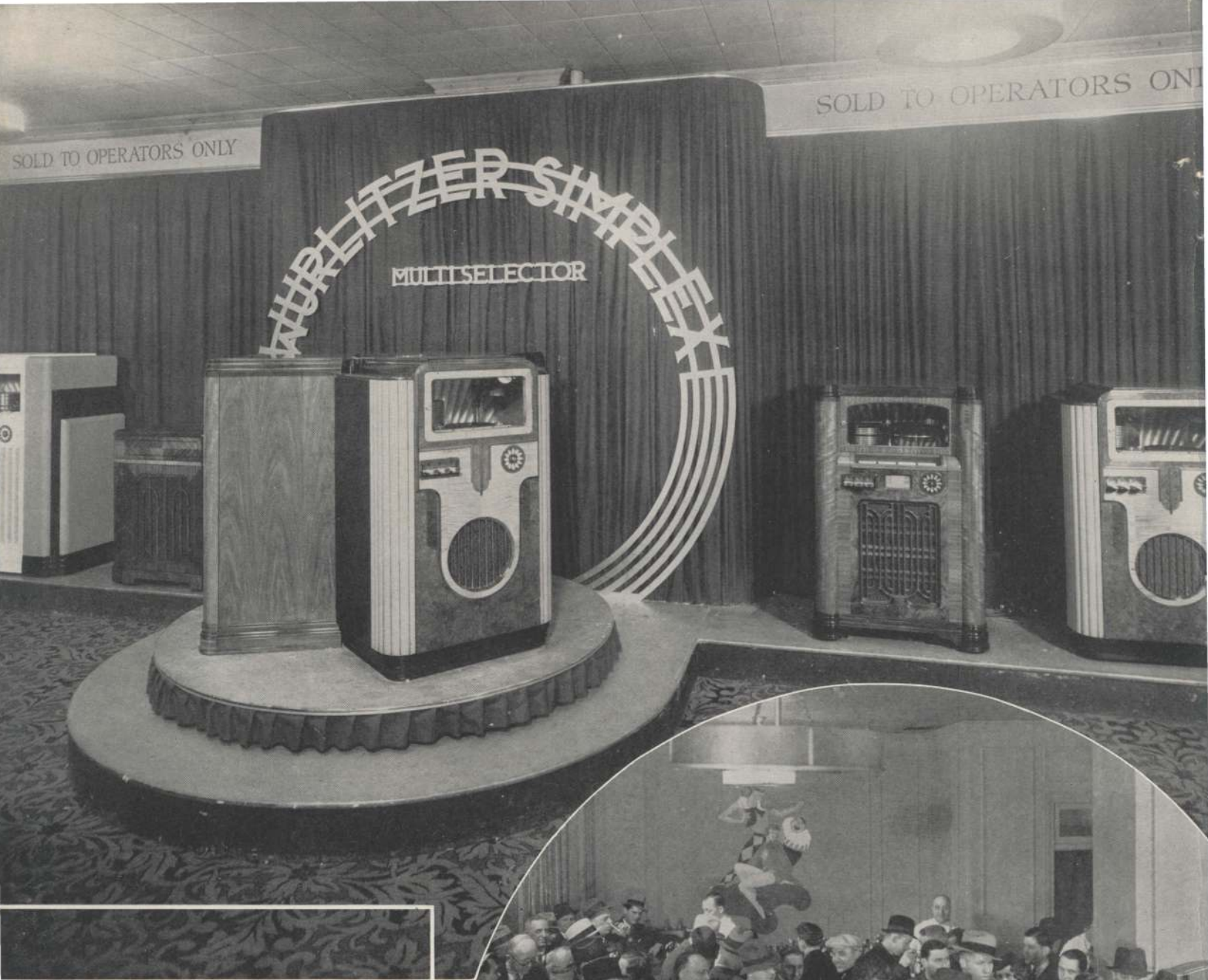
OF THE COIN MACHINE SHOW



WURLITZER SIMPLEX

for 1936

An Instant Hit. Hard-boiled operators threw hats in the air, cheered the 1936 Wurlitzer-Simplex, proclaimed it a winner on every count. Crowding the Wurlitzer-Simplex private Display Rooms, elbowing their way closer to the display in the big convention hall, America's operators goggled at the handsome new 1936 Wurlitzer-Simplex Automatic Phonographs, hurried to place their orders for what they called the biggest potential money-maker ever introduced in the automatic phonograph world, topped all previous sales records, prepared for a clean-up of "hard-to-get" locations.



Throngs Crowd Wurlitzer-Simplex Display Rooms at Coin Machine Show. No laggards when profit's in the air, operators packed the big Wurlitzer-Simplex Display Rooms at the Coin Machine Show to the doors. Shouting orders and approval to salesmen, operators elbowed their way close to the display of 1936 Wurlitzer-Simplex Automatic Phonographs, pushed buttons, marveled at the spectacular lighting display in the top compartment, cannily looked for hidden flesh-and-blood orchestras when the instruments began to play, danced to the latest swing tunes; waved frantically to attract salesmen's attention; made Wurlitzer-Simplex Rooms their headquarters throughout the entire show.



Operators predict big profits with 1936 Simplex

CHICAGO SHOW *Proved*

AUTOMATIC MUSIC IS FASTEST GROWING BRANCH OF THE COIN MACHINE INDUSTRY

On to Chicago. January 11, redcaps tottered under piles of luggage, late travelers gazed bewildered as Wurlitzer's men of action hustled through Buffalo's big New York Central Station on their way to the special Wurlitzer-Simplex Pullman. Headed by Farny Wurlitzer and Homer E. Capehart, E. H. Petering, Ben Kulick, Bob Norman, John Schwartz, Harry King, Bill Boles, Fred Rabie and others, boarded the special Pullman, waited for their car to be hooked onto the special 18-Pullman Train carrying more than 100 New York State Operators to Chicago. They had been preceded the night before by Carl Johnson and Ray Heimbaugh, who were on the spot bright and early the morning of January 11 setting up the two spectacular Wurlitzer-Simplex displays in Hotel Sherman, arranging for bartenders, pages; decorating the popular Krevalie Room.

Preliminaries: Sunday, Homer E. Capehart, bustled about the Wurlitzer-Simplex Display Room, marshalling his men, giving last-minute instructions, laughing at statements that everything couldn't be ready in time for the opening of the show, jotting down notes for his speech at Sunday night's banquet.

Excited as race horses just before the start, Wurlitzer-Simplex salesmen, executives, production men filed into the Rose Room at the Hotel Sherman Sunday night for the preliminary banquet of the Show. Nervously, they planned sales talks, cheered gray-haired Rudolph H. Wurlitzer, Chairman of the Board, when he expressed confidence in their ability to do big things with the 1936 Wurlitzer-Simplex. Farny R. Wurlitzer, President and R. C. Rolfing,

(*Continued on page 8*)

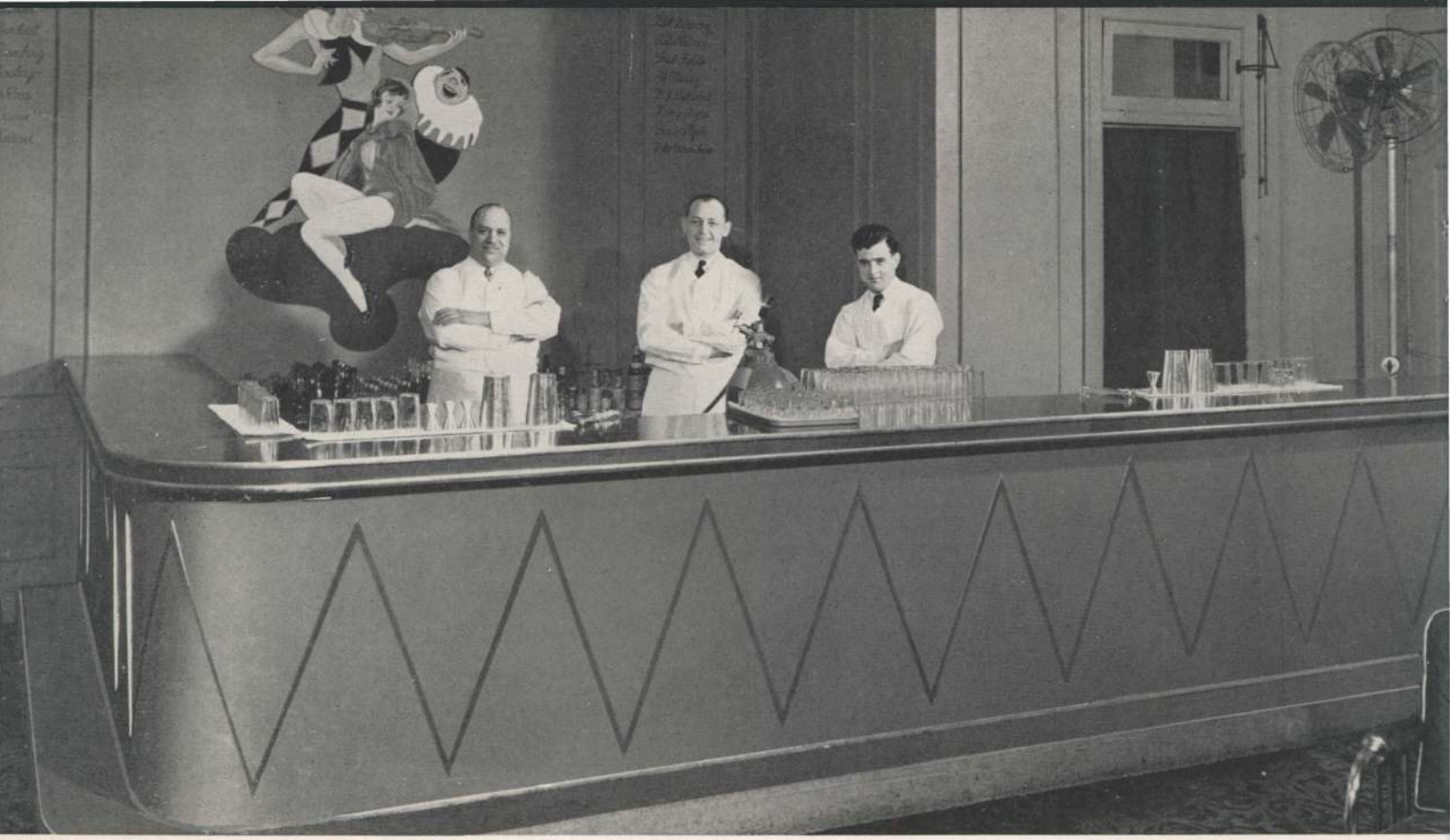


Farny R. Wurlitzer, Homer E. Capehart, E. H. Petering

" . . Great opportunity to make money. ."
"Operators' tremendous enthusiasm over the 1936 Wurlitzer-Simplex convinces me no other branch of the coin machine field has as great an opportunity to make money as the automatic music end of the game," says Farny R. Wurlitzer, President, The Rudolph Wurlitzer Manufacturing Company.

" . . never anything like the reception . . . ."
"I've been in this game a good many years, but I never saw anything like the reception given our 1936 instruments. The way operators went for them shows they're getting out from under the restrictions that make other coin machines unprofitable."—Homer E. Capehart, Vice-President and Sales Manager.

" . . . will make 1936 biggest, best year . ."
"There's no doubt in my mind that the new Wurlitzer-Simplex will help operators make 1936 their biggest and best year."—E. H. Petering, Sales Manager of the Simplex Division.



WURLITZER KREVALIE ROOM HIGH SPOT *of* CONVENTION

Six bartenders, haggard with weariness, crushed sugar, squirted soda, poured hookers, kept going from morning 'til morning quenching the thirst of America's operators. Loudly, coin machine operators proclaimed the bar as fine as the Wurlitzer-Simplex. Burying their noses in tall glasses, they predicted bigger profits, a clean sweep of all quality locations in every territory.

Heartily they sang "The Music Goes Round and Round," almost drowning out the music of the Wurlitzer-Simplex. Gaily one Western Operator chanted "You push the little button down, the music goes around and around, Whoa—ho-ho, and it comes out profits!" Calmly operators refused invitations to visit other exhibits, announced they knew a good thing when they saw it and they were going to stick to it.



Although impressed by the quality of the Wurlitzer-Simplex for 1936, operators had time for the free-flowing bar in Wurlitzer's noisy, gay Krevalie Room. Three deep they lined up, ordered their favorite tipple, toasted the Wurlitzer-Simplex, the Wurlitzer Organization, the 1936 Coin Machine Show.

OPERATORS *from* COAST *to* COAST

PROCLAIM *the* 1936

WURLITZER-SIMPLEX

THE BIGGEST MONEY MAKER IN AUTOMATIC MUSIC

The best-known coin machine operators in the country unanimously praised the new 1936 Wurlitzer-Simplex Automatic Phonographs. A few typical comments on the 1936 Wurlitzer-Simplex are reproduced here.

Below: (standing right) M. Kapilla, Staunton, Illinois; (left) Joseph M. Kapilla.

"Wurlitzer certainly leads the field with the '36 models."

M. KAPILLA & SON,
Staunton, Illinois



Above: Arthur Herman, Kingston, N. Y.

"We operate one hundred percent WURLITZER, because it is the only instrument that ever delivered the cash in the coin box. We have no trouble in installing WURLITZER on a strictly guaranteed basis."

ARTHUR HERMAN,
Art Novelty Company,
Kingston, N. Y.



Below: (right) Delbert Veach; (2nd from left) Norwood Veach and organization, Mt. Vernon, Illinois.

"Enthusiastic over 1936 Simplex. My service boys say the full unit control and simplified coin trip mechanism will make their job easier."

DELBERT VEACH,
Veach Specialty Company,
Mt. Vernon, Illinois



Above: (right) Charles Yuille, Pontiac, Michigan; (left) W. F. Merchant, Wurlitzer Representative.

"After several years of music operating experience, I have at last an instrument that caused me no worry over something new pushing me out regardless of commission. I am also glad to help Wurlitzer expand as they will help me."

CHARLES YUILLE,
Wolverine Entertainers,
Pontiac, Michigan



Wurlitzer section OF COIN MACHINE BANQUET



Above: B. B. Ginsberg, Roswell, New Mexico.

"'36 Simplex clicked with me. Never was so enthusiastic about a piece of merchandise in all my life. Never so sure of cleaning up big profits."

B. B. GINSBERG,
Ginsberg Music Company,
Roswell, New Mexico

Gaily, seven hundred coin phonograph operators swarmed into the Louis XVI and Crystal Rooms at the Hotel Sherman, promptly booked by Homer E. Capehart when he learned only fourteen hundred could be accommodated in the Main Banquet Room. Hustling waiters raced between tables, hurried to keep pace with the demands of the banqueters. Star vaudeville acts earned round after round of applause; sent away in a volley of noise from whistles, rattles, hammers, kazoos.

Gleefully, Simplex guests seized the miniature piano ashtray souvenirs, pretended to play the Convention



climaxes show FOR COIN MACHINE OPERATORS

Theme Song "The Music Goes Round and Round" on them, raucously carolled "Whoa-ho-ho" at frequent intervals, celebrated the successful conclusion of the greatest Coin Machine Show on record.

Beaming happily, Homer E. Capehart surveyed his guests, rolled his cigar from one side of his mouth to the other, joined heartily in the singing, secretly thought of a full night's sleep on the Wurlitzer Special Pullman on Thursday night, laid his plans for further improvements in the Wurlitzer-Simplex, fuller cooperation with Wurlitzer-Simplex Operators.



Above: E. V. Ross, Baltimore, Pittsburgh and Buffalo.

"The 1935 Simplex was a wonderful machine which we operated exclusively in Baltimore, Pittsburgh and Buffalo. I am sure the 1936 model is the last word in successful music operation."

E. V. ROSS,
Oriole Coin Machine Corporation,
Baltimore, Pittsburgh and Buffalo

CHICAGO SHOW PROVED AUTOMATIC MUSIC FASTEST GROWING BRANCH OF INDUSTRY

(*Continued from Page 3*)

General Manager, echoed these sentiments, briefly pledged the co-operation of the entire organization in backing up salesmen's efforts.

Chubby, dynamic Homer E. Capehart, brought salesmen to their feet with his outline of the improvements made in the new Wurlitzer-Simplex Automatic Phonographs, announced his conviction that the new instrument would make coin machine history in profits for salesmen and operators.

They're Off! No Sunday School Picnic at any time, the 1936 Coin Machine Show made Convention history; set new highs in excitement, volume of business, general turmoil. Excitedly operators watched the spectacular display of changing colored lights in the top compartment of the 1936 Wurlitzer-Simplex, gasped at the smooth, slick shifting of polished chrome record trays, dropped their jaws at the mighty volume and perfect tone of the new instruments.

Deserting other displays, they peered over shoulders at the simplified wiring, the slug-proof coin slots, the trouble-proof chassis. Heartily, they approved the new improvements, sighed with relief when they discovered these many betterments did not mean their present instruments had become obsolete. Eagerly they sought out Wurlitzer-Simplex salesmen, piled up the tremendous total of $1,500,000.00 worth of orders in three days.

Jumbo! Excitedly, coin machine operators clustered about the Jumbo Wurlitzer-Simplex. A mighty instrument with 35 watts output, canny operators agreed it was the perfect automatic phonograph for big dance halls, roller rinks, ice rinks, wherever tremendous volume must be guaranteed. Bewildered Wurlitzer-Simplex salesmen wrote down order after order for a machine intended primarily for a stunt, followed these orders up with scores of others for regular-sized Wurlitzer-Simplex Automatic Phonographs.

Look Pleasant Please! Gamely, harassed photographers pushed their way through the crowds, buttonholed operators, posed them against Wurlitzer-Simplex Phonographs, by the bar, at desks, in any convenient corner. Expecting to find only a few nationally known operators, they sent out again and again for plates, promised salesmen they would take their customers' pictures next, frantically worked at top speed, missed dozens of operators whose orders gave Simplex production men cause for concern about deliveries, worked half the night developing and printing the pictures.

Finale: Groggy with rush, loss of sleep, big business, Wurlitzer-Simplex salesmen spent Thursday writing up late orders, checking sales. Snowed under with order blanks, Homer E. Capehart chortled when he discovered the Show had broken all previous records for Simplex sales. Gleefully he proclaimed 1936 was off to a flying start, that Wurlitzer-Simplex Automatic Phonographs would sweep the country. Modestly he disclaimed all credit for the tremendous volume of business and overwhelming success of the latest models. Said he, "We are delighted with the results, but we're not surprised. America's operators know we have always played square with them and done our best to produce the best automatic phonograph we can. Right now, I think we have done the best job in our lives. We've perfected the tone, the volume and the performance of our instruments until they have what it takes to draw big money. All credit is due to our engineering department that has spent months developing the reproducing system, the simplified wiring, making the technical improvements that make the 1936 Wurlitzer-Simplex the outstanding instrument in the country. Our thanks to them—and to the operators whose overwhelming acceptance of our automatic phonographs justifies our efforts to produce an instrument of unquestioned quality and unrivalled appeal."

OPERATORS *enthusiastic over* '36 WURLITZER-SIMPLEX



Below: (left) Finley Mason; (right) Tim Crumitt, Kansas City, Missouri.

"New lighting effect will make everyone anxious to see it work."

FINLEY MASON,
TIM CRUMITT,
Central Distrib. Co.,
Kansas City, Missouri





Above: Harry H. Cohen, Cincinnati, Ohio.

"It didn't look like a Coin Machine Show in Chicago—but a Wurlitzer-Simplex Show—that's all you heard anyone talk about—and MR. HOMER CAPEHART."

HARRY COHEN,
Ohio Specialty Company,
Cincinnati, Ohio

Above: L. L. Richardson, Poplar Bluff, Missouri.

"I bought the new 'jumbo' model 1936 Wurlitzer-Simplex because it is the most beautiful and finest tone quality instrument I ever saw. I think it's the finest in the line and bought it because I always buy the best."

L. L. RICHARDSON,
Poplar Bluff, Missouri





Above: (left) A. C. McDonald, Jacksonville, Florida; (right) Bill Frey Miami, Florida; (center) H. G. Hyde, Wurlitzer Representative.

"Full range reproduction of '36 Simplex most lifelike automatic music I ever heard." A. C. McDONALD, Jacksonville, Florida.

"If an operator can't make big profits with a '36 Simplex, he ought to quit. It's a natural." BILL FREY, Miami, Florida

Left: (standing left) Albert Navickas, Bristol, Connecticut; (standing right) George Navickas, (seated) two of the boys in the Navickas organization.

"Tops them all! When we line up a location with '36 Simplex, we know that we're 'all set.' No one can put us out with a better machine."

ALBERT J. NAVICKAS,
Bristol, Connecticut

announcing

The Greatest Pay Table in the History of the Southwest!

The Southwest has seen some very fine pay tables in the last 12 months. Tables with lots of merit. So it may seem a bit exaggerated to announce "the greatest pay table" of them all at this time. And yet, it is a fact—a fact based on experience! This new table was purposely withheld from exhibition at the Show last month. Its features were carefully guarded. Not even a word was whispered about it. But all through the day and every hour of the night, while the Convention was in full swing, Rock-Ola engineers worked behind closed doors in an effort to hurry the development and perfection of this new master table. And now—even as you read this—the first carload of these tables is speeding over steel rails to Texas. From there, samples will be quickly and evenly distributed throughout the Southwest. True enough, you have read announcements before. You have listened to predictions. And you have seen these announcements and predictions go haywire. This time, however, there is no guessing. No wild tossing around of words. This new table HAS the goods and, with it, you can ride to town in style. How big is it? What does it do? What new features does it have? Why does it take in money so fast? All these, and other questions, will be answered by the table itself upon its arrival. And this will be in a few hours. So get in touch now with the Electro Ball Company. Make sure of being first with "the greatest pay table in the history of the Southwest!"

Manufactured by
ROCK-OLA MANUFACTURING CORPORATION
800 to 870 North Kedzie Avenue
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San Antonio, Texas 428 Main Ave.	New Orleans, La. 517 Canal St.	Oklamoma City 527 N.W. Ninth St.

OPERATORS PROCLAIM THE 1936 SIMPLEX



Above: Frank Miles, Danville, Illinois.

"When I saw the new 412 Model at the show I put Wurlitzer in the same class with Packard. Although you have made marvelous improvements you have retained the material appearance of my previous models, consequently I am not faced with the problem of obsolete machines."

FRANK MILES,
B and M Amusement Co.,
Danville, Illinois



Right: N. M. Mohr, Los Angeles, California.

"Truly a 'new deal' in automatic phonographs. An outstanding achievement that every progressive operator should appreciate."

N. M. MOHR,
Mohr Brothers,
Los Angeles, Calif.



Left: (standing) Harry G. Graham; (seated) Harry E. DeSchryver, Detroit, Michigan.

"The '36 Simplex line is simply great. Beautiful without being faddish and the tone and lighting effects should make them irresistible to the public."

HARRY E. DE SCHRYVER,
Marquette Music Company,
Detroit, Michigan

"The service men were particularly impressed with the full unit control and simplified coin trip mechanism; when they saw these new improvements one of the men remarked, 'Wurlitzer is certainly on to their stuff.'"

HARRY G. GRAHAM,
Marquette Music Company,
Detroit, Michigan



Right: F. A. Blalock, Pensacola, Florida.

"Expect to sweep all competition with '36 Simplex."

F. A. BLALOCK,
F. A. B. Amusement Co.,
Pensacola. Florida

Left: M. M. Rutherford, Pampa, Texas.

"Expect to line up all the best locations with the '36 model."

M. M. RUTHERFORD,
Rutherford & Lawrence,
Pampa, Texas



BIGGEST MONEY MAKER IN AUTOMATIC MUSIC

Right: Charles Ewing, Evansville, Indiana.
"Glad I'm lined up with Wurlitzer. '36 Simplex models would be mighty tough competition to buck."
CHARLES EWING,
Automatic Amusement Company,
Evansville, Indiana



Below: (left) Eddie Schatz, Jr., Brenham, Texas; (right) Harry Drollinger, Wurlitzer Representative.
"Hats off to Wurlitzer! You've done it again. Every operator should make bigger profits with the '36 Simplex."
EDDIE SCHATZ, JR.,
Brenham, Texas



Below: Mr. and Mrs. Slone, Chicago, Illinois.
"An audit of our books shows surprising profits on 1935 Wurlitzers. 1936 model better still. It's a peach."
SLONE-BERTS,
Chicago, Illinois





Right: Morris Hankin, Atlanta, Georgia.
"I have made money with the first Wurlitzer-Simplex built but expect to make a lot more money with the beautiful 1936 models."
MORRIS HANKIN,
Hankin Music Company,
Atlanta, Georgia



Above: Glenn Liebig and Miss Ann Engel, Mascoutah, Illinois.
"A beautiful lifelike instrument that should set a new record for profits."
GLENN LIEBIG,
Mascoutah, Illinois

OPERATORS PRAISE 1936 WURLITZER-SIMPLEX

Right: E. A. Hall, Beckley, West Virginia (right); W. R. Deaton, Wurlitzer Representative (left).

"A beautiful job—wonderful tone."
E. A. HALL,
Beckley Music Store,
Beckley, West Virginia



Below: (right) C. C. Johnson, Pontiac, Michigan: (left) W. F. Merchant, Wurlitzer Representative.

"During the twenty years that I have been in the automatic music business, I have operated practically every instrument on the market. My order for 150 (one hundred and fifty) 1936 Simplex models should be proof enough that Wurlitzer still leads."
C. C. JOHNSON,
Coin Automatic Music Co.,
Pontiac, Michigan



Left: Jerry Germenis, New Orleans, Louisiana.

"Expect to clean up bigger profits than ever with '36 models."
JERRY GERMENIS,
New Orleans, Louisiana



Right: A. A. Seger, Asbury Park, New Jersey.

"'36 Wurlitzer-Simplex has everything it takes to attract spenders."
A. A. SEGER,
Asbury Park, N. J.





Left: (sitting in front) Mrs. J. B. Hart, Frank Everson, Charles L. Mitchell; (standing left) Mrs. Frank Everson; (center) J. B. Hart of Iowa; Miss Mitchell.

"Frankly, we like the way you do business. Despite the outstanding improvements in '36 Model 412 you haven't made radical changes to obsolete our previous models, thereby protecting our investment." **EVERSON and MITCHELL,**
De-Luxe Automatic Music Co.,
Chicago, Illinois

"New '36 Simplex Models are great! Don't see how you could possibly improve them."
J. B. HART,
Northern Automatic Music Co.,
Charles City, Iowa

THE BIG SHOW WAS A GRAND AFFAIR

The 1936 Annual convention and Exhibition, sponsored by the Coin-operated Machine Manufacturers Association of America, was the biggest and grandest affair of its kind ever held in America. It was staged at the Sherman Hotel, January 13, 14, 15, and 16. Approximately 6,000 visitors registered for the show. Every type of coin-controlled device one might think of was exhibited at this big showing of automatic equipment.

Delegations began to arrive in Chicago Saturday evening, January 11, and almost every hour from that time on until Monday morning, special trains and cars brought party after party of visitors from every section of the United States and Canada. The walls of the Sherman Hotel simply swelled with the mass of humanity, every one being interested in the little machines that take coins through a coin chute. They came from the extreme West, East and the North and South. Every state was well represented.

Meetings

Several meetings were held during the four days. The Manuafcturers Association held their annual meeting as well as jobbers and distributors. All meetings were well attended and many valuable problems were discussed.

The National Council of the National Operators Association held their meetings at the LaSalle Hotel, a short distance from the Sherman. The National Council discussed many questions and presented their eight point program for 1936. Ralph Young presided at these meetings. He is president of the National Council of Coin Machine Operators Association. Fred A. Mann of Chicago, is vice-president and Archie LaBeau of St. Paul, Minn., is secretary.

One of the ideas the National Council desires to carry out during 1936 is the sponsoring of a nation-ide hookup broadcast. This broadcast would be instrumental in creating a better public opinion toward coin-operated devices and would also offset much of the unfair and untruthful publicity that is being given the industry over the radio and in newspapers and magazines. The National Council also has in mind a program to enlist the membership of no less than 10,000 coin machine men and women during the year of 1936. It is also their desire to eliminate the selling of machines to the location and attempt to get manufacturers and distributors to refrain from advertising prices of machines in magazines that reach the hands of location owners.

The open meeting of the National Council was held at the LaSalle Hotel on Tuesday evening, January 14, at 2 p.m. and was attended by approximately 200. Other items pertaining to this meeting will appear elsewhere in this issue.

Many new machines were shown on the exhibit floors. Every type of amusement and vending unit was in evidence with six or seven major coin-operated phonograph manufacturers showing their instruments. True enough, the music went around and around at this 1936 show. All the machines were very beautiful to the eye and durable in construction. Some contrast when we think about the machines back in 1932 and 1933, back when operators were paying $75 for a cardboard cabinet and a mechanism that lasted only for twenty-five plays. They are building them better now and the machines displayed at the recent show looked as though they could really "take it." Beauty in construction and appearance dripped from every machine. Of course, some of the models shown will never go into production while others will sweep across the states like a shooting star. Just keep your eyes open and read the ads that appear in this magazine from time to time and you'll see all the worthwhile machines advertised in the columns of AUTOMATIC WORLD.

The big annual banquet held on Wednesday evening, January 15, will go down in history as the most outstanding social affair ever attended by coin machine men and women. Several large rooms were thrown open in an effort to handle the huge crowd. The grand ballroom was also overflowing. It was one grand and glorious banquet with 3,300 people attending. The Rudolph Wurlitzer Manufacturing Company of North Tonawanda, N. Y., makers of the Simplex phonograph, had some 1,500 in their party as their guests.

The 1936 show is over but it will go down in the records as the biggest ever, until another year offers one bigger.

COLUMBUS
Model "M"
Peanut and Confection Vender



How long will your machines be productive? Why? Experiment? Eventually you will use Columbus Venders

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"BIG SHOT"



SENSATIONAL REVOLVING DIALS THAT ADD LAST SECOND SUSPENSE AND GET ALL THE PLAY!

Adjustable payout—lazy action—no "out" holes—1" steel ball—fully guaranteed—ten advanced features—tested and proven on location against the best machines on the market!

ONLY $89.50 f. o. b. Los Angeles with check separator (with 200 checks $5.00 extra). Terms: ⅓ with order, balance C. O. D. (BIG SHOT also in 5-ball hand-payout model 23" x 46" $55.00 f. o. b. Los Angeles.) California Exhibit Company, 1606 South Flower Street, Los Angeles.

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23" x 46"

SEE YOUR DISTRIBUTOR OR WIRE DIRECT!

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EARL E. REYNOLDS
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Let's Cut Out All the HOOEY!

—you are interested in a game that will make You FAST MONEY!

"BIG SHOT"

speaks for itself!

—write and we'll send you . . .

CERTIFIED OPERATORS' REPORTS

and let YOU *be the Judge!*

CALIFORNIA EXHIBIT CO.

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Texas Delegation Has Big Time

Yes sir, ops, we Texans who attended the big Chicago Coin Machine Show had one grand and glorious time. The fun started from the time the train pulled out of the station going to Chicago until we arrived back home. There were fifty men and women in the special party who filled two exclusive Pullman cars. Special parlor cars were added for the comfort of the coin machine folks and choice fried chicken and steaks were served in the dining car.

Some twenty or twenty-five of the boys wore the big Texas ten-gallon hats and Mrs. Roberts of Vernon was dressed in a full cow girl outfit, boots, spurs, and all. She was a sensation in the Windy City and newspapers had her to pose a number of times for pictures. As we left the train upon arrival in Chicago every member was wearing a Texas hat band and we were greeted by a large reception delegation, including a band. As we marched up the station platform the band struck up that lively tune "The Eyes of Texas Are Upon You."

We were then greeted by a number of western tunes and cowboy yells. Inside the station we were grouped together and a photographer took shots of the Texas delegation. Then another big reception was in evidence as we arrived at the Sherman hotel.

The Texas delegation certainly put old Texas on the map in Chicago. We no doubt had the largest single delegation that attended the show. Besides the regular crowd that went in a body there were some twenty-five or thirty that went ahead and were in town when the special cars arrived.

Those who were members of the Texas delegation were as follows:

Martin Chapman.
Mr. and Mrs. C. H. Roberts.
Sam Frankrich.
Mr. and Mrs. Leslie Frankrich.
O. J. Branch.
Tom Murray.
R. C. Walker.
H. L. Simonis.
T. H. Brown.
Mr. and Mrs. Earl Reynolds.
John Backman.
A. L. Hughes.
Jimmy Stelle.
Marvin McLarty.
Arthur Flake.
D. W. Willett.
W. F. Snodgrass.
Ed Furlow.
Roy Farrell.
M. T. Reiners.
A. E. Ritchey.
Mr. and Mrs. C. W. Percy.
Gregg Wellinghoff.
Milton Wade and wife.
H. Von Reydt.
Victor Cornelius.
A. K. Anderson.
Mr. and Mrs. Ernest Walker.
M. A. Walker.
Marvin Liedeker.
Joe Williams.
A. A. Jackson.
D. Story.
Ed Brown.
Dave House.
Ed Mahone.
C. M. Durham.
R. C. Durham.
Guy Kincannon.
D. S. French.
Vonnie Hail.
Morris Ablon.

Other Texans at the show were Fisher Brown, Roy Jones, S. H. Lynch, Mr. and Mrs. Newell, Mr. Wallace, Harold W. Daily, D. S. Shannon and others.

From New Hampshire comes the subscription of E. D. Shipley. Mr. Shipley operates in and around that dear old town of Concord. We have a nice list of New Hampshire readers and we are glad to add E. D. to the list.



Banquet Sidelights

There were many things we wanted to tell about the big Wednesday evening banquet, and many people we wished to mention, but we were only able to garner a few of them. We trust that you read these few items with interest and joy.

* * *

Paul Blackford, publisher of the Pacific Coin Machine Review, Los Angeles, Cal., visiting from table to table and getting acquainted with lots of coin machine folks. Nice fellow, this Blackford.

* * *

Louis Solomon enjoying the banquet with his sister, who made the trip from New York City in order to visit with Louis during the big show.

* * *

The AUTOMATIC WORLD representatives shared tables with the AUTOMATIC AGE folks at the big Wurlitzer banquet party. Among those of the AGE group were Mr. and Mrs. Carroll Vetterick, Mr. Franklin and Miss Dorothy Kruger. A swell time was had by all and the pleasant evening spent together will be remembered for years to come. We enjoyed the association of these wonderful people more than words can tell.

* * *

Harry Drollinger tried to buy the boxing cats. He wanted them to use in entertaining guests at his country home "Nickelbuilt." The man wanted $15,000 for the cats. Harry then replied, "We'll raise some boxing cats."

* * *

Eddie Schatz, the Brenham coin machine baron, had a swell seat at a table near the stage. How about the three dancing beauties, Eddie?

* * *

Howard Dennard of Henderson was right on the job, but this time Mrs. Dennard was along to keep Howard from joining the singing Texas boys. A lovely little lady is Mrs. Dennard.

* * *

Mr. Willett of Houston will now be known as the "Singing Song Bird" of the South. He opened up on "How Dry I Am" like an oldtimer.

* * *

Mr. and Mrs. Earl Reynolds and Mr. and Mrs. Leslie Frankrich were among the best dressed folks at the Wurlitzer gathering. Good-looking gentlemen with lovely ladies.

A table, no, two tables of Oklahoma and Arkansas folks kept life in the party. Friendly folks to sit next to and how we all joined in on "Home on the Range." H. W. Jeffries of Fort Smith, Ark., wanted to sing "Where the West Wind Blows" but never could get the gang tuned in just right. We'll try it next year, Jeffries.

* * *

Mrs. Lou Young, lady op of Oklahoma, visited among the tables and made many friends. She is Oklahoma's leading lady operator and goes in for phonographs, marble games and counter units.

* * *

Mr. Gensburg of the Gensburg Music Company, New Mexico, enjoyed the banquet and met a lot of folks. He is a swell fellow and a man you can't help but like as soon as you meet him. Yes, sir, he came all the way from New Mexico. The West was well represented at the show.

* * *

Victor Cornelius, the Eastland, Texas op, enjoyed the banquet from start to finish. Vic is now an old timer at the show and never misses a good thing.

* * *

Mr. and Mrs. Newall, Wichita Falls, Texas, were guests of the Wurlitzer firm at the banquet and enjoyed themselves very much among the Texas crowd. These are very dear folks and everyone enjoyed meeting them.

* * *

Mrs. Ernest Walker would have won the prize for being the most beautiful Southern girl at the banquet. Her Southern accent coupled with outstanding beauty would have won easily. Mr. Ernest Walker, husband, also looked stunning. Just a swell couple, that's all.

Henry C. Lemke, Detroit, Mich., is to be thanked for bringing along his boxing cats. The guests were highly entertained by this unusual attraction.

* * *

Fisher Brown, Dallas, stood out as the elite gentleman of the South at the banquet. Mingling with friends and having a pleasant evening was Fisher's determination.

* * *

Mr. Norman, the Rudolph Wurlitzer publicity manager, was kept busy for four days arranging for the big Wurlitzer section at the banquet. Everyone who enjoyed themselves owe Mr. Norman a vote of thanks.

* * *

Mr. Art, of the Art Novelty Company, New York, held the lucky number that won the beautiful automobile. Everyone congratulates Mr. Art.

* * *

Mr. and Mrs. Jones and son of Meredian, Texas, enjoyed the banquet along with the other Texas and Oklahoma folks. Nice folks, these Jones, and good looking as well.

* * *

Homer Capehart, always busy among the tables and never without that famous cigar.

W. S. Riggs, up and at 'em op, of North Carolina, drops in with his dollar for the WORLD. Thanks, W. S., and we assure you a bigger and better magazine during 1936.

THE PENNY KING BALL GUM VENDOR

A REAL MONEY MAKER

Distributors for Texas, Oklahoma, New Mexico, Louisiana and Arkansas



FOLSOM & BROWN

2702-04 Ross Avenue

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The Penny King System

C. RAY LASTER, Manager

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PIN GAME CHECKS

FOR

Payout Tables, Pin Games, Bells, Jack Pot Games, etc.



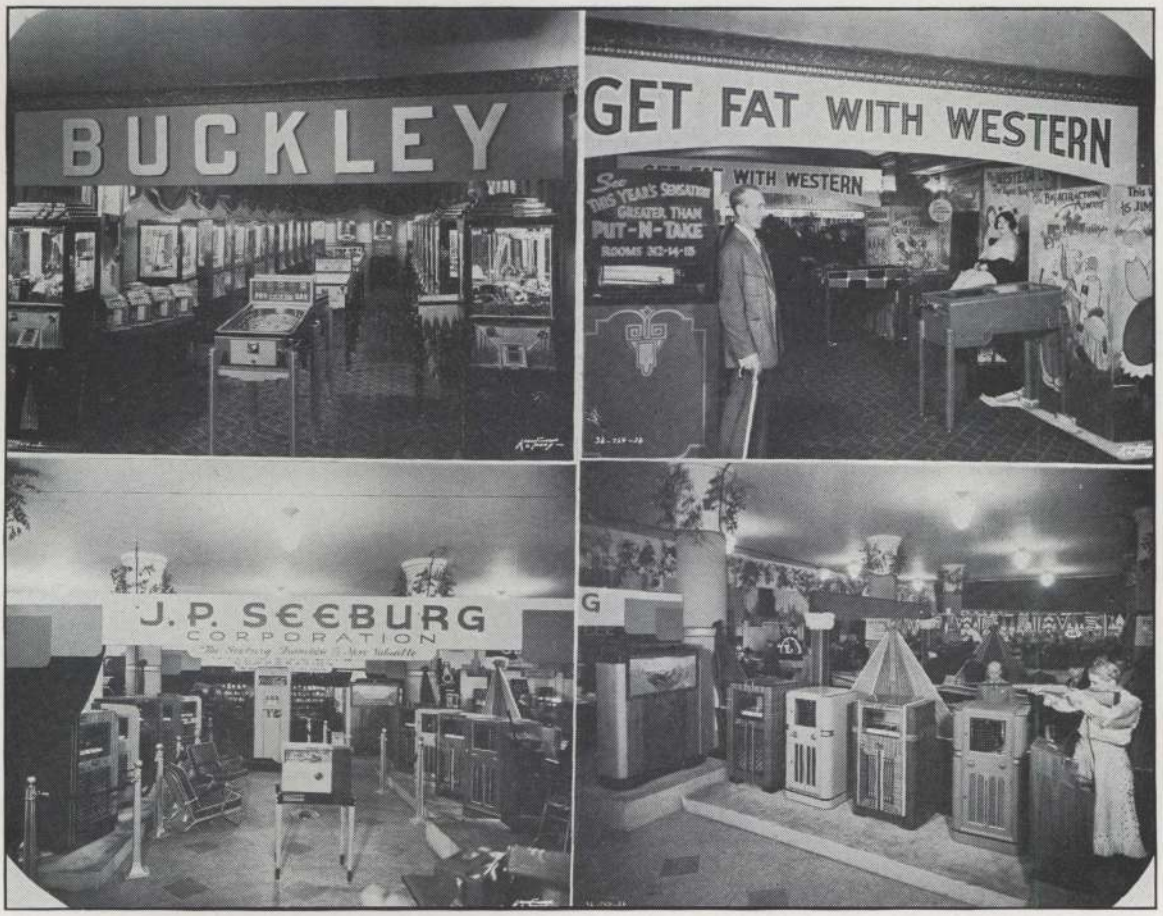
Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25c
5000	$4.00 M	$4.50 M	$4.00 M	$5.50 M
1000	4.25	5.00	4.25	6.50
500	2.50	3.00	2.50	4.50

Nickel plated checks add $1.00 per M to above prices

Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO. 333 No. Michigan, Chicago, Ill.



UPPER LEFT shows the attractive exhibit of Buckley Manufacturing Company of Chicago. This was one of the most beautiful digger and pin game exhibits at the show. It was at this booth that an operator placed an order for 300 diggers. Upper right is the exhibit of Jimmy Johnson and his Western Equipment & Supply Company. This was the most unique exhibit at the show. Lower left photos show the display of the J. P. Seeburg Corporation's many products. This booth was headquarters for hundreds of operators during the show. Lower right is another view of the Seeburg exhibit. In this photo we have Irene "Tex" Park, demonstrating the Ray-O-Lite Rifle Range, one of the new Seeburg products. "Tex" was a former "Vanities" queen and current singing and dancing star of a prominent Chicago night club. Miss Park, who was one of the original kids in Our Gang Comedy, continually kept the crowd amused with her unusual trick shots with the rifle. She was an expert, shooting the target from every conceivable angle and position. She was also the life of several parties during the show.



THE ABOVE PHOTO shows a portion of the Wurlitzer party at the Wednesday night banquet, Chicago Coin Machine Show, Sherman Hotel, January 15th. Approximattely 1500 people were the guests of the Rudolph Wurlitzer Manufacturing Company, makers of the famous Simplex coin-operated phonograph.

Ask Any Operator in Texas Who KNOWS!!!

"PAMCO PARLAY"

with "CHANGING ODDS" Excels
in PLAYER POPULARITY ---
in EARNING POWER --- and
MECHANICAL PERFECTION!!!



Size
50 in.
By
24 in.
Priced
at
$115.00

Furnished in 1 to 5 Ball Play

That's the ANSWER Mr. Operator—and that's why "PAMCO PARLAY" is the FIRST CHOICE of Texas Operators. With orders running well up into the thousands—what further proof is needed? Take the machine that's BETTER—that takes in MORE MONEY as it goes along. Take "PAMCO PARLAY"!

"Pamco Palooka"

"CHANGING-ODDS"—6 Coin Chutes —Bowl Type Scoring—Lite-up Board. An original "Pamco" Idea PROVED conclusively for HEAVY LONG RUN EARNING POWER. A big DeLuxe job for big time operators.
Priced at..... $169.50

"Pamco Speedway"

A 1 to 5 Ball AUTOMATIC PAYOUT with "CHANGING ODDS" on beautiful Lite-up Board. Ready to SPEED REAL MONEY your way! "PAMCO SPEEDWAY"
Price..... $115.00

Exclusive TEXAS Distributor

South Coast Amusement Co.

HAROLD W. DAILEY

M. & M. Building — HOUSTON, TEXAS

OR WRITE! WIRE DIRECT FOR IMMEDIATE DELIVERIES!!!

PACIFIC AMUSEMENT MFG. CO.,

4223 W. Lake St.
CHICAGO, ILL.

1320 S. Hope St.
LOS ANGELES, CAL.

Some of the New Games Shown at the Big Show

Among the many new machines displayed at the big show we find Justice, Air-O-Line and Wee Gee by Peo Corporation of Rochester, N. Y. Wee Gee is a small counter game.

J. P. Seeburg Corporation, Chicago, showed their new machine Ray-O-Lite which is a "radio" target machine. It is some novelty. They also displayed their race horse game.

Snacks, a very unique merchandise machine, was offered by the Trimount Coin Machine Company. It is a three-section unit and really looks good. Genco, Incorporated, Chicago, was showing for the first time, their new game called Tricks, an automatic payout shooting one ball.

H. C. Evans & Company, Chicago, displayed their new basketball game which looked good. It is called Big Ten and plays ten balls. This firm also offered Roll-Ette, a machine with three coin chutes that really is a "honey" and sells for $262 per machine. Lite-A-Basket is also another new Evans machine.

O. D. Jennings was offering Torpedo, a one ball payout; Wall Street, a ten ball unit; Motordrome, also a ten ball play model and Daily Limit, as well as several other interesting games.

Exhibit Supply Company offered as their newest, the Imperial 1936 Digger. Imperial Digger is a beauty in looks and its operating mechanism is the last word.

Ad-Lee Company, Inc., Chicago, displayed a dice game called Leap Frog. They also exhibited their new Duette confection and nut vender. This Duette model is very attractive and looks good. They also showed their X-Cavator machine which is a digger model.

Daval Manufacturing Co., Chicago, displayed for the first time at the show, their new Tit-Tat-Too, a streamline design ball gum vender and also a five-ball light up game called Over and Under. All looked good.

Rock-Ola Manufacturing Corporation undraped Ship Ahoy, a small counter model that really looks good. This firm also offered a number of new models besides their already announced money-makers.

A.B.T. Manufacturing Company, Chicago, offered a new pin game called "Top It" which is a two ball machine and offers an interesting dice game. This number really looks good. The A.B.T. firm also offered several other new models.

Pacific Amusement Mfg. Company, Chicago and Los Angeles, was talking their Pamco Palooka, Pamco Handicap and Pamco Casino. All good looking numbers, and by-the-way, the word Pamco stands for Pacific Amusement Manufacturing Co.

D. Gottlieb & Company, Chicago, displayed a new number called Sunshine Derby. It is changing odds and is controlled by player's skill. This firm also offered Long Shot, a giant size automatic payout shooting one ball. Skill Shot was their new counter game to be displayed.

International Mutoscope Reel Co. of New York City, displayed their new automatic photo machine called Photomatic. The customer sits in the proper position, drops a dime in the slot and his or her photo is shot and in about two minutes is automatically delivered. The machine requires an attendant at all times. It is a money-maker in the right spot.

Mills Novelty Company offered at the big show as brand new models, their Double Header, a giant one shot automatic payout with one inch ball. Odds run from 10 to 150. Neighbors is another game offered by Mills and is an amusement type number. All the Mills games looked exceedingly promising.

Buckley Manufacturing Company, Chicago, offered in the pin game line, a new number called Fair Play. This machine is offered in three models, straight, skill style, straight skill style with register and automatic payout. All models are 10 ball play. The game should have a nice run in every state.

Western Equipment & Supply Co. presented Shell Game, a one ball automatic payout. Players shoot for the shell field and then guess which shell the ball is under. A clever idea. This firm also presented a counter model called Punch-A-Lite.

Many of the new games offered will go into production shortly, some of them are already in production and deliveries are being made.

If it is new games the operators in the United States are looking for, they certainly have a choice amount to select from. Most of these games can be seen at any American jobber's showrooms.

Two live-wire boys up in Waterloo, Iowa, are C. A. Bittner and G. A. Gorey. Both are readers and boosters for AUTOMATIC WORLD.

HERE'S AMERICA'S
Most Beautiful
PENNY PLAY Cigarette Machine

THE GEM of all PROFITS
and only $12.95 buys this Jewel
f.o.b. Chicago
Beautiful in color—striking in design—full of class and flash. Simple, positive mechanism—the most silent ever built. 7-Day Refund.
Buy GEMS TODAY — they're JEWELS for Big Profit-Making!



GARDEN CITY NOVELTY CO.
4327-33 E. RAVENSWOOD AVE., CHICAGO

PHONOGRAPH OPERATORS
The improved VELVETONE Needle doubles the life of records, and outlasts all ordinary needles.
Write for Full Information
L. E. TURNER
1229 Park Row Bldg.
NEW YORK, N. Y.

THE HIT OF THE SOUTHWEST again in 1935!



COLUMBUS MODEL "M"

—the popular 1c peanut and confection vendor of the Southwest. Its smart design attracts immediate attention and harmonizes with the background of any type location.

In 1935 "COLUMBUS" Model "M" was again proclaimed "The Hit of the Year," not by the manufacturers, but by the operators in the Southwest who depend upon vending machines for PROFITS and know which machines bring in the biggest return per dollar invested.

The harmonious co'or schemes and graceful lines of "COLUMBUS" Model "M," attract immediate attention, invite repeat sales and produce steady earnings.

Model "M" can be thoroughly cleaned and serviced on location without the use of a single tool or wrench—a time saving feature which is particularly valuable to operators in the Southwest where routes are large and spread over wide areas. "COLUMBUS" machines show a larger return per dollar invested, and can be depended upon to "Stay on the Job" earning profits. That's why operators, both large and small, prefer to use and recommend "COLUMBUS" Vendors.

Write today for complete descriptive folder explaining each model in detail.

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1030 Stayton Street FORT WORTH, TEXAS



ALABAMA FIRM PRAISES AUTOMATIC WORLD

Mr. Tom Murray, Editor,
Automatic World,
Fort Worth, Texas.
Dear Mr. Murray:

As a reader of the Automatic World and always looking forward to receiving this magazine and taking time to go over each page thoroughly I noticed a write-up in regard to my firm, and this was very nice of you people and I assure you if there was any way I could give you any business at all I certainly would do so.

I really believe your magazine is one of the outstanding ones in the automatic machine business.

Wishing you the best of luck for 1936 and any time any of your organization is in our city do not fail to stop in to see us, as a welcome is always waiting for you.

Cordially yours,
DIRECT SALES CO.
B. Gassenheimer.

TEXAS OPERATORS TAKE NOTICE

The paying of your state and county tax does not assure you that you will be able to run your marble games. However, it would be a good idea for all operators to pay their state and county tax. It creates good will with the county and state officials and builds a better respect of our industry and shows that marble machine operators are anxious to do the right thing at all times.

The Comptroller's office has issued a statement that the tax is due and payable and, no doubt, your machines will be picked up unless your tax receipt is shown on them. And by all means, place your tax receipt on your machines as soon as you pay the tax. This helps a lot toward keeping your machines undisturbed.

No tax money will be refunded if machines are not allowed to run. You simply have to take it on the chin. However, if you don't pay your county and state tax, your machines no doubt will be picked up. By paying the tax you may run right along, and if our Supreme Court decision is favorable you'll be sitting pretty.

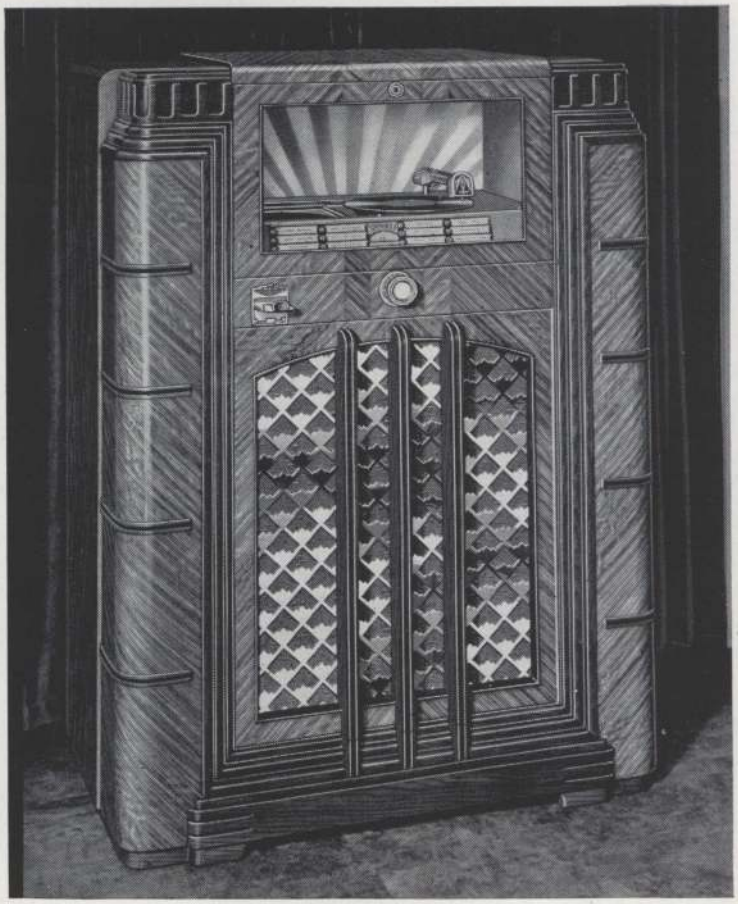
You can pay your state tax under protest. However, if you should ever collect any tax money back, you'd have to secure the right from the State Legislature to sue the state, and after obtaining this right you would then have to bring suit against the state to obtain a refund of taxes, and then "maybe" you could obtain some refund.

Right now the thing to do is pay your state and county tax and wish for and expect the best to happen, and, we believe it will terminate in favor of the marble machine operators. Any information AUTOMATIC WORLD can furnish you at any time, write us.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

F. C. EWING CO.
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1030 Stayton St.—P. O. Box 851
Phone 2-5288 FORT WORTH, TEX.

Seeburg Presents



Symphonola

SUPER DE LUXE

A New Luxurious Cabinet of Matched, Quartered and Figured Pal-Dao Walnut Veneer. The entire cabinet is hand rubbed.

3 Super Dynamic Speakers — 9 Tube High Fidelity Amplification—Designed to take Microphone Attachment with Extra Speaker for Public Address Systems—Orchestral — Vocal — Etc. All Metal Chrome Finished Grille. 12 Record Selectivity.



Symphonola

MODEL "B"

A new "departure" in outstanding phonograph design. The cabinet is made of variations of Figured, Oriental, Matched Walnut, Butt Walnut Veneers and Inlaid Maple Striped "Fins." The entire cabinet is hand rubbed.

5 Tube High Fidelity Amplification.

Super Dynamic Speaker.
All Metal Chrome Finished Grille.

12 Record Selectivity.

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Southern SEEBURG Representative

ELECTRO BALL CO., Inc.

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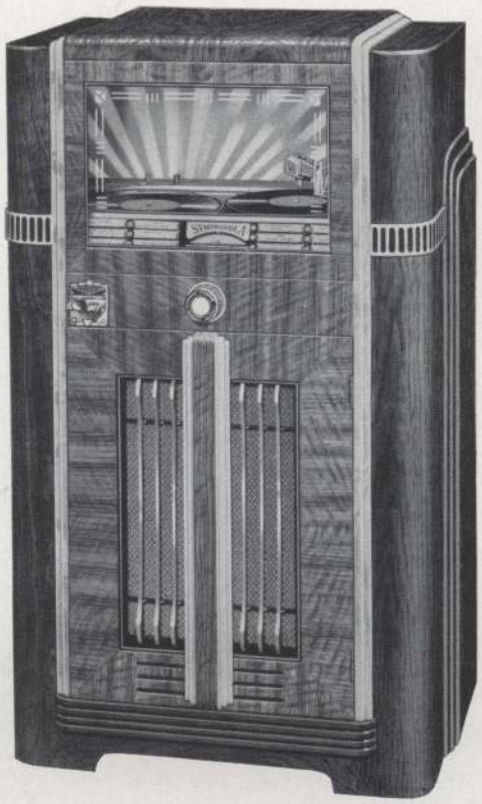
HISTORY MAKING MODELS OF '36

Symphonola

STANDARD "A"

Choice of 3 Beautiful Color Combinations. Figured and Oriental Matched Walnut and Butt Walnut Veneers with Natural Maple Striping and Gold Trim (completely hand rubbed). Nile green with Gold Trim and Mandarin Red with Gold and Black Trim. The cabinet is completely hand rubbed.

5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.





Symphonola

DE LUXE

Distinctly Ultra Modernistic in design. The Satin Wood front . . . the Inlaid Maple Striped Ebony Bakelite Veneer side . . . and the Ebony base combine to produce an unusually beautiful effect. The cabinet is completely hand rubbed.

Deluxe Model . . . 7 Tube High Fidelity Amplification . . . 2 Super Dynamic Speakers. All Metal Chrome Finished Grille.

Also available with Standard Equipment . . . 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. Both models have 12 Record Selectivity.

FRANCHISE **IS** MORE VALUABLE

1200 CAMP STREET, DALLAS, TEXAS

lamoma City — 7 N.W. Ninth St. | Waco, Texas — 125 S. Seventh St. | New Orleans, La. — 517 Canal St. | Fort Worth, Texas — 1018 Jennings Ave. | San Antonio, Texas — 428 Main Ave. | Wichita Falls, Tex. — 804 Tenth St.

CORPORATION

CHICAGO · ILLINOIS

My Good Friend and Competitor, Mr. Jones

Wise, Progressive Policies in Competition

By

A VETERAN OPERATOR

"It may be impolite for me to ask, but I'd like to know whom you have been writing to, chuckling away there the past half hour!"

With me in my Chicago hotel room was a representative of one of the large coin machine companies. I was far from my territory, on a combined business and pleasure trip. My companion—I'll call him Bill—was a friend of many years. So his personal question wasn't "out of turn."

"Jack ————," I replied.

Bill whistled. "You son-of-a-gun! He's your principal competitor!"

"Sure he is," I replied, "and that is why I am writing him. Whenever I take a vacation trip, I always remember to send a card or letter to Jack."

There were a lot of funny things that had happened in Chicago on that trip. I had heard some mighty good stories. That was why, telling them to Jack, I laughed over them as I wrote.

Well, this started Bill and I on a discussion, which became serious, of competitors. You have heard of that ancient book, "How to Be Happy Though Married." Bill and I agree that there should be a good book, "How to Be Happy Though You Have Competitors." Bill and I agreed that the operator who is skillful in relations with competitors is a long way on the road to permanent success.

"I'd like to write a little report on this for AUTOMATIC WORLD. It might help some of the boys," I proposed. And I jotted down some of the points either Bill or I, or perhaps both of us, brought up.

"Like your competitor!" We both agreed that this was rule No. 1. I can hear the very vivid language with which some readers will greet this statement. "What, like that —— —— —— ——? You're crazy!" The bald fact is that an operator gets along best with competitors whom he likes. After all, your competitor is in the same business that you are in. He is a member of the same clan. Many of his interests are identical with yours. Both of you "talk the same language."

So, instead of avoiding the company of your competitor, seek it! During my many years in this trade I have operated in a large list of the states, and, no matter what my territory, I always have made it a rule to get acquainted immediately with my competitors.

If a new man appeared in the field, no matter how small and insignificant he seems, I make it a point to see him as soon as it is convenient—and I make that sooner rather than later.

I go fishing, play poker, attend the same lodges, with my competitors. Our wives are well acquainted, and our children. We have had picnics together.

You see, clean competition is one thing—it may be hard, but it is not the real peril in the business. Any operator worth his salt ought to be willing to take the knocks, hard or otherwise, of clean competition. However, competition can "get off the track."

The other fellow can start competition in the terms he offers locations. He can villify you. He can do any one of dozens of unfair and disastrous things. If you like your competitor, fraternize with him, he never starts this sort of stuff. You see now the "method in the madness" of liking your competitor. It is insurance that competition will stay clean.

There are various ways in which competitors can co-operate for mutual good. For example, in every territory of size there are a small number of locations which are out to victimize the operator in one pet-

HERE'S A "KNOCKOUT"

THE BIG FIGHT . . .

600 Hole ..... Form 3810
Takes in $30.00
Pays out $16.50
PRICE WITH EASEL $1.14

PLUS 10% FEDERAL TAX

CHAS. A. BREWER & SONS

LARGEST BOARD AND CARD HOUSE IN THE WORLD

6320 Harvard Avenue CHICAGO, U.S.A.



ty way or another. When I pull out of such a place, having learned what I am up against, I don't let my competitor be the next sucker. Instead, I tip him off.

He does the same sort of good turn for me.

I felt highly complimented a few months ago when I got a wire from another state asking me if I could come and use my friendly efforts in a bad competitive situation which had arisen. Compensation was offered me. It seemed that there were one or two men, new to the business, who were raising commissions to a ruinous point.

It isn't the first time, not by many, that I have gone to an operator who has gone loco in this way. I never go in anger. I don't wield a big club. Instead, I started out by telling the man something about my experience in the business, over a good many years. I tell him what the lowest costs I ever had were. I show him how on the basis he is operating, he is headed straight toward ruin.

One of the big salesmanship experts declares that you have to tell a man a thing seven times before he really "gets it." In the case I mentioned, I responded to the wire. I often think of the entire afternoon and evening that I spent with the cut-rater. We discussed things for hours.

Of course, at first, he was arrogant and defiant. He figuratively spat in my face. I kept good natured, and returned to the contest. I went through my canvass, again, making a few changes in the way I presented it.

After a few hours, I began to wear him down, and after a good dinner, and more hours in a hotel room, he was ready to make peace.

Coin machine operators as a matter of course will spend many hours of time in the aggregate to line up a first class location. They practice salesmanship as a matter of course, view obstacles as things which are inevitable.

However, when a bad competitive situation arises, their attitude often is so different! Instead of putting in time, as I put in for the out-of-state friends, they develop a violent antipathy to the "outlaw."

If they will spend time on him, practicing salesman ship, they can often restore sound competitive conditions.

Clubs and associations of operators are very valuable, and every operator should belong to them. If your territory is not organized, get out and do the organization work yourself. Remember, if numbers are very small, organize just the same—hold luncheon meetings together. Finally—

"If you would have good competitors, be one yourself!"

NCOCMOA PRAISES EXHIBIT IN RESOLUTION

Whereas, The National Council of Coin Machine Operators Associations has set forth a program designed to be of benefit to the entire coin machine industry, and

Whereas, One of the points set forth therein called for the discontinuance of operators' prices in advertisements in trade journals and other publications that find their way into the hands of location owners, and

Whereas, It was further set forth that ridiculous claims as to earnings, percentage regulations, etc., also be eliminated as being harmful and detrimental to the best interests of the trade, and

Whereas, One of the leading manufacturers has shown a desire to cooperate with the Council by adhering to the policy as set forth herein,

Therefore, Be It Resolved: That the Exhibit Supply Company of Chicago, Ill., be advised that the National Council of Coin Machine Operators Associations does desire to express its satisfaction and express its recognition of their co-operation in leading the way and setting an example for all other manufacturers to follow.

RALPH T. YOUNG, Pres.
National Council of Operators Assn.
Attest: A. J. LaBeau, Secy.

Joseph Ziff, representing Irving Bromberg Company in San Francisco, lines up with AUTOMATIC WORLD as a regular reader. Mr. Ziff is a jobber and has been in the business for seven years. Wants all information on new machines and deals in novelty goods for ops.

AUTOMATIC WORLD GOES OVER WITH BANG IN NEW ORLEANS

Automatic World,
Fort Worth, Texas.
Gentlemen:

Your December issue went over with a bang here in New Orleans, and is at present, the talk of the coin machine circle. The very attractive ads and great general get-up of the journal is all that could be asked for.

A.LEIDENHEIMER,
New Orleans, La.
Jan. 13, 1936.

Life is a place of service, and in that service one may suffer much, but more often experience a great deal of joy. That joy can be real only if people have a definite object in life aside from themselves and their personal happiness.

OHIO MODEL, No. 50-A



Ohio Vending Machine Co.
Columbus, Ohio

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	**$3.50**	**400**	**$ 9.00**
200	**5.50**	**500**	**10.00**
300	**7.50**	**1000**	**18.00**

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

PENNY SMOKE

IS THE ONE COUNTER GAME THAT WILL MAKE YOU PLENTY OF MONEY

PENNY SMOKE is a famous Groetchen Tool Company built Penny Cigarette Vender. Penny Smoke treats the player fair—it invites confidence because there are frequent winners. Rewards are on the average of 45% of gross receipts. Penny Smoke is a sure bet.

BRILLIANTLY decorated aluminum cabinet and colorful facsimile cigarette packages attract players. Penny Smoke is recognized as the most precisely built apparatus. Proven by years of actual operation. Carefully tested before leaving factorry.

Penny Smoke vends ball gum. It is penny play and I'm telling you that it is a go! Order your sample today, place it on location and see for yourself. You'll order more immediately. The price is right.

Come See Me or Shoot Me a Letter, Wire or Phone Call!

EARL E. REYNOLDS

JEFFERSON HOTEL DALLAS, TEXAS

Co-Operating With Your Employees

By ERNEST FAIR

There is nothing of more importance to the coin machine operator, and particularly so as his business grows larger, than the loyalty of his employees. Yet there is no simple answer to the problem of hom it can be obtained.

However in the following suggestions a number of leading coin machine operators have set down points that have assisted them in winning and holding the loyalty of their own employees. These points are indeed of interest.

1. "Be loyal to the employee yourself," is the advice of one operator. "It is a fundamental principle of this problem. Every employee must be convinced of the employer's loyalty to himself or herself and be assured that this loyalty insures their jobs as long as these jobs are merited."

2. Many operators advise constant effort toward keeping a flexible, open mind, first on their own part as an employer, and secondly, on their part as an employer in relation to an employee. The mental attitude of both employer and employee must be right.

3. Mutual understanding must be encouraged for employees, as human individuals, will respond to reason. This is particularly true when we consider the importance of understanding between individuals within the business, between employees and the public, the location owners or customers.

4. Constant teaching is always advisable. Continuous, directed, purposeful effort on the part of the operator will always pay dividends. Sincerety, honesty and similar traits all help to win the respect and loyalty of employees.

5. Never use flat demands or forcing to obtain results; it simply will not accomplish the job and will destroy every effort the operator may have previously made to build up the loyalty of his employees.

6. Reward successful and efficient employees. The rewarded employee is generally always loyal. Give every employee ample opportunity to become efficient at his or her particular task.

KINDNESS

Life's all too brief for care and grief;
Too short for bitter tears;
So, let's be gay, each passing day,
And fill the world with cheer!

Yes, let's be kind! Let's bear in mind
That life is far too short
For single flash of anger rash,
Or word of hateful sort!

Too often—we speak angrily
To those we hold most dear!
Yes, every day, in thoughtless way
We cause a sigh or tear!

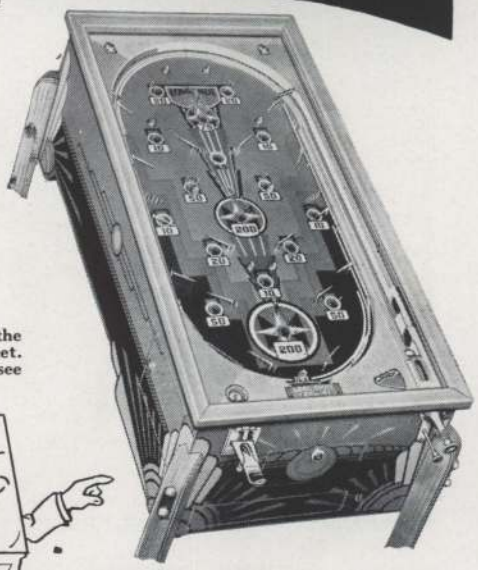
I can divine of naught more fine
For man to leave behind;
Than this fair fame, "He had the name
Of always being—kind!"

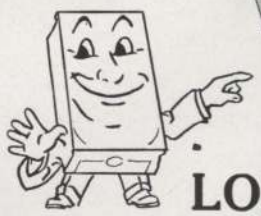
THREE LOW PRICED HITS THAT *Stole the Show!*



Yes sir! Actually carried the Convention right off its feet. You'll know why when you see these three great games.







LONG SHOT

A giant size, one ball payout at an amazingly low price! LONG SHOT has all the famous playing features of Electric Baffle Ball except the mystery award. At this price you can concentrate on real money-making payouts! Silver finished cabinet measures 46 inches by 23 inches.

$69.50

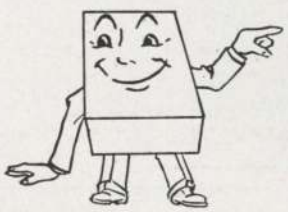
SUNSHINE DERBY

One Ball Payout with Player Changing Odds

Crowds stormed SUNSHINE DERBY to see its new sensational type of changing odds action. SUNSHINE DERBY permits the player to leave the odds stand, or he has ONE opportunity to change odds by shooting the ball into the "Change Odds" pocket which is closed by a trap door lid. Ball comes back for play. Giant modernistic, gold finished cabinet measures 50 inches by 24 inches. Sixteen award pockets set into a colorful, dazzling field. Boosts profits amazingly! SUNSHINE DERBY is the LOWEST PRICE payout in its class. Check separator and Mint Vender $10 extra. Five-ball play optional.

$89.50

PRICE TALKS! WHY PAY MORE?





SKILL SHOT

Utilizing an entirely new principle! Shoot 1c, 5c and 10c coins right into the Target Pay-Pockets by means of swinging Turret-Trigger Coin Chute! All payouts accurately registered. 22½ inches by 12½ inches.

$19.50

Order from your Jobber or

D. GOTTLIEB & CO.

2736-42 N. Paulina Street CHICAGO, ILL.

Oklahoma Party Visits Show

The Oklahoma delegation arrived at the big show midst a blaze of glory and western songs. The party travelevd over the Santa Fe railroad to Chicago, and according to reports a big time was had on the train. There was some loose change found its way into some of the games and "Iron Man" Snyder and Harold Miller were the lucky collectors. It seemed to be a Snyder-Miller evening.

A large number of the Oklahoma boys enjoyed a visit to the Mills Novelty Company's plant as well as many of the other coin machine factories. At the big banquet on Wednesday evening the Oklahoma folks were heard from from various sections of the big banquet halls. There were a number of them in the Wurlitzer party.

One of the distinguished Oklahoma visitors was none other than Mrs. Lou Young, Oklahoma's leading lady operator of Duncan, Okla. Mrs. Young operates marble games, counter units and phonographs. She said her business was good and that she enjoys the operating business a lot. A clever woman with a wonderful personality is this lady op of Oklahoma.

Others who made up the Oklahoma delegation were Ben Hutchins, livewire operator from Lawton; Carl Jackson who keeps machines going around Seminole; Jim and Bernard Boyle, well known coin machine men of Oklahoma City; C. A. Kettering, the dapper manager of the Novelty Sales Company of Oklahoma City; Edgar E. Herrick and Harold W. Miller, both super ops of Oklahoma City; also Everett Haynes and Buster Felix of Oklahoma City. Cap Nelson of Guthrie also helped to make up the Oklahoma party. The Oklahomans had as their guests during the trip to Chicago, "Iron Man" Snyder of the Mills Novelty Company; Danny Odom and Ed Stern both of San Antonio, Texas. All reported a big time and proclaimed the recent show the biggest and grandest ever held.

ORIGIN OF THE COIN MACHINE

"There is no new thing under the sun," so says Ecclesiastes I, 9. Perhaps the most outstanding example of this saying is a recent discovery on pyramids, obelisks and other stone structures in Egypt. As the world knows, the earliest of these great monuments was erected about 3000 B.C. and the latest in approximately the year 1800 B.C.

For many years Egyptologists have been unable to interpret certain symbols which they came across now and then on temple walls, obelisks and other buildings which were excavated from the sands. Finally an American tourist engaged in the manufacture of nickel-in-the-slot machines, a man of little if any college learning, but able to read a mechanical drawing, saw one of these so-called strange hieroglyphics and to the amazement of the scientists present interpreted it to the group of savants. It was nothing more or less than a nickel-in-the-slot machine and later investigation developed the fact that these vending devices were placed in front of the numerous temples in the days of the Pharaohs for the purpose of selling holy water to the devout who came to worship at the various shrines.

"Encased in an outer covering was an upright upon which was pivoted a light beam, on one end of which was a suspended rod which passed through a receptacle containing holy water and which had at its lower extremity a valve, adapted to seat itself in an opening which is closed when not in use. The other end of the beam had a small disk, above which was a coin slot. The insertion of a bit of money in this coin slot depressed the beam and elevated the valve from its seat, thereby permitting holy water to flow into the hand of the supplicant for grace."

Thus in other words, the same method and the same basic principle was used by priests centuries before Christ for vending holy water that is today used in the operation of coin-controlled machines in vending anything from candy to smokes.

$50.00 REWARD!—BE ON THE LOOKOUT FOR THIS BIRD!

We will pay the above sum to anyone who will either apprehend, or give information which will lead to the arrest and conviction of a Mr. A. J. Schumacher, formerly of Rochester, N. Y.

Mr. Schumacher has fraudulently represented our company, as well as others, by taking orders and deposits on merchandise. None of the orders or money were turned in.

This man worked his racket in New York state (where there are now several warrants for him), also in Pennsylvania. Last heard of from Kane, Pa. BE ON THE LOOKOUT FOR HIM! Instruct your locations to do likewise. When you catch up with him, turn him over to the local authorities and we will prosecute him to the fullest extent of the law.

Huber Coin Machine Sales Co.
J. O. Huber, Pres.

Max Resnick of Hartford, Conn., sends in his "buck" and says he wants the AUTOMATIC WORLD to keep him company for the next 15 months. Thanks, Max.



FOR BOOTH, BAR or SODA FOUNTAIN
This beautiful streamlined chromium plated vender will open up locations for you that you cannot get with any other type.
STURDY AND FOOL-PROOF!
Write for Our 30-Day Money-back Trial Offer
Or Ask Your Jobber
THE VENDEX CO.
BOSTON, MASS.
U.S. Pat. 1,991,736



"You should see Little Nut new 1936 catalogue, the latest in peanut, pistachio and ball gum vendors, both rotary and drawer-type operation. The best-looking and performing. Strictly high class. Mirror polish. A good proposition for dealers.
LITTLE NUT VENDOR CO.
LANSING, MICH.





IS EVERYTHING

HOTSY TOTSY?

★ Is everything about your operating hotsy totsy today? Are you at peace with the world, happy as a lark, busy and rejoicing at being kept busy? If so, that's great—so cross your fingers and pray that the happy condition continues

indefinitely. But if you are not busy, if you have a lot of equipment on your hands that is not even out on location, equipment that cost you a great deal of money, and is now drawing not a single penny—scratch your head, settle down, and *think!* You're losing time and, operator, you operate more with time than you do with coin machines. Every tick of the clock is a dime, a quarter, or a dollar! Every page on the calendar is a small fortune!

IF YOU'RE idle, are you DOING ANYTHING ABOUT IT? Please, operator, let us present for your attention the greatest little machine of all time, the one unusual money-maker that definitely makes up for lost time, the pick of all today's machines for operators such as you. We refer to the famous little Mills Q.T. Bell or Vender. It's small—asks only a square foot of space on the cigar counter. It's light—weighs only 35 pounds. It's as fast as a young deer running home to Mamma.

IT'S a money-maker, of course, for you must know that it's a complete automatic payout with full fledged double jackpot, and reels that spin 80% more often than standard size Bells. The Q.T. isn't a brand new machine — not a baby by a long shot. It's a brilliant two year old, just reaching the apex of its

success, corrected, improved, de-bugged, and featured with every known device and mechanical protection to insure continuous play.

BELL operators won't believe us when we tell them it makes as much money as the standard Bells such as the Mystery and the Extraordinary. Neither will they place any credence in our remarks when we add that it's so strong, solid, and substantial it stands the gaff just as perfectly as the big machines. Those skeptics are the operators who haven't yet run Q.T.'s. The real enthusiasts in this business are the Q.T. operators! When they talk Q.T. they get excited, feverish, loud and unruly! Their exaggerations and their superlatives are strong stuff! They say the Q.T. isn't just the best machine extant, it's really the heart, the soul, the entire body of coin machine operating today.



WE GLADLY turn over these superb Q.T. supporters to all you operators, who are idle, sick, and low. Take a Q.T. shot in the arm. Make up for your lost

time. Deposit a few of these grand little machines on the counter among the cigars, candy and chewing gum. Every location likes the Q.T. It in no way resembles a regular bell, and it fits wherever it is placed. Being small, light, and portable, its operation can be adjusted to the location's judgment and convenience. A few hours of spinning now and then should return back its cost in full.

DON'T be unhappy, operators, with the Q.T. rainbow smiling over the horizon. Step out and make some money with the greatest little machine in the whole business today. Then everything will surely be hotsy totsy!

Q.T. VENDER, 1c Play, $49.50, No Tax; 5c Play, $57.50, No Tax.

Q.T. BELLS, 1c Play, $47.50, Plus Tax; 5c Play, $52.50, Plus Tax.

Completely Automatic with Double Frequency Jackpot

Mills Novelty Company

4100 Fullerton Avenue

Chicago, Ill.

Seeburg Has Interesting Exhibit

One of the most interesting exhibits at the 1936 Coin Machine Show was the versatility of excellent new machines displayed by the J. P. Seeburg Corporation. Seeburg leadership was decidedly emphasized in the presentation of a most elaborate showing of the new advance models of the Symphonola and the Selectophone.

The Melody King Symphonola, one of the many Seeburg "surprises," was an instantaneous hit. Attracted by the lavish beauty of the cabinet, veteran music operators were completely overwhelmed with the marvelous tone and volume control of this J. P. Seeburg masterpiece.

For many years there has been an unfulfilled demand for an automatic phonograph that could be placed in large auditoriums, dance-halls, exhibition halls, etc. Previous attempts to produce an instrument of this kind were hampered by the distortion of tone when volume was needed. The Melody King is the first perfect automatic phonograph to be used in the location as stated above. In addition to being an automatic phonograph, this new Seeburg Symphonola is easily converted into an excellent public address system.

Available in three attractive models, the new Seeburg line of high fidelity Symphonolas afford an extensive selection to the operator's own particular liking. Each one of these models is offered in a variety of unique color combinations, in addition to the beautiful matched walnut cabinets.

True to the Seeburg standard of high quality production, the mechanisms are rigidly constructed to permanently withstand all location abuses.

Crowds literally swamped the J. P. Seeburg exhibit upon the presentation of the Master Drink Dispenser. Revolutionary in the annals of coin machine history, this new Seeburg product takes its place as one of the most ingenious of all vending machines.

Carbonation is the most important factor in the soft drink. The Seeburg Master Drink Dispenser has a carbonator that is positively sensational in its operation. It is possible with this new carbonator to carbonate water to a saturation point. The carbonator is controllable as to the amount of carbonation desired for a specific drink.

Of vital importance to the refreshment value of a soft drink is the uniformity of each and every drink. The new Seeburg Master Drink Dispenser is equipped with Seeburg's own patented draft arm that draws a measured amount of syrup and carbonation. The amounts of syrup and carbonation that go into the making of the vended drink are adjustable. A refrigerating unit provides the proper temperature desired.

The entire machine is portable and uncanny in its operation. By simply plugging in the extension cord, the Master Drink Dispenser is ready to vend the most perfect carbonated soft drink you have ever tasted. The machine will vend all kinds of carbonated soft drinks. Eye-catching mirrowed signs, attractively advertise the drink vender. These signs are very easily installed within a few minutes.

All the patron does is insert a coin which automatically turns on a switch bringing the filled cup on the platform ready to drink. In less than four seconds after the coin is inserted the drink is ready.

The Master Drink Dispenser is housed in an all metal cabinet. This cabinet is indescribably beautiful. Its very appearance reflects sanitation and invites continous patronage.

Operators herald the production of the Master Drink Dispenser as "the dawning of a new era" in legitimate operating.

Another Seeburg "surprise," Ray-O-Lite Rifle Range, was one of the most popular at the show. "Two-gun" atmosphere was added to the demonstration of this phenomenal Seeburg machine by gorgeous Irene Park, a former "Vanities" beauty. Miss Park, appropriately dressed in cow-girl regalia, demonstrated the adeptness of skilled marksmanship possible with the Ray-O-Lite Rifle Range. Her unusual demonstration of difficult trick shots amused and delighted the throng that crowded the Seeburg exhibit. According to Miss Parks over nine thousand people stepped up and tried their marksmanship on the Range. The reaction of these thousands of people was one of unequalled fascination and thrills. In practically every instance, after completing the ten shots, the shooter "wanted to try it again."

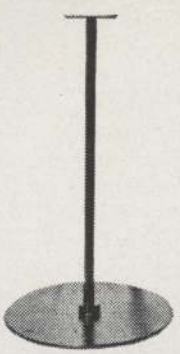
Modernistic in design, the Ray-O-Lite Rifle Range cabinet is seventeen inches deep, forty-five and one-half inches wide, and sixty-three inches high. The beautiful cabinet is constructed of matched and figured walnut and maple. The target chamber depicts a terrestial scene, typical of "good duck hunting." Indirect lighting emphasizes the brilliant coloring of the scenery. The target can be shot at from a distance of sixty feet.

The Ray-O-Lite Rifle Range is fully automatic. When the patron deposits a coin, the ducks in the target chamber start to move. Holding the rifle in the regular position, the marksman pulls the trigger and instantaneously a beam of light shoots to the target. If the shot is accurate and hits the photo-electric cell on the moving duck target, the duck falls over, automatically registering and totaling the score on an illuminated panel.

Judging from the concensus of opinion of leading coin machine men and a tremendous advance booking of orders, the Ray-O-Lite Rifle Range further substantiates Seeburg's "Over 30 years of automatic leadership."

The best a man ever did should not be his standard for the rest of his life.

Bally's New Race Games, Floor and Counter Types
I'll Make First Deliveries in Texas
EARL E. REYNOLDS
Jefferson Hotel—DALLAS, TEX.



IRON STANDS
FOR PEANUT AND BALL GUM MACHINES
PRICE
$1.25 Each
F.O.B. Fort Worth
Shipping Weight 20 Lbs. Each
F. C. EWING Co.
1030 Stayton Street
P. O. Box 851
FT. WORTH, TEX.

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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The National Magazine of the Coin Machine Industry

YOUR LOCAL ASSOCIATION

We need a good, well organized national body of coin machine men and women. Every state needs a good, well organized and functioning association. Both the national association and state organizations, we think, are essential, but what every county and city needs the most, in order to keep games running and the territory free of trouble, is a strong, live-wire LOCAL organization.

With a live local, headed by a willing and capable secretary with every member's phone number and address at his finger tips, problems that arise daily and weekly can quickly be taken care of . A good local organization, that is really functioning, can iron out many ills in less time than it would take to contact the state or national headquarters. There are many big problems that come up from time to time that absolutely require the full cooperation of the state organization, and, at times, the national body could be of great assistance, but to smooth out the many daily problems, only a live-wire local can do the job quickly.

Any sound thinking man can readily understand that the boys at home, with their attorney who know all the folks by their first name, can do a better job of keeping machines going than some strange person dropping in. We feel sure you fully understand what we mean.

If your county or city does not have a local organization, whip one together at once. Someone must take it on himself or herself (you know we have plenty of wide-awake women ops now) to get the operators together and organize. You don't need a lot of "high tone" by-laws and constitutions, etc. You need to meet together, write up your agreements as to fair operating practices, secure you a good, reliable attorney (yep there is such a thing, believe it or not) and start working. Sure it will take some money to keep the body together and functioning, but the cost is nothing to compare with your machines setting in your repair shop or store room. Appoint you a dependable secretary, an operator who knows the business and one who can get along with all the craft. We've had too many outsiders in this business already who have "gummed" the works.

Whenever you get a good local organized and its members show that they are doing their very best, don't you worry, there are dozens of good manufacturers of coin-operated equipment who will help you when you really need help. Your state association will help you and your national headquarters will also help. The whole set-up of organizations must receive its support from the local groups. Up to now, we have had the cart before the horse. What would a cotton exchange office in New York City do if there were not hundreds of farmers out over the country raising cotton. A state organization can function only when that state has its local counties and cities organized and that goes for the national organization as well.

All of the 1936 association activities should be centered upon organizing local associations.

"PASSING THE BUCK"

"Passing the buck" is natural, but as a help in building business it's a washout.

You and I may pass the buck once successfully—we may even do so twice—but eventually it will turn the tables and pass us out of the front door.

In a well-organized business institution everyone has certain duties. They are responsible for certain results. It doesn't make an iota's worth of difference who makes the mistake; the party responsible is not only the actual offender, but those also who assume responsibility for his actions.

No head of a business—if he's worth the position—would think of passing the buck to a subordinate, should the institution turn up in the red at the end of the year. He's not responsible—and if he can't run the institution so as to make money, it's just too bad.

By the same token, the general manager must assume full responsibility within his sphere of action. So must the superintendents, the foremen, the sales manager, the office manager, the sub-bosses, until you get to the individual who can assume direct responsibility only for his own actions.

When it is possible for a lot of buck-passing to be practiced and to get by, then you can be sure that it is being practiced in an organization that lacks clear-cut responsibility.

Every employee should know who is over him—and every executive or boss over anyone should know just where his authority begins and ends.

It is easy to put a brake on misused authority—but where adequate authority is lacking the machine will run wild and may end in the ditch.

AUTOMATIC WORLD ADDS 600 NEW SUBSCRIBERS

Talk about growing by leaps and bounds, AUTOMATIC WORLD'S subscription list is certainly doing just that. Since January first, we have added exactly 600 new subscribers to our list. Of course, 515 of these were obtained at the Chicago show, but regardless we feel that we have set a record for all others to shoot at for a long time to come. We also venture to say that there was not another coin machine publication at the show that equalled, anywhere near the 515 mark for new subscribers which we reached.

We are completely surprised at the way the entire industry is receiving AUTOMATIC WORLD. It seems that success is ours. On every hand and at every turn, the entire country over, we hear the highest praise for our magazine. Every mail brings us letters of praise and congratulations and subscriptions. We are glad that we are pleasing and all this makes us more determined than ever to give our readers a bigger and better paper during 1936.

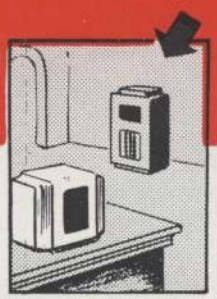
The

GREATEST AUTOMATIC DEVELOPMENT OF ALL TIME!



HARMONY BELL

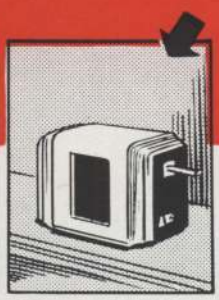
Look AT THE MANY WAYS YOU CAN USE HARMONY BELL



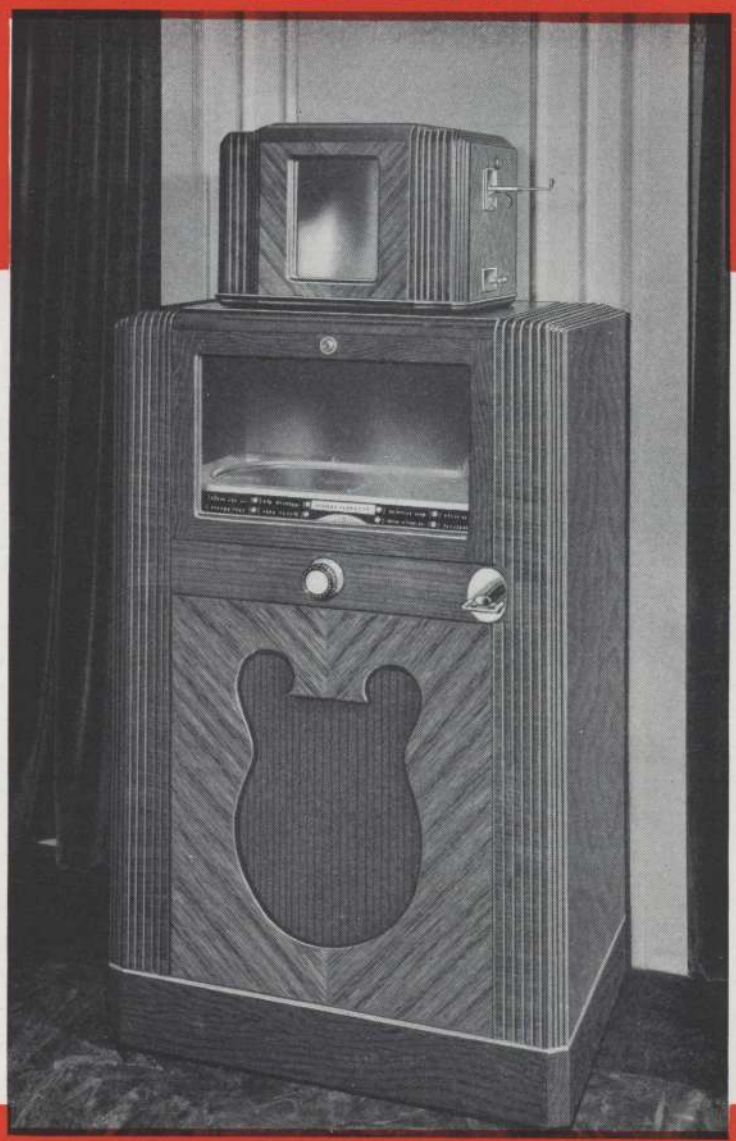
Place it on a bar—Besides operating as an automatic payout machine it operates the phonograph by remote control.



Place it on top of an Automatic Phonograph. If player gets a winner it automatically pays out. Win or lose it operates phonograph.



Operate HARMONY BELL as an individual unit. You will find it the biggest profit maker you ever ran across—automatically pays out if you get a winner.



Upon the insertion of a coin lighted figures flicker all over the mirror front—if the machine stops in a winner it automatically pays out the specified number of coins. If HARMONY BELL is used in conjunction with an automatic phonograph, then win or lose it vends music. HARMONY BELL is equipped with Western's fast, proven, positive payout unit.

CONVENIENT SIZE FOR TOP OF PHONOGRAPH, BAR or COUNTER

Immediate Deliveries

$67.50

Check Separator $5 Additional

WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVENUE CHICAGO, ILLINOIS

Western Equipment Presented Unique Display: Attractive New Games

The Western Equipment and Supply Co. has again proved to the coin machine world that they are leaders in originality and uniqueness. The spectacular showing of Western's "hit games" at the show still have the operators talking.

A big show it was in every respect for circus scenes decorated the walls of the Western exhibit, the well known barker was very much in evidence and the gigantic fat lady sat on her pedestal and symbolized the Western slogan "Grow fat with Western."

The first showing of Harmony Bell and the Old Shell Game took the crowds by storm. Entirely different from anything ever offered operators before, these machines created quite a bit of excitement and promise to break all sales records for the Western firm.

Operators were also tremendously impressed with the elegance and earning power of Thorobred, Western's new seven coin play horse racing machine de luxe which automatically pays out if the horse selected wins. Thorobred comes housed in a beautiful modernistic cabinet trimmed with chromium striping. Thorobred is not a pin game, horses actually race down a highly decorated track. From the way the orders poured in for this machine, the Thorobred department of Western will be kept busy for a long, long time.

Punch-A-Lite, a new automatic payout counter game, was another standout of the Western exhibit. The players were amazed when they found that all they had to do was to insert a plunger in a hole and then, as if by magic, their choice was electrically recorded in the magic mirrow.

Stock Market lived up to its early prediction of being overwhelmingly popular. The new odds changing feature combined with the mystery dividend lights in making Stock Market a most novel game. Stock Market reflects Western's fine engineering and workmanship and definitely stamps itself as one of the finest automatic payout games on the market.

Ponies, Lin-O, Hi-Lite and Free Play, all straight pin tables, struck a popular note with the thousands of novelty game operators.

Judging from the Western exhibit, the new slogan for 1936 "Grow fat with Western" will be a reality with the thousands of Western Equipment and Supply customers the world over.

MOORE MAKES CASH DEAL FOR 300 BUCKLEY DIGGERS

Chicago. — Dinty Moore, widely known in carnival circles, this week at the coin-machine show purchased 300 Jewel Box diggers from the Buckley Manufacturing Company, paying cash for them. He now has about 450 such machines but plans to discard some of the older ones.

Moore operates these diggers in units with carnivals and fairs, each unit consisting of from 10 to 20 machines. The size of the unit hinges upon the size of show or fair. Moore was accompanied to the coin-machine show by his assistant, Bill Gordon.

TWO MONEY MAKERS

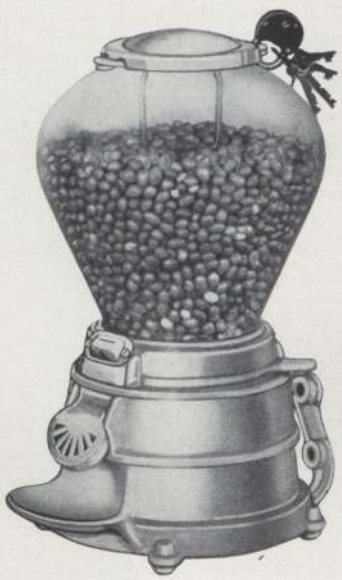


7-WAY 5c GUM VENDER
Increase Gum Sales 100% With

Our new 7-Way GUM VENDOR. It will vend any standard package gum. Each space holds 20 packages. These vendors are highly polished, thus making a very beautiful and attractive display case.

These vendors are locked top and bottom, and as they are tamper-proof, they are hard to get out of adjustment. They are slug-proof as possbile to make them, refusing all iron slugs and all checks **with holes in them, regardless of what material** they are made.

To convince yourself that they are a real money-**saver, send a postal money order for $12.50 for a** Sample Vendor.



NUT VENDOR

Our New All Aluminum Topped Peanut Machines will vend either Spanish or Jumbo peanuts or other small confections. Peanuts come only in contact with glass and aluminum, keeping them sanitary and free from rust. Bracket with each machine. Single machine, $8.00. One to four dozen $72.00 per dozen. Five or more dozen $60.00 per dozen. One-third with order, balance Bill Lading Attached.

WM MICHAEL CO. 4238 Madison Avenue INDIANAPOLIS, IND.

Don't Forget! I'll Make First Deliveries in Texas on All New Bally Games

EARL E. REYNOLDS
Jefferson Hotel—DALLAS, TEX.

LEADERS *FOR OVER 38 YEARS* **as MANUFACTURERS**
Of Coin-operated Machines
HOME OF THE FAMOUS
"Electric Traveling Crane"

INTERNATIONAL
Mutoscope Reel Co., Inc.
516-20 W. 34th St. NEW YORK CITY

BALLY DERBY

WORLD'S GREATEST ONE SHOT HIT



PRICE

Payout Model $123.00

Ticket Model $115.00

CHECK SEPARATOR $5.00 EXTRA
F.O.B. CHICAGO

FOR the first time since Rocket, a "pre-show number" defied the rivalry of a hundred or more new games . . . and carried off honors as the most talked about machine at the Show! Practically every order booked at the Bally Booth included from 2 to 50 BALLY DERBYS for immedite shipment . . . and as a result the Bally plant continues in full production on this great sensation with the popular

CHANGING ODDS

feature . . . odds on ALL pockets automatically changing EVERY TIME a coin is deposited.

BALLY DERBY'S ability to hold its place in competition with new show games is the best proof in the world of BALLY DERBY'S popularity, earning power and mechanical perfection. While waiting for Bally's new hits . . . acclaimed by operators and jobbers alike as the greatest, most diversified line ever presented . . . step out and get more of those big BALLY DERBY profits! For IMMEDIATE DELIVERY, wire your order direct to us.

When New Bally Games Are Ready I Will Be Able to Make First Deliveries in Texas

EARL E. REYNOLDS

JEFFERSON HOTEL DALLAS, TEXAS

Model "33" NORTHWESTERN Peanut Vender Has What It Takes, Even Though Low in Price



The Northwestern Peanut Vender, Model 33, has become the most widely used merchandiser in the Southwest, due to the fact that this machine has the features that today's conditions demand, and yet the price is amazingly low.

Northwestern has always led in quality, especially in quality of mechanism. Model 33 is no exception, and has won the acceptance of operators because it functions perfectly under the most trying conditions. A slug ejector and a self-clearing coin chute are included, never before available in a low-priced vender.

Design and appearance plan an important part in developing sales and profits. Model 33 was designed with the knowledge that vending machines must be attractive and must display the merchandise invitingly. Model 33 sparkles with beauty and colorful individuality that not only appeals to the public but enables an operator to secure the most desirable locations.

Model 33 Northwestern Peanut Venders are carried in our Dallas stock and can be sold for prompt shipment at the following low prices: Porcelain finish, $6.60 in quantities of 1 to 24; $6.35, 25 or more. Lacquer finish, $5.85, quantities of 1 to 24; $5.60, 25 or more.



Model "33" Junior

Operators have bought thousands of Model 33 Junior, which is a miniature Model 33 with identical mechanism. The 2-lb. bowl makes it possible to vend high quality merchandise, requiring servicing only 2 to 3 times a week. Yet the machine is small enough to go in locations near cash register and other desirable spots, where there is not space for a regular size machine.

Prices on Model 33 Junior—porcelain finish, $5.20, quantities 1 to 24; $4.95, 25 or more; lacquer finish, $4.95, quantities of 1 to 24; $4.70, 25 or more.

You are invited to see the display of these and other Northwestern merchandisers at our offices, 2702-04 Ross Avenue, Dallas, Tex., or to write us for literature.

Penny King Ball Gum Vender



Capacity, 160 balls of ¾ size.... 250 of ⅝ size. The Penny King is serviced by removing one lock-nut at bottom. Then pennies can be removed easily, and globe refilled quickly. Machines in Dallas for prompt shipment. Visit our office or write for literature.

BALL GUM

Immediate Delivery from Dallas, at these prices.

When we decided to sell ball gum, we took time to find the best. A complete stock of assortted mint and fruit flavors in Dallas for prompt shipment.

⅝ size—**$15** per case, 100 boxes of 100 balls each. **17c** per box, less than case quantities.

¾ size—**$33** per case. 35c per box, less than case quantities.

Cheaper grade ball gum for penny cigarette and amusement machines, **$6.50** per case of 50 boxes.

LET US HAVE YOUR ORDERS

PEANUTS CASHEWS

FRESH BECAUSE WE ROAST THEM

There's never any question about the freshness of the nuts you get from us. Nor of their quality and tastiness.

You operators need mechandise of highest quality to keep your profits climbing, and we give you what you need.

If there is the slightest doubt in your mind about our peanuts and cashews setting a new and higher standard of quality, just ask us to send you samples.

As a matter of fact, even though you agree that our peanuts and cashews are better, write us for samples and prices.

FOLSOM & BROWN

"HEADQUARTERS FOR QUALITY MERCHANDISERS AND MERCHANDISE"

2702-04 ROSS AVENUE **DALLAS, TEXAS**

THE WAY TO MAKE MONEY IN THIS BUSINESS IS TO OPERATE SOMETHING *New*

TRICKS

SENIOR



Saucer Type Holes
Curved Metal Buffers
No Kickers—No Springs
No Batteries Necessary

A New Type of Amusement Table---No Pins---Colossal Size 62½ x 26½ Inches---Uses Extra Large 1½ Inch Balls . . .

Again Genco presents a new type of a game that completely outshadows all other types of equipment. The player stands before the big table—its appearance fascinates him—he then shoots a large 1½ inch ball which goes into entertaining and amusing antics as it goes shooting off the curved buffers and twirls around the saucer type holes. Every ball shot either drops into a hole or into a scoring pocket below. May be used with from 5 to 10 balls.

$74.50
F.O.B. Chicago
TAX PAID

GENCO, Inc.

2625 N. ASHLAND AVE.
CHICAGO, ILL.

Gottlieb's Low Priced Payout Games Create Sensation!

Chicago.—With the 1936 Coin Machine Show over and all the new machines now made public it is generally conceded, according to reports from D. Gottlieb & Co., that one of the most talked of innovation to be displayed was the player controlled Changing Odds feature of Sunshine Derby. "Sunshine Derby," explained Dave Gottlieb, "is a one ball payout game that really gives the player a chance to exercise deliberation and skill. The player controlled changing odds feature gives him one opportunity to change the odds. After the coin is inserted the odds for that game appear on the light-up rack. The odds range from 2 to 40. He then has the opportunity, if he cares to take it, to try to change the odds by shooting for the "change odds" hole. The ball played into this hole is returned for regular play and the change odds hole is automatically closed by means of a trap door lid. The player then shoots for the payout holes. Regardless of what payout hole he hits the automatic mechanism immediately disburses the odds as shown on the light-up rack.

In addition the "Daily Double" and "Sunshine Purse" holes pay out $2 stakes. Sunshine Derby was the outstanding game of the show—the lowest priced game in its field. Operators and jobbers backed up their enthusiasm with substantial orders.

Sunshine Derby was one of the Gottlieb hits which caused crowds to gather around the Gottlieb display throughout the exhibit. Long Shot received its share of traditional acclamation when it was played. Capable of paying out from 2 to 40 to 1, this giant one ball game was heavily purchased. Long Shot's cabinet and playing field is a rich combination of silver and dazzling colors. It has every famous feature of Electric Baffle Ball except the mystery jackpot. Long Shot is considered one of the greatest values at its price.

Electric Baffle Ball, the old standby, showed that it still is up in the running. The mystery jackpot has yet to be duplicated in player appeal. It is as popular now as it was when it was first introduced and indications are that it is due for a very long life.

GOTTLIEB PAYOUT UNIT IS SOUGHT BY MANUFACTURERS

Chicago, Ill.—After being unanimously acclaimed the finest payout unit ever invented, the Gottlieb twin-tube payout is being sought by some of the leading manufacturers in the field.

Dave Gottlieb, head of D. Gottlieb & Co., inventors of the unit which is called the outstanding achievement in the development of payouts for 1935, said that his firm has been approached by such manufacturers as Chicago Coin Machine Corp., H. C. Evans & Co., Daval Mfg. Co., Exhibit Supply Co., and Stoner Corp. Negotiations are under way whereby the payout games manufactured by these firms may be equipped with the Gottlieb payout unit.

J. FRANK MEYER VISITOR AT SHOW

Many of the old time coin machine men were happy to see J. Frank Meyer at the Coin Machine Show. J. Frank, as he is called by all his friends, is founder and president of the Exhibit Supply Company.

J. Frank Meyer probably owns more patents on diggers, arcade machines and other coin operated games and devices, than any other man in the industry.

STRONG STATEMENTS JUSTIFIED

"We have always been backward about making strong statements about our products," said Leo Kelly, salesmanager of Exhibit Supply Company. We have been content to tell the mere facts and let it go at that, but with our new game Big Richard we made some mighty strong statements, and we're happy to say that every statement made has had the unqualified endorsement of operators, jobbers, and distributors alike. There has never been a pin ball game with the earning capacity of Big Richard. Our room at the show was crowded day and night with customers eagerly placing their orders for quantities of Big Richard. Big Richard permits the playing of 20 coins at one time—player shoots from one to nine balls. We have devised three playing fields—one with dice symbols, one with plain numbers and one with the horse race theme. These three playing fields make Big Richard acceptable in practically every territory. We've been working for the past six months to give the operators something revolutionary and how well we succeeded can be judged by the fact that we're working our production men of both Chicago plants night and day in order to get delivery quick.

We said that Big Richard was the greatest game the coin machine industry has ever seen—in view of results, we believe we have justified our claims.

Good manners are made up of petty sacrifices.

Prompt Service—Quick Deliveries on All New Money-makers

EARL E. REYNOLDS

Jefferson Hotel—DALLAS, TEX.



WANTED-Salesmen for RO WO BO New Master Gam

1,800 combinations at 5c brings in....$90.00
Advised payout in cash or trade..... 72.00

Clear Profit $18.00
If used for merchandise vendor, extra profit 21.60

TOTAL PROFIT $39.60

Deals Sells for $5.00
Cost to Salesman..... 2.50

Clear Profit $2.50

CONCEALED COLORS
600 Red
600 White
600 Blue
All with one serial number

Werts Nov. Co., Inc.

MUNCIE, INDIANA

F. C. EWING CO.

Triple Cleaned Peanuts

Cashew Nut Meats

Fancy Grade for Vending Machines

ALL NUTS ROASTED AFTER ORDER RECEIVED

Write for Prices

AMERICAN CHEWING PRODUCTS

¾" and ⅝" Ball Gum

1038 Stayton St.—P. O. Box 851

Phone 2-5288 FORT WORTH, TEX.

ADVANCE
VENDING
MACHINES

More Than 100 Models
Send for 1935 Catalogue

ADVANCE MACHINE CO.
4647 Ravenswood Avenue
CHICAGO, ILL.

Bally's New Sales Stimulators

EARL E. REYNOLDS
Jefferson Hotel—DALLAS, TEX.

SAN FRANCISCO
VIKING SPECIALTY CO.
632-634 POLK STREET
Jobbers Exclusively
RAPID PENNY COUNTER
Counts 10c to $5.00 in Stacks of 50
PRICE $1.75 POSTPAID

AUTOMATIC WORLD TO TO SERVE AS REFERENCE BOOK

Tom Murray,
Automatic World,
Fort Worth, Texas.
Dear Mr. Murray:

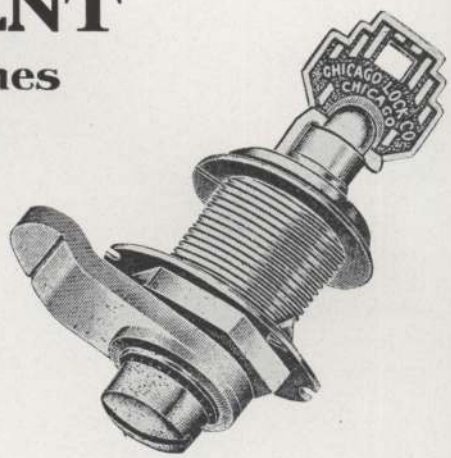
I want to congratulate you on your splendid show issue, not only on the new front cover design, splendid editorial content, but also on your wonderful job of securing advertising material. I have no doubt but what everyone who gets a copy of it will keep it for a long while as a reference book.

Yours very truly,
J. O. BATES, Sales Mgr.
Pace Manufacturing Co.
January 9, 1936.

SAFETY EQUIPMENT
For Coin Machines

Strength and ruggedness have always been characteristic of Chicago Locks, but in the new ACE LOCK and the New Chicago MAGNETIC COIN CHUTE these qualities are especially prominent. That is why you can depend on CHICAGO LOCKS and COIN CHUTES for trouble-free service for the entire lifetime of a pin game, vender or music machine.

Chicago Locks and Coin Chutes may be obtained as STANDARD EQUIPENT, or on special order, on ANY coin-operated machine. They provide satisfaction, safety and continuity of service well worth insisting on.



ACE LOCKS

A radical departure from the orthodox principles of lock construction. Seven Pin tumblers slide horizontally in close fitting sockets, opening the lock only when the unique ACE TUBULAR KEY is inserted.



½ Actual Size

NEW
Magnetic
Coin Chute

A simple and fool-proof mechanism. Last 2 coins are always in plain sight. Extra assembly is completely self-contained. New Dog Action combats fraudulent slugs. Magnet positively prevents playing steel slugs. Built for heavy duty.

We also manufacture a Chute for English Pennies.

DETAILS, SPECIFICATIONS AND PRICES ON REQUEST
WRITE FOR CATALOG

CHICAGO LOCK COMPANY
Oldest in the Central States
2024 RACINE AVE. CHICAGO ILL.

EXHIBIT RINGS THE BELL

The novelty bells that Exhibit gave customers during the coin machine show during the last day certainly caused tremendous excitement and interest. Imagine 1000 operatorts each with a bell in his hand ringing vigorously and you have some idea of the bedlam that broke loose. Exhibit certainly takes top honors for this advertising stunt. On each bell was printed the slogan "Exhibit Rings the Bell Again!"

Another clever advertising stunt by Exhibit was the paper mustaches. These mustaches were made so they could be easily affixed to the nose. Even your best friend didn't know you when your Exhibit mustache was in place. A real laugh-getter and our thanks go to Exhibit again for this bit of enjoyable publicity.

Lee Hughes, a real live-wire and professional op of Texas, has joined the big family of AUTOMATIC WORLD readers. Welcome, Lee.

Electro Ball Opens Fort Worth Branch

Fort Worth, Texas.—The Electro Ball Company, Inc., with main offices in Dallas, have opened an attractive branch house at 1018 Jennings avenue, this city. The Fort Worth branch is being piloted by that able executive and coin machine authority, Harvey Mize.

Mr. Mize has surrounded himself with an able group of assistants. His entire set-up has been carried out in detail and business-like arrangements and management is in evidence throughout the entire offices and showrooms of the Fort Worth branch.



Harvey Mize, Manager Fort Worth Branch, Electro Ball Co., Inc.

Miss Ruth Porter serves efficiently as secretary to Mr. Mize and handles the front office in real coin machine fashion. She has a wonderful personality and has made many friends since the opening of the Fort Worth offices.

Harvey is a native of Dallas, Texas, receiving his education in the public schools of that city. He first went to work for Mr. S. H. Lynch, owner of the Electro Ball Company, Inc., back in 1930 when Mr. Lynch was running the Bush & Gerts Music Company. Harvey's first job was that of selling radios. He has worked his way up from the bottom and all along the line garnered information and experience that efficiently fits him for the position he now holds. He has been with Electro Ball Company since soon after the organization of the company.

The Fort Worth branch carries in stock all the products handled and distributed by the Electro Ball Co., and deliveries can be made immediately on all machines that are in production. They are distributors for Seeburg Corporation, Rock-Ola Manufacturing Corp., Superior Salesboards, Exhibit Supply Company, Daval Manufacturing Company, Watling Mfg. Co., and others.

A standing invitation is in evidence to all operators to make the Electro Ball Company's Fort Worth office their headquarters when in Fort Worth.



WRITE FOR LOW PRICES
Peanut and Ball Gum Venders
Also Booth and Table Size
SELF-SERV MFG. CO.
CAMDEN, N. J.

NATIONAL COUNCIL'S EIGHT POINT PROGRAM FOR 1936

A program adopted by the National Council, C.M.O.A. in convention assembled at the Hotel LaSalle in Chicago, January 13, 1936, designed in part as its objectives for 1936:

1. Intensive effort to organize operators' associations in every state in the Union.

2. Creation of a combined industrial group under the guidance of an executive board comprised of operator, jobber and manufacturer to establish policies of the industry.

3. A legislative program properly handled and based upon a just and equitable requirement for all phases of the industry.

4. The establishment of a standing within the industry for the professional operator of coin controlled machines by the establishment of a wholesale price for such operator as against the present method of a retail price to all, location owner included.

5. A per capita levy on all machines at the source of manufacture, pro rated among properly organized state associations and the proposed National Executive Board in order to properly finance the cost of the component parts of the industry for money, more especially the operator who apparently is not willing to give voluntarily any more than is the manufacturer or jobber.

6. A discontinuance of the policy of advertising prices in trade mediums that are sold on newsstands and in locations of operators.

7. A discontinuance of the policy now practiced in advertising by the insertion of exhorbitant claims as to the earning capacity of coin operated machines.

8. A program of education setting forth the true facts as they pertain to the operation of coin operated machines in order that the ill will caused by unfair advertising claims which are directly responsible for Better Business Bureau ads, Koolox broadcasts and stories such as Crime Incorporated be counteracted.

BALLY CONTINUES HEAVY PRODUCTION ON DERBY

Jim Buckley, sales manager of Bally Manufacturing Company, states that Bally Derby, introduced some time before the convention, was one of the most popular games on display in Chicago. "Judging by the number and size of Bally Derby orders booked at the show," Jim says, "you'd almost think it was a brand new number. In spite of the rivalry of new games in our own and other booths, Bally Derby was one of the most talked about machines at the show and certainly one of the best sellers. As a result, the factory which was turning out 150 Bally Derbys daily during the convention, is again on a peak production schedule to fill orders on this popular changing odds 1-shot game."

In addition to Bally Derby, the Bally concern reports heavy buying of the Ray's Track race-game, Peerless, Peerless Multiple, Rambler and other new games introduced at the show, and officials of the company look forward to an unusually busy winter and spring season.

C. W. Musser, pops in from Kansas City and says he wants the WORLD for three long years. OK, C. W., and here's our hand.

D. R. Hunkle, North Carolina, joins up with AUTOMATIC WORLD subscribers for three years. Sure glad to have you, D. R.

!! NOW !!

CHANGING ODDS

WITH AUTOMATIC PAYOUT

IN A PISTOL TARGET PRACTICE GAME

EXHIBIT'S NEW SENSATION

"ELECTRIC EYE"



SHOOTS A BEAM OF LIGHT.
LOCATIONS NOW BEG FOR THIS SCIENTIFIC WONDER.

It brings in new trade.
Everyone wants to try it.

OCCUPIES
No More Space
Than a Pin Table
Height 59 inches
Length 43½ in.
Width 21¾ in.

The amusement seeking public have been wanting something new—something different—something more inviting and interesting! Give the public what it wants. Give them Exhibit's "ELECTRIC EYE." Here you have the most modern creation that will be patronized forever because it offers the thrills of a slot machine—all the sport of real target practice—plus the mystery of shooting light beams. It's the greatest Q.T. ever developed.

WRITE IMMEDIATELY FOR SENSATIONAL DETAILS

ELECTRO BALL CO., Inc.

1200 CAMP STREET
DALLAS, TEXAS

Oklahoma City, Okla. 527 Northwest Ninth St.
Waco, Texas 125 S. Seventh Street
San Antonio, Texas 428 Main Avenue
Wichita Falls, Texas 804 Tenth Street
Fort Worth, Texas 1018 Jennings Avenue
New Orleans, Louisiana 517 Canal Street

Evans Games Talk Of The Show!

Chicago—"By far one of the best games of the show!" "The height of achievement." "The Rolls Royce of Automatic Games!" are just a few of the phases used to describe "Ro-Bo-Lette," Evans' new automatic masterpiece. Throughout the show, the hum of comment, the questions, "Have you been up to the Bull Fight Room?" "Have you seen Ro-Bo-Lette?" were heard.

The premier showing of this new departure in automatic games was held in the Bull Fight Room of the Hotel Sherman during the convention.

"We have drawn upon the resourcefulness and ingenuity of the coin machine industry and combined them with our 44 years of experience to produce Ro-Bo-Lette. Here, for the first time, the universally popular game of Roulette has been made fully automatic and coin operated. Ro-Bo-Lette duplicates the regulation game of roulette with such marked realism, that it is hailed as a mechanical masterpiece by all who witness its action. Being full automatic, Ro-Bo-Lette requires no attention. Wagers are accepted and awards are made as though this machine were attended by a mechanical robot. As many as six players may engage in play, making as many as 75 simultaneous wagers. Awards on winning numbers or combinations are disbursed by a tamperproof check dispenser. Rigorous tests have proved that the accuracy and efficiency of the machine are truly uncanny. To complete the picture of class, the cabinet is a modern creation of ebony black and glistening chromium.

Roll-Ette, the Wheel of Fortune, also is an adaptation of roulette. Roll-Ette can be played by one to three players at the same time. Each of the three coin chutes controls a row of numbers. Inserting a coin in any one or all chutes and rotating the proper selector moves three checks up and down to a combination of three numbers. The mystery award plunger is pressed to indicate odds from 6 to 20. The ball is then released onto the beautiful, inlaid regulation roulette wheel. If it stops in a partition which is numbered the same as the number covered by a check, the automatic payout dispenses coins in payment as indicated by the odds selector. Roll-Ette truly is in a class by itself.

Evans also showed for the first time their new basketball game, Lite-A-Basket. The outstanding feature of this game is the new field-light scoreboard. As fast as each basket is made a light records the exact score at all times. Baskets may be made by a direct shot into the basket or by shots into the right or left forward. Balls going into the right or left forward are then shot into the basket upon getting a ball in either of the advance holes. Lite-A-Basket is a game that portrays as far as possible the actual playing of the real game. The passing of the ball from the forward into the basket is one of the most popular shots in the actual game. Lite-A-Basket is really worthy of all the praise heaped upon it at the show.

Brought out with no advance publicity or hullabaloo, Clipper took more than its share of business at the convention. Based upon the flight of the giant seaplane China Clipper, this fascinating game follows the route from the home airport over the Picific ocean to Wake Island, Midway Island, Honolulu and the other regular stops. The idea of the game is to skillfully place the balls on the landing fields of these stops so that the lightup rack records the complete flight. A game based on up-to-the-minute aviation activity, Clipper is destined to soar on to success.

MANUFACTURERS ELECT OFFICERS

During the Chicago Show the manufacturers met and elected officers and discussed many problems and ideas for 1936. The meeting was well attended and all expressed themselves as well pleased with the 1936 show. Plans are already under way for a bigger and better show for 1937.

The election of officers resulted in Walter A. Tratsch, of A.B.T. Manufacturing Company, Chicago, being chosen to head the organization during the year. Mr. Tratsch is well known for his contribution of quality standards to the industry. A. E. Gebert, of Advance Machine Company, Chicago, merchandising machine manufacturer, was elected vice-president. D. W. Donohue, of the Mills Novelty Company, Chicago, was elected treasurer. C. S. Darling, who has efficiently held the position of executive secretary since the formation of the organization two years ago, was re-elected to the position.

The board of directors chosen consists of Claude R. Kirk, Exhibit Supply Company, Chicago; Homer E. Capehart, Wurlitzer Manufacturing Company, North Tonawanda, N. Y.; David C. Rockola, Rock-Ola Manufacturing Company, Chicago, and Harry Stoner, Stoner Corporation, Aurora.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Attention!

SLOT MACHINE OPERATORS

HUBER HI-JACK PROOF
Slot Machine Stands
$9.50 f.o.b. Fort Worth

PERCENTAGE REGULATORS
10 and 20 Stops
$7.00 per dozen; Single lot, 65c

SLOT MACHINES
Overhauled, buffed, painted, refinished, made to look like new machines.

Slot Machines For Sale
New and Rebuilt Machines

SLOT MACHINE PARTS

Southwest Coin Machine Co.
116 E. 10th St., Fort Worth, Tex.

Bally's New Light-up Table and Counter Games

EARL E. REYNOLDS
Jefferson Hotel—DALLAS, TEX.

DINNER TO AMALGAMATED OFFICERS

New York.—A dinner was tendered to the incoming officers of the Amalgamated Vending Machine Operators Association by the outgoing group of officers at Connie's Inn on Broadway recently.

The new officers for 1936 will be: Lou Rose, president; Morris Silverstein, vice-president; Joe Hirsch, treasurer; W. W. Pragnell, secretary; Moe Gladstone, financial secretary; Joe Kleinman, sergeant-at-arms.

Joseph Fishman remains in his position as executive director of the organization. Re-elections by the body were W. W. Pragnell, Moe Gladstone and Joe Kleinman. It is reported that Mr. Pragnell is being proposed for permanent secretary of the organization because of the fine work which he has done in this position and because of the fact that he continues to keep the most complete records of all the history of the organization.

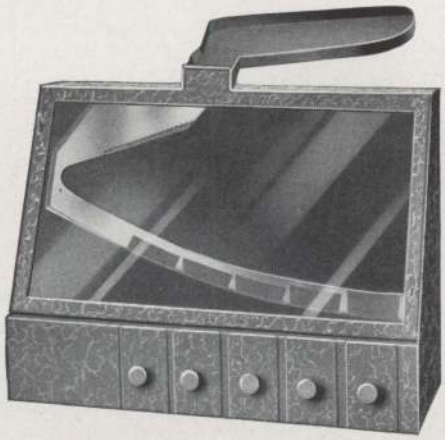
Marvin Liebowitz, attorney, and former president of the organization, was tendered a beautiful, engraved gold watch by the organization at the dinner for his sincere and conscientious services.

The operators of the organization state that Mr. Liebowitz was one of their most active presidents and was a credit to their organization in every fashion.

Joe Fishman acclaims Mrs. Liebowitz's tenure of office by saying that he hopes everyone of the presidents which the organization will have from this date will be as conscientious in their efforts for the good of the entire organization.

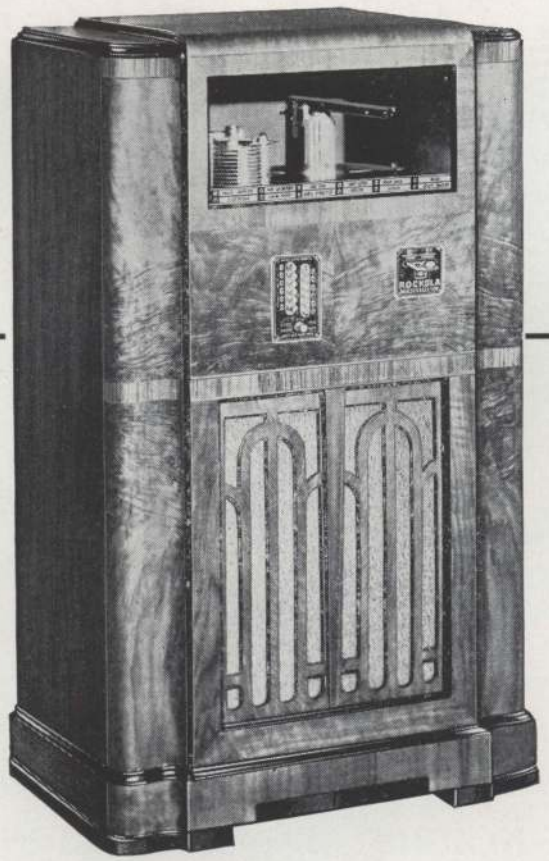
NEW COIN SORTER OFFERED

A new coin sorting device applicable for use by any firm who handles much money of various denominations has just been developed and is ready to be marketed by A. L. Cannard and Associates, Green Bay, Wis. The device illustrated here, will list for less than $50.



It is light enough in weight to be portable, 14 inches high and 19½ inches long; 2½ inches deep at the top and 7 inches deep at the bottom which contains five drawers that will hold dimes, nickels, pennies, quarters and half-dollars. The device is of simple construction, operating solely through the influence of gravity and therefore without working parts, so there is nothing to wear out or get out of order. The curving trackway is made of stainless steel, and a glass panel covers the entire front so that at all times the operator may see the coins traveling down the curved trackway and dropping off into the proper drawer.

Acme Sales Company, Kansas City, Mo., do a nice job for ops all over the country. They deal in premiums and novelties for the operator. Their slogan "Kansas City's Premier Operators' Service."



THE ROCKOLA MULTI-SELECTOR

The Most Outstanding Coin-operated Phonograph for the Operator

We are jobbers in Texas and Louisiana for this fine instrument. Be sure and see this phonograph—hear it play—examine the mechanism and be convinced of its super-quality before you buy phonographs.

PROMPT DELIVERIES

STEELE & HORTON
1513 Louisiana St.
HOUSTON, TEXAS

Louisiana Amusement Co.,
822 Carondelet St.
NEW ORLEANS, LA.

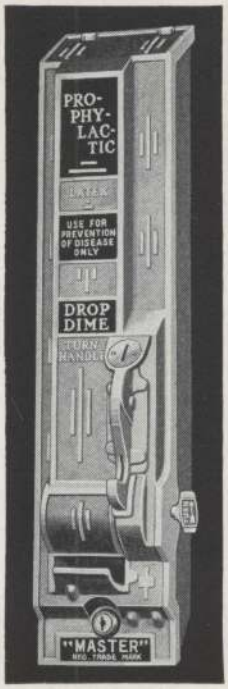
THREE PROVEN WINNERS



Top and Base Porcelain Enameled Light Green Finish



Reel Amusement Vender



Prophylactic Vender

See Your Jobber or
WRITE FOR CIRCULARS AND PRICES
OF THESE AND OTHER MASTER MONEY-MAKERS

THE NORRIS MANUFACTURING CO. Columbus, Ohio

"You Will Never Be Happy Until You Operate Masters"

Hamilton Manufacturing Co. Opens Southern Branch

Fort Worth, Texas.—The Hamilton Manufacturing Company, manufacturers of high class salesboards with headquarters in Minneapolis, Minn., have opened an attractive and large Southern branch house in this city. Joe H. Sherburn is in charge of the offices with Miss V. M. Battle as secretary. They are located at 1016 Jennings avenue in an attractive building. The interior of the place is carried out in true Hamilton style with an unbelievable stock of salesboards on hand.

Several traveling representatives will be in the field at all times, calling on operators and rendering every assistance possible. All the latest Hamilton products will be carried in stock, and operators of the South and Southwest are now assured prompt service on Hamilton boards.

The branch house was opened officially on February 1 and operators began swarming the place and looking over the unusual Hamilton line.

Be sure and watch the February issue of AUTOMATIC WORLD for big opening announcements and special advertising.

DROLLINGER FREE OF ASSOCIATION WORK AT SHOW

Harry Drollinger, Dallas, who has done as much, if not more, work in association activities and organization work as anyone, says that he is very thankful that the boys excused him from such activities during the big Chicago Show. Harry says that his heart was with every good association movement and effort that was in evidence during the show, but he wanted, for the first time during the show, to be free from association obligations and take the opportunity to meet his many hundreds of customers and friends. It was the first time that Harry really took time to see the convention except from the association angle. He wants all the members of the National Council and other state and city organizations to know that he is with them 100 per cent.

BRIGHTEST FUTURE SEEN—STONER'S FORECAST PROSPEROUS 1936

Encouraged over the prospects of the New Year, Stoners are preparing for the biggest season the coin machine industry has ever seen. This is good news for the thousands of operators all over the country who are operating Stoner aristocrat games.

Stick with the aristocrat line and be assured of profitable returns from Stoner games.

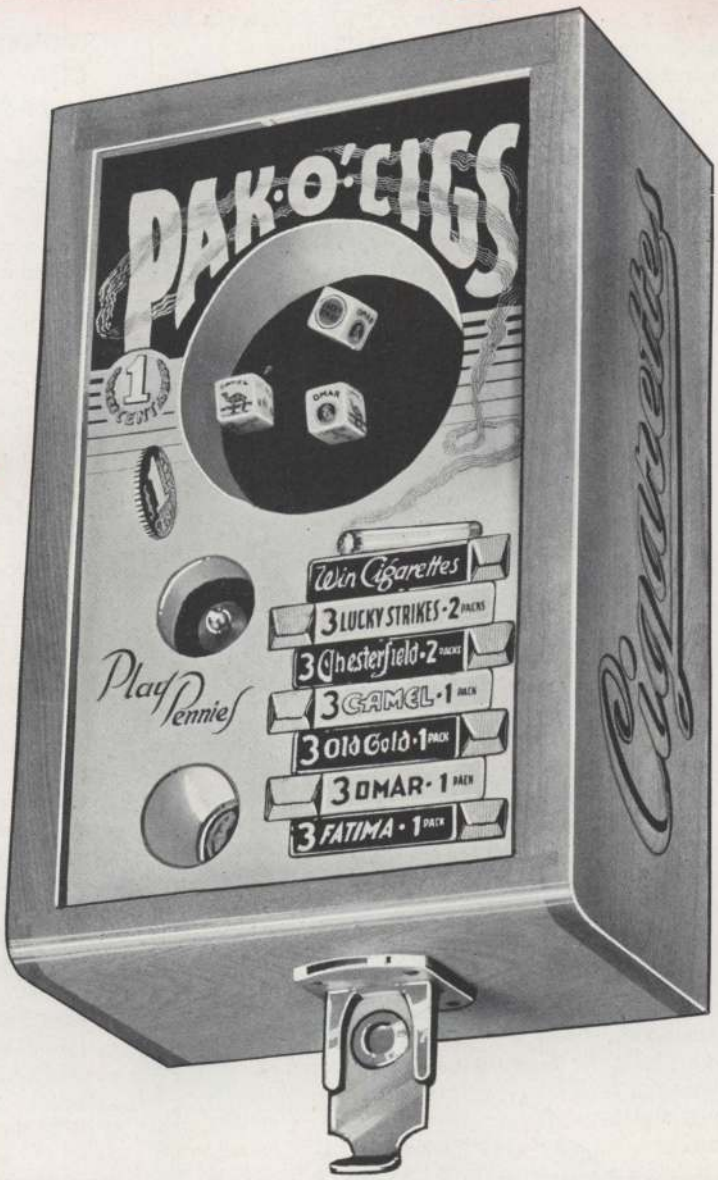
Every wide-awake distributor can deliver them right now. If you have never enjoyed the profits of operating Stoner games, ask the most prosperous operator you can find and he'll tell you how it's done.

A PENNY MERCHANDISER

"PAK-O-CIGS"

A PACK *of* Cigaretts *for a* PENNY

SOME TIMES TWO PACKS



PILES UP PENNIES INTO MANY DOLLARS FAST!!

Here is a MIGHTY MONEY MAKER—you can afford to operate every where and collect big profits. It's a smart CIGARETTE MERCHANDISING MACHINE—that will prove popular with every type of location.

'PAK-O-CIGS'—helps the merchant sell cigarettes. On both sides of the machine, visible to every one is the word 'Cigarette.' No explanation to players necessary. Just a glance—tells all about it. The three cubes are colorfully designed with the trade-marks of popular brand cigarettes and awards in merchandise is made according to the play of the galloping cubes. Small enough for every counter—Size 12¾ by 8¼ inches.

ONLY **11.50**

ELECTRO BALL CO., Inc.

1200 CAMP STREET
DALLAS, TEXAS

Oklahoma City, Okla.	Waco, Texas	San Antonio, Texas	Wichita Falls, Texas	Fort Worth, Texas	New Orleans, Louisiana
527 Northwest Ninth St.	125 S. Seventh Street	428 Main Avenue	804 Tenth Street	1018 Jennings Avenue	517 Canal Street

National Council Elects Officers

Chicago. — National Council of Coin Machine Operators' Association met in business session, January 14 and re-elected Ralph T. Young, president of the Automatic Merchandisers Association of Ohio, to head the National Council for another year. Fred A. Mann, president of the Organized Operators of Chicago, was re-elected vice-president. John Beckman, of St. Louis, was elected secretary.

The National Council held open sessions during the 1936 Coin Machine Convention in Chicago, proposed an eight-point program for operators and announced a new plan for accepting members into Council other than voting members. The Council is an association of state and local organizations of operators. State organizations pay $50 per year and are entitled to two delegates, while city and county organizations pay $25 per year and are entitled to one delegate. Associate memberships range from $1 to $50.

Communications to the National Council may be sent to Ralph T. Young, president, 5517 Warren avenue, Norwood, Ohio, or to John Beckman, secretary, 3124 California avenue, St. Louis, Mo.

A report on member organizations in the National Council showed the following state and local associations now holding membership in the Council:

Ohio Automatic Merchandisers Association, Inc.; Automatic Merchandisers Association of Iowa, Memphis Skill Game Operators Association, Coin Machine Operators Association of Texas, Skill Game Operators Association of Minneapolis, Amusement Men's Association of Missouri, Oklahoma Coin Machine Operators Association; Cincinnati Division, A.M.A. of Ohio, Inc.; Chicago Vending Machine Operators Association, Milwaukee Skill Games Board of Trade, Organized Operators of Chicago, Akron Division, A.M.A. of Ohio, Inc.; Detroit Skill Game Operators Association, Milwaukee Vending Machine Operators Association, Flint Amusement and Vending Machine Operators Association, Automatic Merchandisers Association of Michigan; Cleveland Division, A.M.A. of Ohio, Inc.; Ramsey County (Minn.) Operators Association, Oregon Skill Games Association.

Membership pledges from organizations in Indiana, Kansas, West Virginia, Louisiana, Vermont and Maine were reported.

STONER MANUFACTURING CORP. GOES IN FOR NEWSPAPER ADVERTISING

Aurora, Ill.—The Stoner Manufacturing Corporation, this city, have certainly established good will and a high regard and public opinion for pin games, in this section of the United States. They have done this with sensible and truthful newspaper advertising.

This leading manufacturing firm of pin games or marble machines has displayed an example that should be followed by the other big manufacturers of such amusement equipment. All of Aurora and surrounding territory are pin game minded and respect the games as clean amusement devices.

ROY JENNINGS COPS DECEMBER DISTRIBUTORS SALES HONORS

By capturing top honors in Jennings December distributors' sales contest, Roy Jennings won a handsome Gladstone bag. Roy grabbed the lead during the second week and maintained a stiff pace to beat Jean Minthorne of California by a good margin with Jack Moore of Portland finishing third.

Tom Packman comes into the subscribers' fold from Iowa. Tom operates a string of 30 machines and also does a big salesboard business. Glad to have you with us, Tom.

PIN-GAME HEADQUARTERS

There's a color and a sparkle about Hotel Sherman that appeals to pin-game men. They like its location right in Chicago's brilliant Rialto—they like its convenience to stores, offices, theatres, and all business contacts. The fine food, the comfortable rooms, and the low rates have a definite appeal. And when they drive—they like the fact that they can drive right into Hotel Sherman.



HOTEL SHERMAN
1700 ROOMS — 1700 BATHS from $2.50
CHICAGO

HOME OF THE INTERNATIONALLY FAMOUS
COLLEGE INN

featuring the ICE CARNIVAL on 1,000 feet of REAL ICE

BROOKLYN, N. Y.
Supreme Vending Co.
557 Rogers Avenue
Coin Machines and Supplies
Get on our list for all information on New Machines

I Will Make First Deliveries on All New Bally Games in Texas
EARL E. REYNOLDS
Jefferson Hotel—DALLAS, TEX.

Announcing



PRODUCT OF

BUCKLEY MANUFACTURING COMPANY

2156-58 W. Washington Blvd., CHICAGO, ILL.

DISTRIBUTED BY

Buckley Mfg. Sales
1613 Cotton Exch. Bldg.
Dallas, Texas

Buckley Mfg. Sales
811 Cherry St.
Ft. Worth, Texas

Mr. Philip Robinson
155 S. Mansfield Ave.
Los Angeles, Calif.

Buckley Mfg. Sales
103 S. Broad St.
New Orleans, La.

Buckley Mfg. Sales
1416 Polk St.
Houston, Texas

Mr. Richard Love
1122 S. Xanthus St.
Tulsa, Okla.

Printed in U.S.A.

FAIR

. . . Everybody is talking about this new WONDER GAME—wherever operators get together it's the topic of conversation! And little wonder—for FAIR-PLAY is THE FIRST PIN TABLE GAME EVER MADE TO MEET THE PARTICULAR CONDITIONS OF ALL TERRITORIES!!

. . . If it's a straight skill game you need—just ask for Model A. If you want a straight game with a POSITIVE — PROVEN — TESTED DEVICE to register all winners—it's yours for the asking in Model B. And to those using automatic pay-off machines you will find the best 10 ball game ever built in Model C.

. . . FAIR-PLAY is making history—its different pin and pocket arrangement gets and holds the big profitable play — in ANY LOCATION — ANYWHERE! !

. . . Its flashing lite-up panel—furnished on all models—catches the eye—adds light, color and motion—stimulates a desire to play and keep on playing so as to win the big awards that FAIR-PLAY gives to the skillful player.

. . . For a VALUE PLUS game — for one LOCATION TESTED FOR APPEAL — DEPENDABILITY and one that is the "MONEY-MAKINEST" game you ever saw —get FAIR-PLAY!

It's the Game of No Regrets

Get your Samples now from your nearest Buckley Distributor—or shoot your order direct to the factory.

IMMEDIATE DELIVERIES

BETTER BUILT BY BUCKLEY

PRICE LIST

MODEL A	LIST	$39.50
MODEL B	LIST	$51.50
MODEL C	LIST	$69.50

Substantial discounts to quantity buyers

TERMS: — F. O. B. Chicago, Illinois — Tax Paid
Deposit required on all orders

PLAY

IT'S ONE GRAND GAME!!!

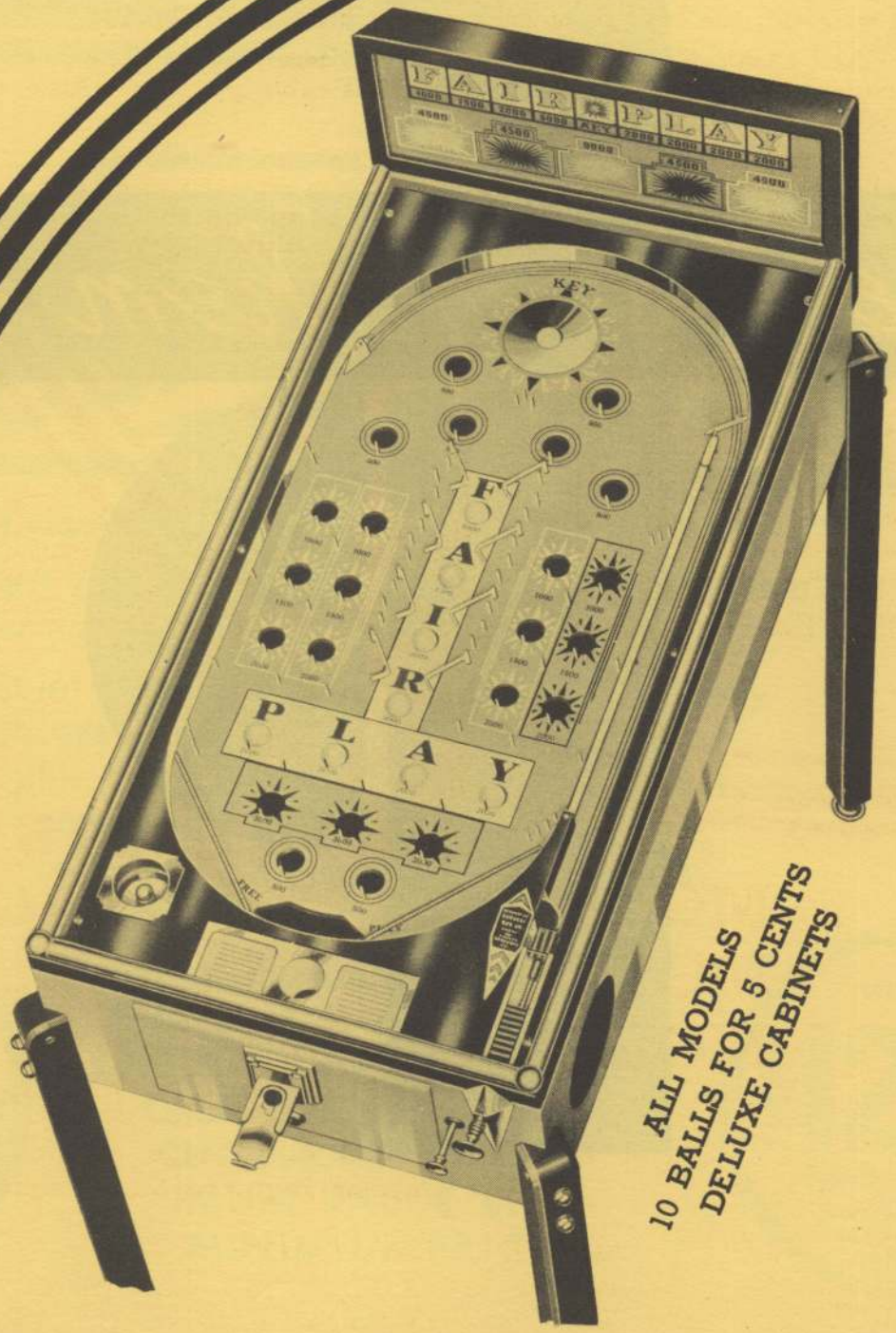
Offered in

3 UNUSUAL MODELS ALL GOOD!!!

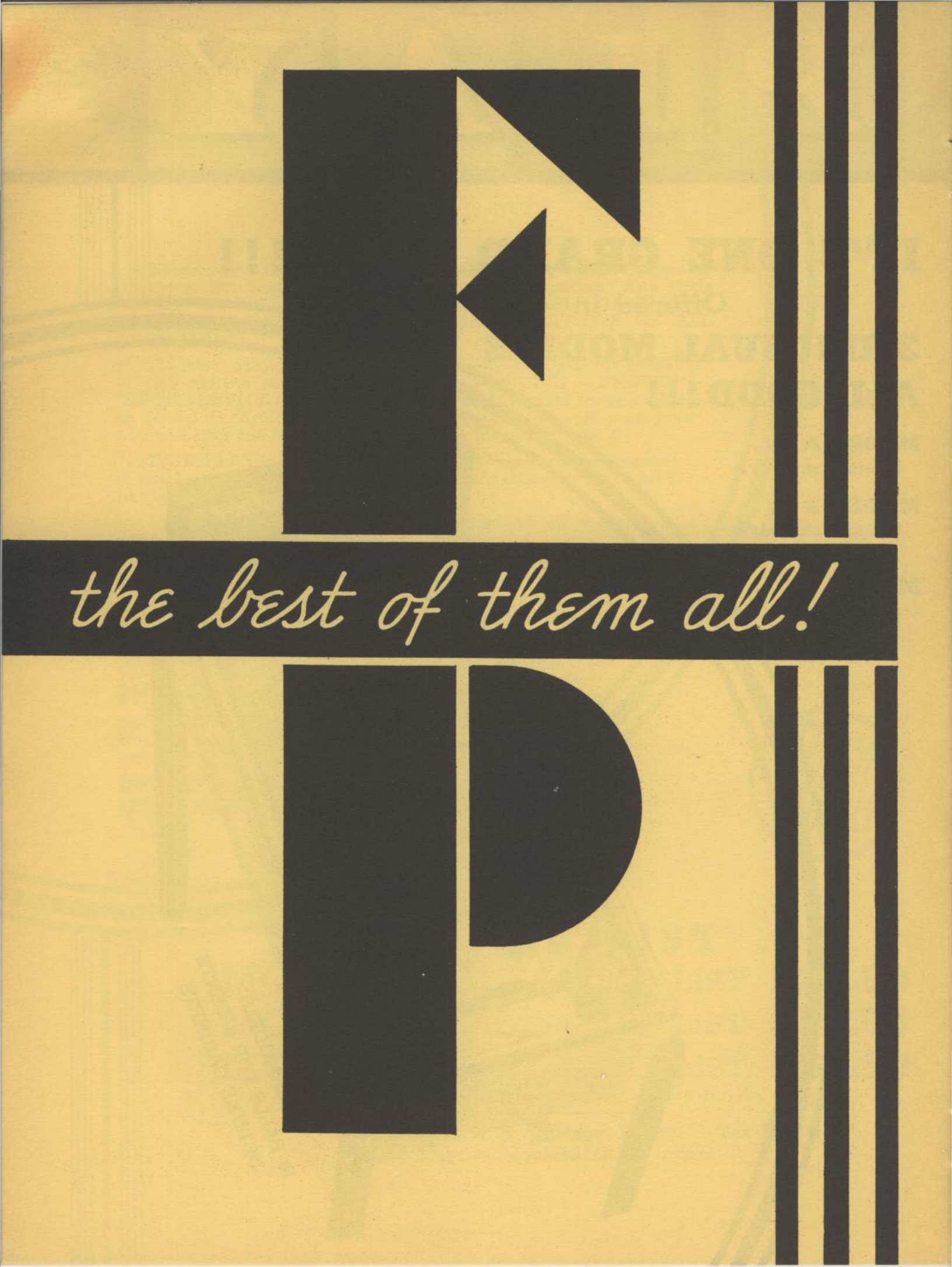
MODEL A . . .
Straight skill style

MODEL B . . .
Straight skill style with register

MODEL C . . .
Automatic pay-off



ALL MODELS
10 BALLS FOR 5 CENTS
DELUXE CABINETS


the best of them all!

Scoops the Profits

INTO YOUR POCKETS



CENT-A-PACK

is the cigarette machine you have been waiting for!

At last you can secure the FINEST counter machine ever made at the LOWEST PRICE!

Quiet – smooth running reels – brightly colored reel strips and reward card– plus the famous BUCKLEY MECHANISM combined give you a perfect machine, one built for a lifetime of dependable –profitable service!

Join the thousands using Cent-A-Pack! Get your CENT-A-PACK NOW! Prove by actual CASH BOX RESULTS that CENT-A-PACK is a MAXIMUM VALUE at a MINIMUM PRICE.

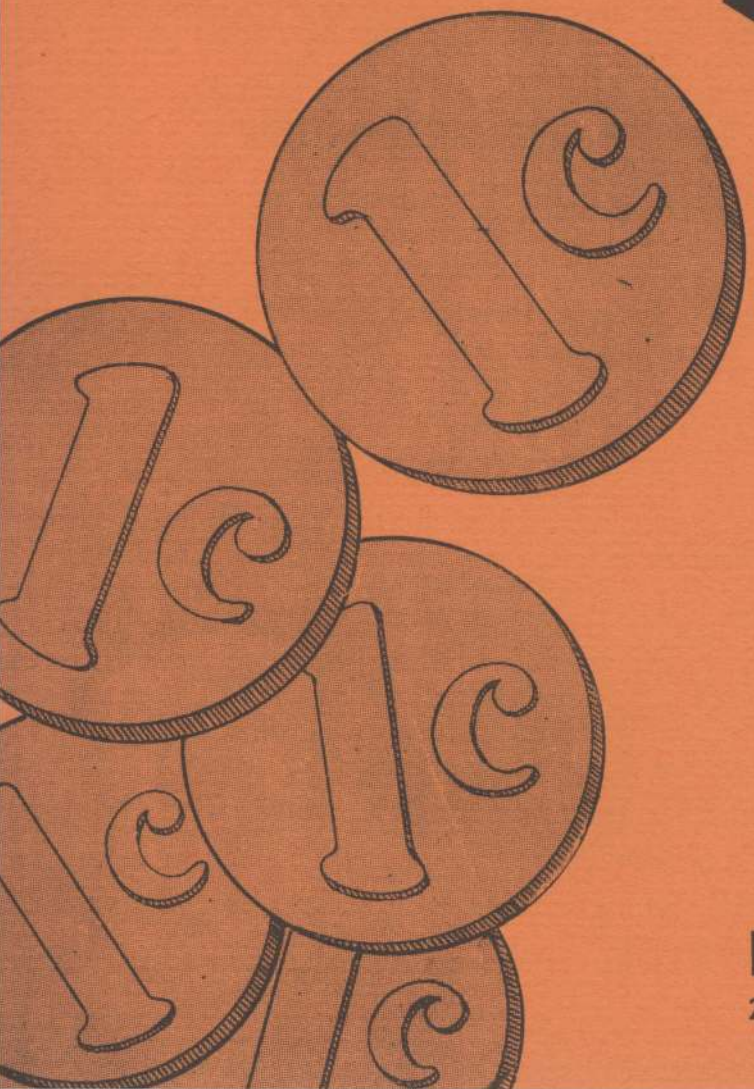
BETTER BUILT BY BUCKLEY

PRICE
$12.00 NET
F.O.B. CHICAGO
DOUBLE DOOR AND REGISTER $1.50 ADDITIONAL

LITHO IN U. S. A.

THE PENNY MAGNET YOU CAN'T BEAT!

CENT-A-PACK





Product of

Buckley Manufacturing Co.

2156-58 W. Washington Blvd. Chicago, Illinois

You Must Be a Merchandiser

By GRANT SHAY
(Mills Novelty Co.)

Phonograph operators—what have you got that other operators haven't got? Answer: Phonographs, good money-makers if merchandised right.

That's really not all. Besides phonograps, you have a business that's bound to bring you a very fine revenue all the time. But—you must merchandise your music. The fact that you may own a fleet of phonographs doesn't necessarily mean that you're a phonograph operator—oh no! You may be at a standstill—you probably haven't increased your earnings, or the amount of phonographs you own, year in and year out. Why?

Well, sorry to say, mister, you're either a bit lazy or negligent. Music must be merchandised. You must study all the ins and outs of the business. You must be a competent service man or have competent ones in your employ. You must analyze your prospective locations; if you don't, you lose money moving your equipment around. You may be making the mistake of overlooking good spots. You may always be considering big spots with large dance floors on the night club style. It isn't always the big places that pay well—good operators say that the small taverns where peppy crowds gather every night, pay best of all. Many of these places during the daytime look dull and drab and you will probably say, "That joint looks like a morgue"—but call back there in the evening. You'll probably find out that the crowds stay into the wee small hours and that as they imbibe the giggle-water, they play the phongraph continually.

Records play a big part in boosting the intake. Some spots like music as pushed out by Louie Armstrong or Cab Calloway, others like the smoother style as rendered by such bands as Wayne King or Guy Lombardo, but it's up to you to find out. How? Simply by leaving a sheet asking the patrons' suggestions or by talking to the owner. Change the records as often as twice a week in good spots. Make friends with your location. Buy the proprietor's kid a lollipop or the old man an El Bopo once in a while. Don't run in and out like a fiddle'rs elbow, but spend a little of your time asking questions and getting information.

When service is needed, make the Western Union look like a tramp steamer. Get there, or send someone over in a hurry, to right the wrong. Dig in the jeans and pay back the price of the call to get you. You can and you will make big money operating phonographs, if you really merchandise your music.

Years ago when electric pianos were used the operator made good money. And what a tin can rattler they were. To compare them today with modern phonographs would give anyone a good laugh. And they cost the operator three times the price of the present-day phonograph.

Remember you are giving your customers thousands of dollars worth of music for a nickel. Flaunt the idea around the location. Advertise on menus by printing a little slip as for example: "Paul Whiteman gets $5,000 a night to play in New York. You can hear him here for only a nickel—play our Do Re Mi" (or any other make you may be operating).

Have a special big orchestra week and have twelve records from some popular orchestra. Think up ideas of your own to promote phonograph play—you can, if you'll make the small effort.

Your chances of good phonograph operating success depends entirely upon your own initiative. You have a big year before you. Times are better, all people like music, it's up to you to sell it.

During the recent Coin Machine Convention at the Sherman Hotel, Chicago, over 50 per cent of the operators were interested in our DO RE MI exhibition in the penthouse.

The music operating fever must be contagious, because in our experience at the show booths in years gone by, if 5 per cent showed any interest at all we were overjoyed. It's really amazing how phonograph operating has grown amongst old-time coin machine men. Years ago in the Mills Novelty Company mailing rooms we used to send separate mailings to the coin machine and phonograph operators, but today because practically all coin machine operators operate phonographs we send the same mailing to both.

The phonograph has come a long way since the days of the old honky tonk piano. The chief reason is that men have come into the business who know how to merchandise and through their efforts the business has grown and grown, until today phonograph operating is a prosperous nation-wide enterprise.

Learn to merchandise music successfully and you will be well on the road to financial permanence.

L. C. Malone and Jackson Stanley are two new op readers of AUTOMATIC WORLD from Houston, Tex. Welcome, boys.

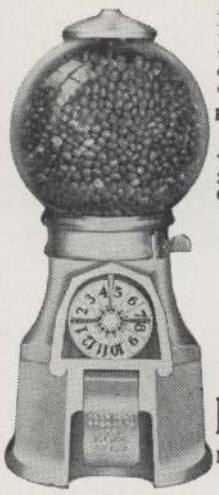
From away down in good ole' Georgia comes in a reader who is known in those parts as R. L. Roberson. Nice chap and a welcome member to our big group of readers.

Bally's New Payout and New One-shot Payout I'll Make First Deliveries in Texas

EARL E. REYNOLDS
Jefferson Hotel—DALLAS, TEX.

AND NOW!

The New MAGIC SALESMAN
A Penny Merchandise Vender
BY "PEERLESS"



It's the dial's spin with each delivery that produces the exceptional volume of sales.

REVOLUTIONARY —SPECTACULAR

THE MOST SENSATIONAL MERCHANDISER AND SALES STIMULATOR IN COIN MACHINE HISTORY

BE FIRST IN YOUR TERRITORY

Peerless Products Co.
North Kansas City Missouri

Creators and Distributors of—MIRACLE MERCHANT, CERTEX, PEERLESS PEANUT Vender, 1-2-3 BALL GUM Vender, LUCKY DOZEN Salesboard.

OPERATORS AMUSEMENT CO.

OPERATORS AMUSEMENT CO. SOUTHERN DISTRIBU TORS FOR 4 IN 1

Roy E. Jones and H. H. Wallace of Operators Amusement Company have just returned from a two weeks trip to Chicago. One week was spent visiting the various factories and making numerous contacts before attending the show, results of which were pleasant as well as profitable.

Among the most outstanding contacts made was with Penny King System, manufacturers of 4 in 1 Vender. Operators Amusement Company will handle factory distribution on this unique vender for the entire South. Mr. Lohmuller, head of Penny King System, in a letter to the editor expressed utmost faith and confidence in the ability of his newly appointed Southern distributors. He further stated they were already selling a major portion of the output of his factory.

Mr. Lohmuller will be remembered as the original inventor and designer of several big hits in merchandise machines. In his new 4 in 1 vender he has put all his years of experience and has perfected a real outstanding machine. Operators can't go wrong on this number. See the Operators Amusement Company on this super merchandise machine. Either office, Dallas, Texas, or Jefferson City, Mo., can serve you promptly.

PACIFIC AMUSEMENT NAMES OPERATORS AMUSEMENT CO. N. TEXAS DISTRIBS

In keeping with the usual policy of the firm they will continue to offer operators equipment of the finest kind created and manufactured by reputable firms. It was the opinion of many operators that Pacific's line was one of the most outstanding of all pin games at the show. "At least three positive winners will be produced immediately by Pacific," says Roy E. Jones, head of Operators Amusement Company, just returned from a two weeks trip to Chicago.

The sales staff and general organization are greatly enthused over the prospect of handling the line, and from all indications, their efforts will not be in vain.

Extensive preparations have been made and no detail will be overlooked in offering operators and jobbers of North Texas excellent service.

OPERATORS AMUSEMENT CO.'S MISSOURI OFFICE BUSY

Jefferson City, Mo.—The offices of the Operators Amusement Company, 1702 W. McCarty, this city, is the gathering spot for all operators when they happen into Jefferson City. All late money making coin-operated machines are always on display and in stock ready for delivery. All reliable products are also obtainable at the Jefferson City headquarters such as Pan Confection candies, Germack pistachios, ball gum and salted peanuts.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.



The executive staff of the Operators Amusement Company, Dallas, Texas. From left to right, Roy E. Jones, President and General Manager; B. W. Davis, Manager City Sales; George Wrenn, Field Manager; H. H. Wallace, Publicity and Advertising Manager; George Davis, Field Representative, and Max Wallace, Director of Merchandise and Service Operation.

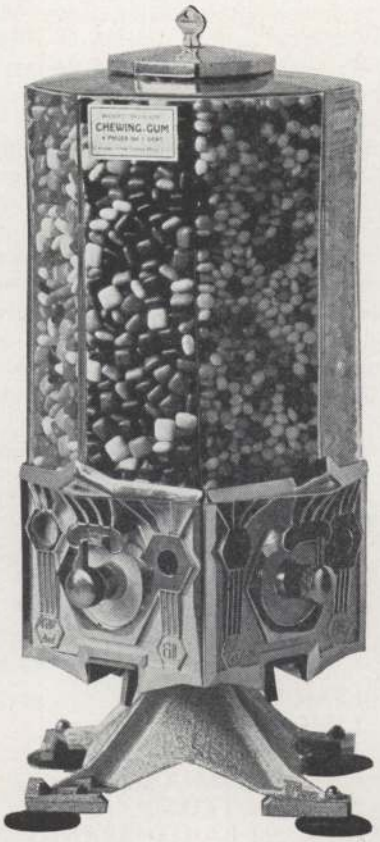
Operators Amusement Co.

INTRODUCING

The "4 in 1"

FOUR
different kinds of merchandise actually vended
in ONE

Highly Polished Finish
Last Coin Visible



FOUR
complete interchangeable mechanisms and compartments
in ONE

Salesmen and Representatives Wanted

THE ODDS
are 4 to 1 you will get and hold the best locations if you buy
4 in 1 VENDORS

OPERATORS
cash in
take 4 coins
instead of 1 with
4 in 1 VENDORS

PROMPT DELIVERIES

WRITE FOR EXCLUSIVE TERRITORY OR OPERATORS FRANCHISE

COMPLETE LINE NUTS and CANDIES FOR ALL VENDORS IN STOCK

OPERATORS AMUSEMENT CO.

2509 ROSS AVENUE
DALLAS, TEXAS

•

1702 W. McCARTY
JEFFERSON CITY, MO.

OPERATORS AMUSEMENT CO.

Operators Amusement Company to handle Pan Confection Candies

One of the most talked of connections made by the Operators Amusement Company, Dallas, during the Chicago show, was the contract they made with the Pan Confection Factory, makers of a large variety of small candy confections for vending machines.

Roy Jones, manager of the Operators Amusement Company, was very much interested in connecting with this large and reliable candy manufacturer. He has realized for a long time that the South and Southwest was greatly in need of this kind of product and that operators of claw, diggers and merchandise equipment needed a nearby jobber who could supply their wants promptly. With this unusual connection with this large candy factory, operators of the South and Southwest will enjoy a service that heretofore has not been in evidence.

The Pan Confection Factory's line of candies are the most colorful and complete line and variety of vending machine candies. One of their outstanding numbers is their hard shell Imperials for claws and diggers. Their breath pellets are unequalled and their many other candies are superior beyond question. They also offer a dandy piece of 5/8 inch ball gum. Their ball gum is super in quality, clear and deep in colors and creates customers wherever used.

Operators Amusement Company keeps an attractive display on exhibit in their showrooms at 2509 Ross avenue, and their shelves are always loaded with nice, fresh stock.

OPERATORS AMUSEMENT COMPANY HANDLES CAPEHART PHONOS

"It is one of the most beautiful phonographs and has the sweetest, mellow tone of any instrument on the market today," is the opinion of Roy E. Jones, manager of the Operators Amusement Company, Dallas, regarding the Capehart coin-operated phonograph. "We are proud that we have such an excellent instrument to offer music operators," continued Mr. Jones.

Mr. Operator;

DON'T BLAME THE VENDOR!
SWITCH TO PAN CONFECTIONS

- LEMON DROPS
- LIME DROPS
- FRUIT DIBS
- RADIANT MIXTURE
- MINT PATTIES
- BOSTON BAKED BEANS
- SMOTH BURNT PEANUTS
- RAINBOW PEANUTS
- BUTTERSCOTCH PEANUTS
- AROMATIC CACHOUS PATTIES
- BLACK & WHITE LICORICE NIBS
- RUM & BUTTER PELLETS

Extra Hard Shell Insures Perfect Vending—Eliminates Waste
Preserves Quality

COMPLETE LINE IN STOCK

OPERATORS AMUSEMENT CO.

DISTRIBUTORS

1702 W. McCARTY
JEFFERSON CITY, MISSOURI

2509 ROSS AVENUE
DALLAS, TEXAS

OPERATORS AMUSEMENT CO.

Operators Amusement Selects The Norris Master

Because of its master ability as a profit maker, its master superiority in durability and its master super beauty in appearance, the Operators Amusement Company, Dallas, selected the Norris Master one-cent vender when they started to look around for a real quality product of this type. To Roy E. Jones, manager of the Operators Amusement Company, the Norris Master was the end of the quest for a reliable vender that would serve and please operators. He therefore underwrites this Master unit as one of the best pieces of vending equipment obtainable for the vending of salted peanuts, pistachios, small candies and other confections.

The Master penny vender has proved itself a machine of real merit. It can, as the saying goes, "take it." Its mechanical construction is of the highest type and accuracy is an outstanding feature. Created, patented and designed by that master builder, G. E. Norris, the Master Penny Vender stands ready to serve operators in the great Southwest empire.

The Operators Amusement Company are distributors for this machine in Texas and Missouri. The Missouri address is 1702 McCarty street, Jefferson City, Mo. Either the Dallas or Jefferson City offices can give operators prompt service on this Master machine and all products to be vended.

OPERATORS AMUSEMENT COMPANY OFFERS GERMACK PISTACHIOS

Anxious to give operators of merchandise machines the very best pistachios possible to obtain, the Operators Amusement Company have made connections with the John N. Cermack Company of Detroit, Mich. The Germack firm offers the famous "red-lip" pistachios and they are, beyond question, the best nuts of this kind obtainable. Operators Amusement Company keep a fresh supply in stock at all times.

POLITENESS IS MOTTO OF OPERATORS AMUSEMENT

Politeness is the outstanding motto of the Operators Amusement Company. Every employee is tutored to exercise politeness at all times. It is really a pleasure to come in contact with any of the boys of the Operators Amusement Company.

In every detail It's truly a

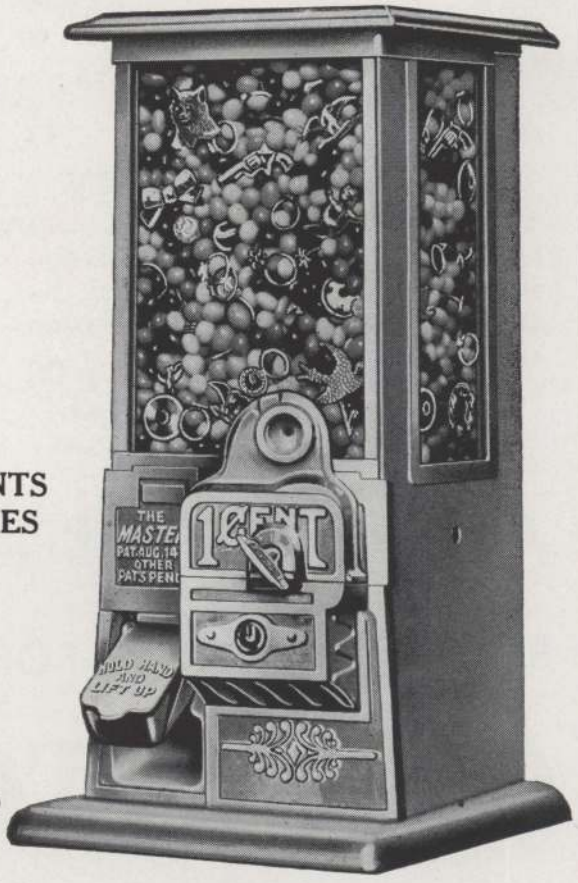
MASTER!

MASTER IN PROFIT MAKING
MASTER IN DURABILITY
MASTER IN APPEARANCE

- ONE SCREW DISASSEMBLES
- SIMPLIFIED CONTROL ADJUSTMENTS
- VENDS 25 DIFFERENT COMMODITIES
- MINIMUM MAINTENANCE COSTS

FOR FURTHER DETAILS WRITE YOUR
TEXAS OR MISSOURI DISTRIBUTOR

SALESMAN WANTED



Operators Amusement Co.

2509 Ross Avenue
DALLAS, TEXAS

1702 McCarty St.
JEFFERSON CITY, MO.

Why Look Further? Here Are Those

Headliners at Chicago's BIG SHOW!!!

"PAMCO PARLAY"

with CHANGING ODDS—

It's the PAYOUT! And a BIG PAYOUT for Operators just prior to the Big Show —while it was on—and NOW with Operators back on the job—it's "PAMCO PARLAY" MORE THAN EVER BEFORE! There's a REASON—it's in "PAMCO PARLAY'S" Cash-Box!



1 or 5 BALL PLAY

●

PRICE

$115.00

"Pamco Palooka"

A GIANT IN SIZE—with 6 Coin Chutes—"CHANGING ODDS"—Bowl-Type Scoring—and Beautifully Decorated Lite-Up Board. A Real DeLuxe Job.

Priced at..... **$169.50**

"Pamco Speedway"

Again it's "CHANGING-ODDS"—this clever Lite-up Payout Table—a 1 to 5 Ball Machine pre-tested and positively PROVED for SPEEDY LONG-RUN EARNINGS. "PAMCO SPEEDWAY"—

Priced at..... **$115.00**

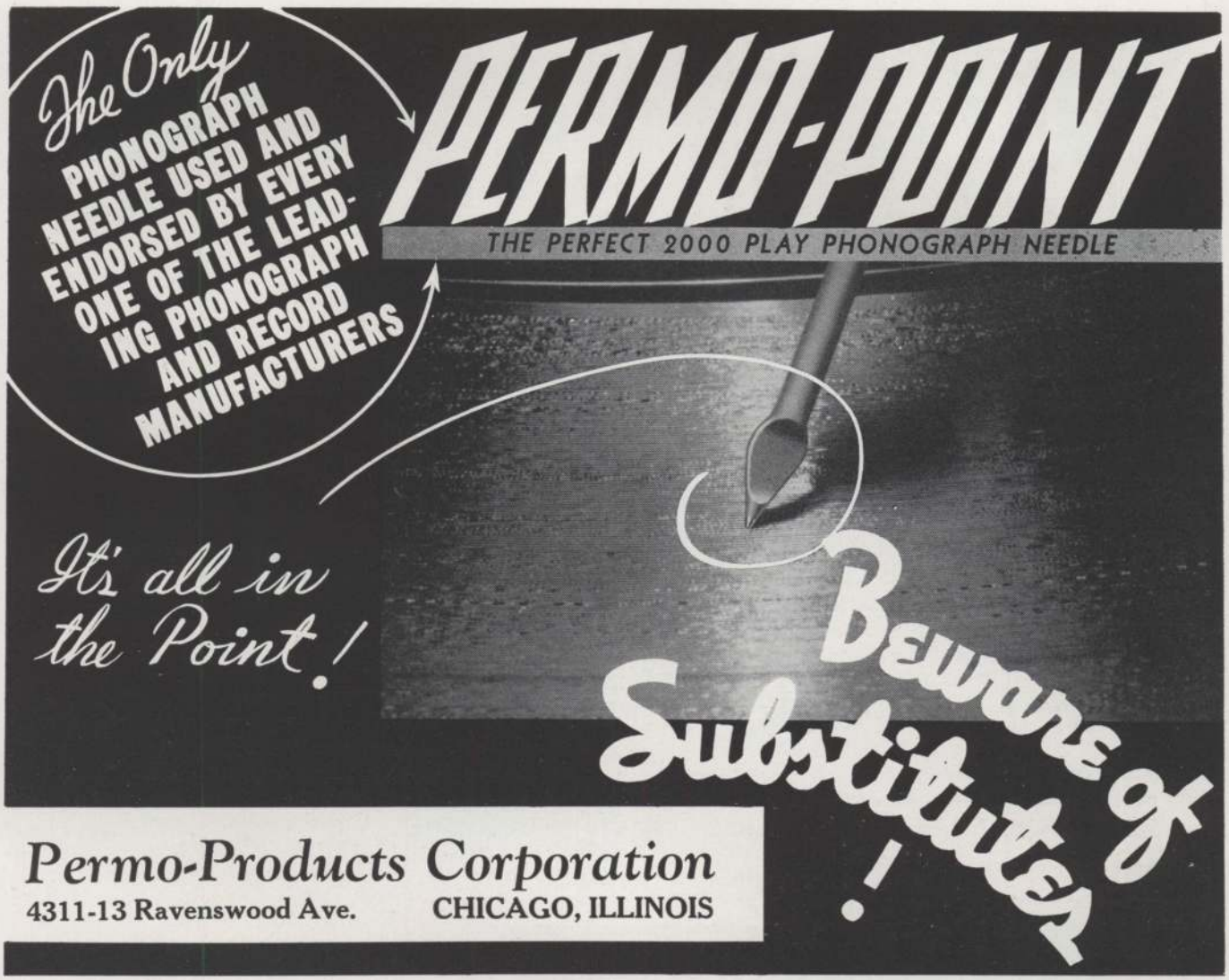
Act Today!!!

SIZE: 50 IN. x 24 IN.

RUSH YOUR ORDER FOR IMMEDIATE DELIVERIES!!!

OPERATORS AMUSEMENT CO.

2509 Ross Avenue
DALLAS, TEXAS



Dramatic Story of Permo Point Phonograph Needle

The dramatic story of the Permo-Point needle for automatic phonographs was revealed to a reporter of the AUTOMATIC WORLD in a recent interview at the plant of the Permo Products Corporation.

Mr. Olson explained that the present 2000 play needle is the result of eight years of experimental and laboratory work. Mr. Olson realized the need for a needle that would play thousands of times without causing record damage or tone distortion. In order to fully appreciate the conditions that continually faced the operators of automatic phonographs, he went out into the field and "lived, slept and drank" the operation of automatic musical equipment until he became intimately familiar with all the phases of that business. He learned what problems the operators had to overcome. The production and manufacture of the Permo-Point needle was the result.

"The "spade" pointed Permo-Point needle for automatic phonographs are tipped with a precious metal that is comparable with sapphire in hardness. The point in contact with the record takes a slow, smooth polish which practically eliminates surface noise and record wear. The needle is rigidly constructed so as to stand the multiude of abuses that one must stand while on location.

While the Permo-Point needle is made so as to play at least 2,000 recordings, Mr. Olson explained that while he could very easily make a needle that lasts for 10,000 plays or even indefinitely, he would not do so inasmuch as the surface point would have to be too hard and would cause serious record destruction. He further explained that while the present 2,000 play needle causes the absolute minimum of wear on the record, the needle with a harder point would cause the record replacement costs of the operator to mount prohibitively and increase his service calls tremendously.

The Permo-Point needle comes as standard equipment in every one of the leading phonograph manufacturers. Permo-Point 2,000 play needles are also endorsed by every one of the leading record manufacturers.

Bally's New Giant Games
For First Deliveries in Texas,
See Me
EARL E. REYNOLDS
Jefferson Hotel—DALLAS, TEX.

New Orleans Ops Had Big Time at Show

The New Orleans delegation to the annual show under leadership of President Julius Pace, who, by the way, begins his third term as presiding officer following the annual election of early last week, are back and to a man are ringing with high praises over the success of the 1936 convention and what they saw in the big coin machine manufacturing city. Most of them took time off to see the large factories and all around had the time of their lives.

The group, consisting of ten, arrived Monday morning with the earlier arrival of Harry Batt and Louis Boasberg who met the rest at the station to escort them to the Sherman Hotel. Despite the keen competition here at home, those ten men stuck together on the convention floor and since their return, this association, if nothing else, finds them as mutual as any competitor can be. They are swapping ideas about what they saw and aiding each other in selection of the best equipment.

The members want to sincerely thank the following manufacturers for their contributions in making the delegates' stay in Chi so pleasing and helpful:

J. P. Seeburg and Company, Bally Manufacturing Company, Pacific Amusement Manufacturing Company, Exhibit Supply Company and Mills Novelty Company.

Albert Philips and Donald Duthu are still all excited over the Swedish luncheon that the Seeburg Company put on for them. Both say that even the mention of Sweden since makes their mouths water even if they are still in the dark as to what they really ate.

Everybody is still wondering what Boasburg and Duthu said to Jan Garber at the Trianon. And where did Melvin Mallory and Ray Bosworth disappear to ever so often. Did they know themselves?

Sam Gentilich and Julius Pace are also steamed up over something they saw and won't divulge. On another occasion, Boasberg, Bosworth and Ed Kramer gave an enjoyable little party at the Drake where Horace Heidt's ork was very gracious and obliging in playing their favorite selections for them. Another accomplishment of note was that slide down the banisters at the Drake by Ed Kramer. Boy, what a mean slide. Garber and Heidt bands were too much at one time for Boasberg, who deals only in pin games, and he is now stopping in at all music operators in a search to get more of these Maestro's numbers. Come on Louie, wake up, you're too smart to let business go hand over two dance bands. Selah!

BIG SHOT GOING BIG

That unusual and sensational hit, "Big Shot," by California Exhibit Company, Los Angeles, Cal., is not only going over big in Texas and the entire Southwest, but is receiving a big reception from operators everywhere.

Big Shot is really a different game. It has features that create player appeal and when once a player starts shooting Big Shot that player just can't resist sticking around that table. And, ops know that that is what fills up the old cash box.

If you are not operating a string of Big Shots you're losing money daily. Get in touch with your distributor and if he does not have Big Shot tell him to wake up and get shipments coming in. In Texas, Big Shot is handled by Frank-Rich Distributors, Medical Arts Bldg., Fort Worth; Earl Reynolds, Jefferson Hotel, Dallas.

MR. BAUM VISITS WITH GROUP

On their return trip home, the Texas group who attended the big Chicago show, enjoyed a pleasant visit with Mr. Baum of the Baum Novelty Company, St. Louis, Mo. Mr. Baum traveled with the Texas folks from Chicago to St. Louis and everyone enjoyed the association with Mr. Baum. The entire Texas delegation was deeply disappointed by not having the St. Louis delegation join them on their trip from St. Louis to Chicago on Sunday January 12, as had been arranged.

Escape ST. LOUIS BLUES

in ST. LOUIS



Enjoy the comfort and luxury of this famous hotel in the heart of the theatrical district and facing beautiful Forest Park. Circulating ice water in every room. Unusal food in the Coffee Shop and Dining Room.

400 ROOMS WITH BATH from $2.50

O. R. GREATHOUSE, Manager



MELBOURNE HOTEL

LINDELL AT GRAND

Bally's New Counter Games of All kinds, including counter pin games

EARL E. REYNOLDS

Jefferson Hotel—DALLAS, TEX.

CENTA-SMOKE

★ Gum Vender ★



THE GREATEST AND STEADIEST MONEY-MAKER IN COIN MACHINE HISTORY

Regular Model

$12.50

F. O. B. Chicago

At each check-up you will need a large sack to carry away the huge amount of loose pennies CENTASMOKE will gather. Tremendous odds of from 1 to 10 Packages of cigarettes for a penny is what gets them! CENTASMOKE of all the counter games is the OPERATOR'S FRIEND this year. A route of 50 CENTASMOKES properly placed will give you a larger income than many times as much money invested in any other kind of business.

ELECTRO BALL CO., INC.

1200 Camp St. DALLAS, TEXAS

NEW ORLEANS, LA.
517 Canal St.

WICHITA FALLS, TEXAS
804 Tenth St.

SAN ANTONIO, TEXAS
428 Main Ave.

OKLAHOMA CITY, OKLA.
527 N. W. Ninth St.

WACO, TEXAS
125 S. Seventh St.

Printed in U. S. A.

CENTASMOKE GUM VENDER

ATTRACTIVELY DECORATED AND POLISHED ALUMINUM CASE.

PRECISION-BUILT.

TRIED AND PROVEN WEAR-PROOF AND FOOL-PROOF MECHANISM.

UNCONDITIONALLY GUARANTEED.

REQUIRES ABSOLUTELY NO SERVICING.

SMALL IN SIZE.

LIGHT IN WEIGHT.

EASY TO CARRY.

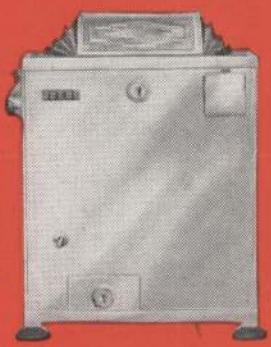
EASY TO PLACE.



COIN DIVIDER MODEL

No more excessive payouts on anyone's say-so. The coin divider automatically assures the operator 1/3 - 1/4 or 1/5 of the gross receipts as desired.

PRICE **$17.50** F. O. B. Chicago



DOUBLE DOOR REGISTER MODEL

Back view of Register Model shows take-in register. Also small separately locked door to cash-box, giving location owner access to receipts if desired without access to register or mechanism

PRICE **$14.50** F. O. B. Chicago

AUTOMATIC COIN DIVIDER WITH TWO SEPARATE CASH BOXES

A great engineering achievement . . . less work . . . no more check-ups on pay-offs . . . increased routes . . . surer, more certain profits.

The merchant having access to his own cash box makes his own pay-out and never runs out of pennies, hence a decided increase in the take-in is the direct result. The operator's cash box being three times the size of the storekeeper's, he need only call upon his location half as often when using coin divider model . . . DON'T DELAY

RUSH YOUR ORDER TODAY!

(OVER)

THE LUCKY MAN

The lucky man of the 1936 Coin Machine Show was Arthur Herman of Kingston, N. Y.

With more than 20,000 tickets deposited by the thousands of operators, jobbers and distributors at the Show for the prize drawing, "Art" as he is familiarly known, held the winning ticket and became the proud posessor of the beautiful Dodge sedan offered by NACOMM to the lucky operator, jobber or distributor.

Mr. Herman, who operates under the name of Art Novelty Company, is just completing his fourth year as an operator. He entered the operating business in April, 1932, with eight amusement tables, after several years of successful traveling experience selling cigars.

His ability as an operator is demonstrated by the fact that recently he had 200 amusement tables on location in addition to 50 phonographs and 22 cranes. At the Show, he purchased more phonographs as well as a substantial supply of cigarette machines.

One of Mr. Herman's strict rules, which undoubtedly has had much to do with his success as an operator, is "The same commission to all." He believes this to be the secret of success for an operator.

Naturally Mr. Herman was overjoyed at being the one man in 5,000 to win the car. We expect that Mrs. Herman was still more pleased, for one of his first words after winning the car was "This is going to be Mrs. Herman's car."

Already "Art" has declared that nothing will keep him away from the 1937 Coin Machine Show.

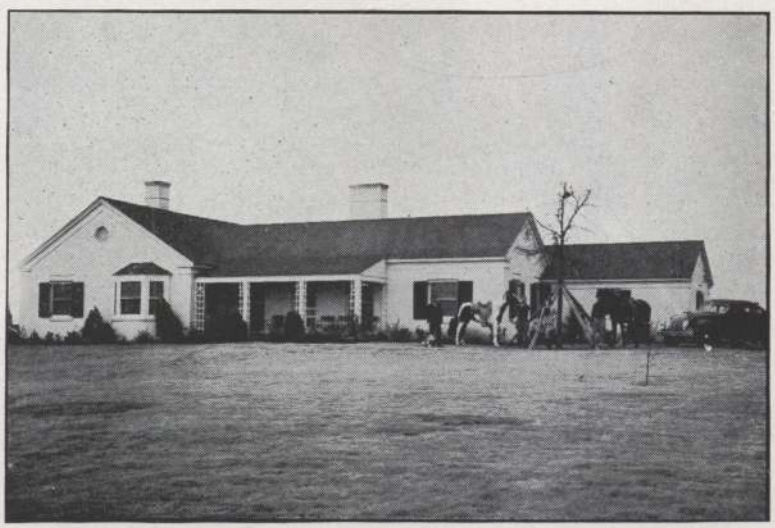
MINNESOTA SKILL GAMES OPERATORS ACTIVE

There are few state associations who are as active as the Minnesota Skill Game Operators Association. These boys are really looking after their business in a real businesslike manner and with their able president, J. D. Leary, on the job they are really going places. They keep in close touch with all members and also keep the members well informed through their Official Bulletin which they issue monthly.

The Minnesota Operators were well in evidence at the recent show, and were active in all association activities and movements. They are in harmony with the National Council and had their delegates attend all the meetings of the Council at the LaSalle Hotel.

MR. AND MRS. EARL REYNOLDS HONORED ON TENTH ANNIVERSARY

In honor of their tenth marriage anniversary, Mr. and Mrs. Earl Reynolds, Dallas, were highly entertained in the beautiful country home of Harry Drollinger, Dallas, on Thursday evening, January 23. Dozens of friends gathered and congratulations and good wishes were heaped upon the happy couple. Mr. and Mrs. Drollinger extended, in their usual unselfish distinctive way, the super hospitality of their lovely home "Nickelbuilt." Both Mr. and Mrs. Reynolds convinced their friends that they only hoped that the next ten years of their married life would be as sweet and pleasant as the past ten.



THIS PHOTO SHOWS a front view of Nickelbuilt, Harry Drollinger's new country home. Harry is standing at the rear of the horse and his son, Buddy, is holding the horse. Mrs. Drollinger ready to mount Rex Hiboy, held by the hostler, which is a very fine gaited registered saddle horse.

3 CADETS
Profits on Parade



$13.50

Tramp, tramp, tramp the boys are marching . . . "THREE CADETS" trooping on to greater profits, thrilling the players. . . . Here's a flash counter game with plenty of color, appeal and action. Three spinning, colored discs give players plenty of entertainment.

● Small but smart handsome cabinet, 16" long, 5½" high, 10¾" wide. Shipping weight 14½ lbs.

Spinning wheels can be supplied with either plain colors or in fruits and bells. Equipped with Ball Gum Vendor at $1.50 extra.

See your distributor now or write us for full particulars.

"Recruit THE THREE CADETS"

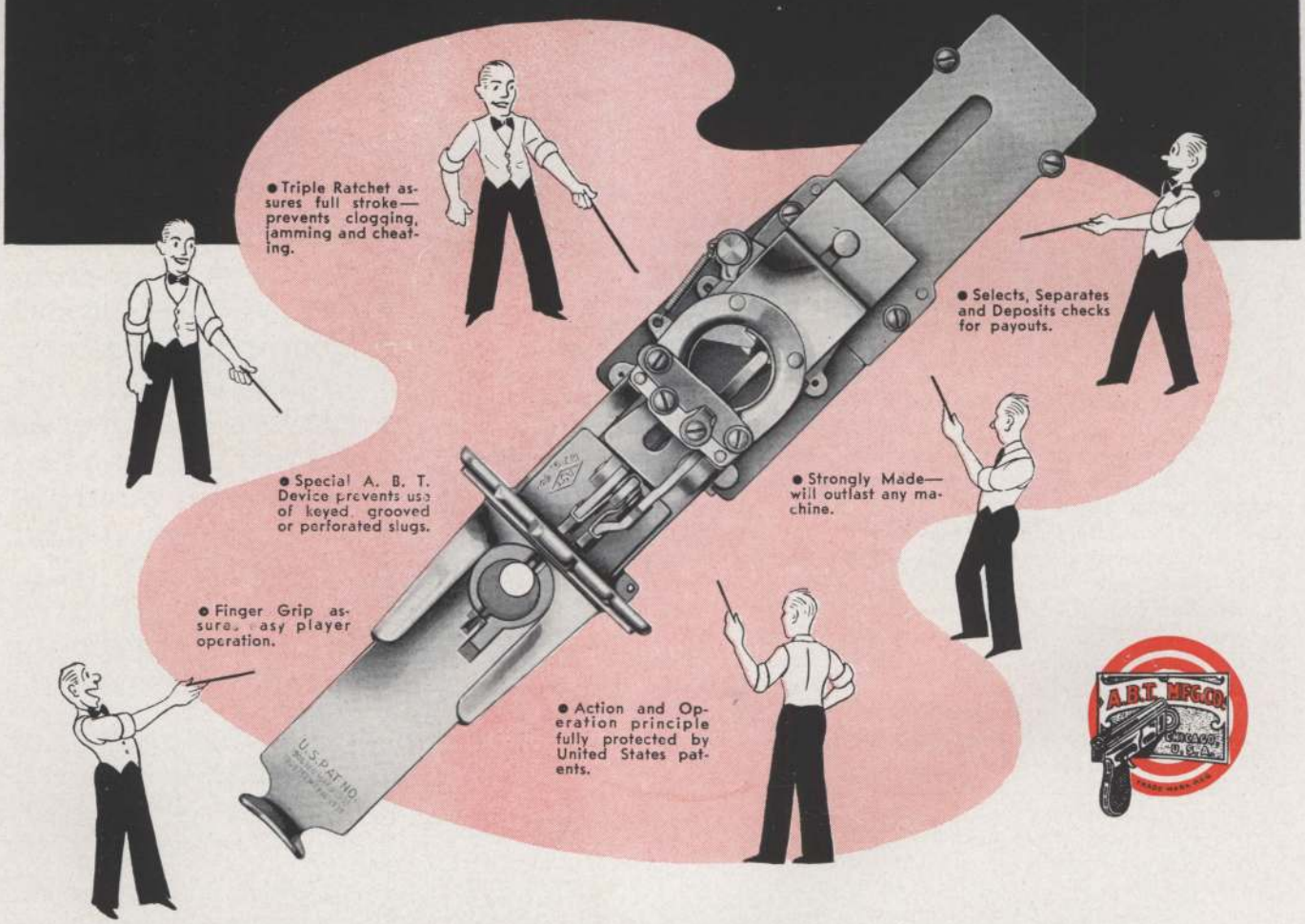
A.B.T.
MANUFACTURING COMPANY
3311-19 CARROLL AVE. • CHICAGO, ILL.

Mr. OPERATOR *Do you get it all!*

A.B.T. CHECK SELECTOR COIN CHUTE

Protects your profits!

Do you get it all at "check up time," or do you find the cash box full of slugs and the payout tube empty? YOU GET IT ALL IF YOUR MACHINES ARE A.B.T. CHUTE EQUIPPED!



The 297-A, A. B. T. CHECK SELECTOR CHUTE—the last word in chute efficiency—it accurately and surely separates and deposits all checks into the payout tube—the coins go into the cash box, where YOU get them! Made to meet the need of the payout machines—a masterpiece of mechanical perfection.

THERE IS AN A. B. T. CHUTE FOR EVERY COIN MACHINE NEED

A.B.T. MANUFACTURING COMPANY

3311-19 CARROLL AVENUE CHICAGO, ILLINOIS

NEW Superior Salesboards

Introduced at the Chicago Show

Here are more great hits from the World's Fastest Growing Salesboard Factory . . . Superior Products, Inc.! Blue Chips, Cinco, and Red, White and Blue were introduced at the recent Chicago Show and won the praises of hundreds of operators. Their handsome appearance catches the eye, and the exclusive Superior payoff features get the repeat play. They are sure-fire winners. Order direct from this ad. Samples at all Electro-Ball offices. Stock carried in Dallas.

We prepay transportation charges on orders of $50 or more net. We sell professional operators only!



BLUE CHIPS

Real Sporting Appeal!

Takes in 400 holes at 1c to 5c $15.00

Pays out (average) 7.95

PROFIT (average) $7.05

Semi-thick board with easels and celluloid protector over jackpot.

$1.29 Plus 10% U.S. Tax



CINCO

All numbers ending in 5 are winners

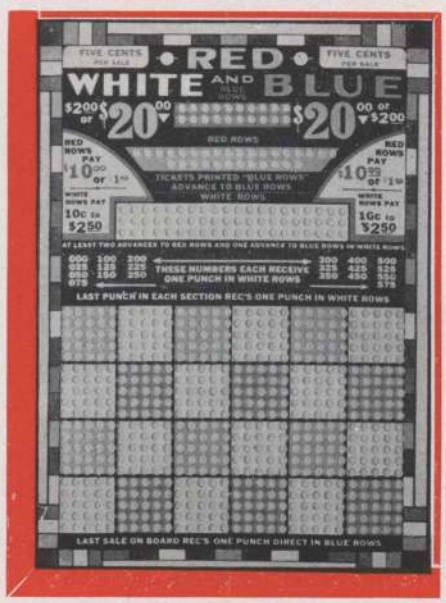
Takes in 400 holes at 5c $20.00

Pays out (average) 10.05

PROFIT (average) $9.95

Semi-thick board with easels and celluloid protector over jackpots

$1.29 Plus 10% U.S. Tax



RED, WHITE and BLUE

A Beauty and a Money Maker

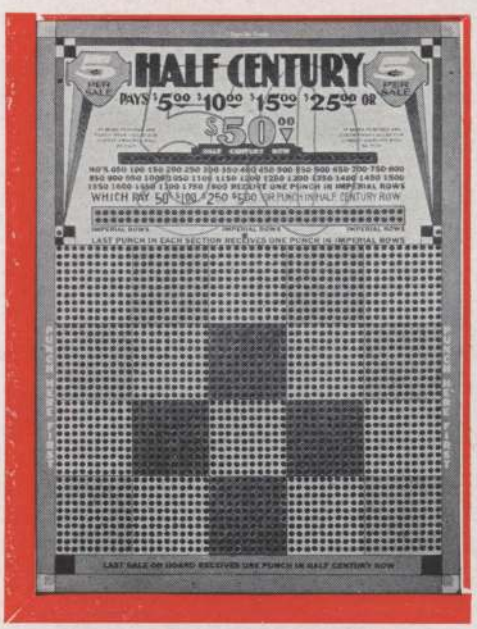
Takes in 600 holes at 5c . . . $30.00

Pays out (average) 14.03

PROFIT (average) $15.97

Thick board with with easels and celluloid protector over jackpot.

$2.25 Plus 10% U.S. Tax



Half Century

Has been out a few weeks and proven as the most daring and talked - about board ever designed. Try it, sure!

Takes in 2000 holes at 5c . $100.00

Pays out (average) 44.62

PROFIT (average) $55.38

Thick board with easels and celluloid protector over jackpot.

$6.09 Plus 10% U.S. Tax

DISTRIBUTED IN THE SOUTHWEST BY :

ELECTRO BALL COMPANY, Inc.

Write for Catalogue

1200 CAMP STREET, DALLAS, TEXAS

527 N.W. 9th St.
OKLAHOMA CITY

428 Main Ave.
SAN ANTONIO

1018 Jennings Ave.
FORT WORTH

125 S. 7th St.
WACO

517 Canal St.
NEW ORLEANS

804 10th St.
WICHITA FALLS

Bag the LIMIT with SPORTLAND



$19.75

SOME like their shooting in the great open spaces and others in shooting galleries, but—smart operators everywhere are bringing down the big game with "SPORTLAND."

Here is fifteen seconds of fast and thrilling play . . . Once the players know that you have "Sportland" on location, the nickels will begin to roll in.

Smart looking cabinet—small and compact—16" long, 5½" high, 10¾" wide. Shipping weight 14½ lbs.

"SPORTLAND" equipped with Ball Gum Vendors, $1.50 extra.

See your distributor at once. If he cannot supply you, write for full particulars.

A.B.T.
MANUFACTURING COMPANY
3311-19 CARROLL AVE. » CHICAGO, ILL.

Duette Vender by Ad-Lee Going Big

One of the finest and best profit producers in the vending machine field, at this time, is the Ad-Lee Co.'s Duette Vender.

Duette has really "clicked" with the public and operators praise it very highly. It has two compartments and will vend salted peanuts from one department and pistachios from the other or any kind of nuts of regular size. Small candy confections can also be vended from the Duette. It is in reality two machines in one.

The unit is very beautiful in construction and appeals to the eye. There are no glass bowls to be replaced, yet, ample glass panels give a clear and full view of the merchandise.

One of the officers of the Ad-Lee Company had this to say to our reporter shortly after the closing of the big Chicago show:

"We have made more real improvements in the Duette Penny Merchandising Machine than any manufacturer has made in a penny machine for twenty-five years. We received many favorable comments and secured many orders at the show last week. Duette can be furnished for pennies or nickels, and will satisfactorily vend all kinds of hard candies and nuts, including pistachios, and incidentally the pistachios will vend with a greater degree of uniformity than most penny machines. Duettes are very beautifully finished and in the two pastel colors, canary and black and green and white, they are very striking in appearance."

ATTENTION
Operators — Jobbers

WE have a deal awaiting you by which you may get rid of your old games, on two of the outstanding games in America today. day.

STONER'S DOUBLE UP
and
FIVE BALL RACE GAME

Race game has same action as a one ball game

Write—Wire—Phone

WALKER SALES CO.
Route No. 2, Box 289
FORT WORTH, TEXAS

ANNOUNCING NEW TOM THUMB VENDOR

A new model of the Tom Thumb Vendor has just been announced by the Fielding Manufacturing Company, Jackson, Mich. The new Tom Thumb has two new exclusive features. The magic coin selector defeats the sales-tax-token evil. Tokens are taken out of circulation by Tom Thumb, but no merchandise is delivered for them. The Tom Thumb is also the only miniature machine which will take four pennies at once but which takes them through the mechanism one by one, delivering a cent's worth each time. The Tom Thumb has die-cast working parts and precision construction throughout. It is adjustable to vend nuts, candy, or gum and also for the quantity delivered. Dispenser is cushioned to prevent crushing of merchandise. It has Yale lock—new method of locking merchanides chamber from inside coin case—sanitary, covered chute—provision for easy inspection without dismantling—spring rotor which returns to position—and is finished in red crystalline, aluminum trim, chromium-plated top.

MISSISSIPPI BOYS ON JOB AT THE BIG SHOW

Man alive, everywhere you turned, at the big show you bumped into one of the Mississippi ops. All the Mississippians, or at least most of them, were present and having a big time. Representatives of AUTOMATIC WORLD met most of the boys from Mississippi and we must say that they are a swell bunch of fellows. We had a lot of fun together at the banquet and in the various manufacturers' rooms.

Fisher Brown

ANNOUNCES

the exclusive distribution for the Southwest

FOR

O. D. JENNINGS & COMPANY
ROCK-OLA MULTI-SELECTOR
WESTERN EQUIP. & SUPPLY CO.
(Thanks, Jimmie Johnson)

THROUGH

FOLSOM & BROWN
The Northwestern Merchandise Vender Line
High Quality Bulk Merchandise

ALSO

I am remodeling offices and display rooms preparatory to a
GENERAL JOBBING BUSINESS

Trade me your used machines, at market prices, on above new lines

OFFERS

SUBJECT TO PRIOR SALE, USED MACHINE BARGAINS AS FOLLOWS :

CHECK MACHINE BARGAINS

	Each
4—1c Jennings Duke, sin. JP vend.	$17.50
3—1c Jennings Duke, triple JP vend.	27.50
2—1c Jennings Duke triple JP vend. (new)	35.00
10—1c Jennings Duchess	30.00
6—1c Jennings Duchess, asme as new	40.00
4—5c Jennings 20-stop Century Gold Award, triple JP, odd-even payout, NEW	$82.50
1—5c Jennings 20-stop Century, regular triple JP, A-1	57.50
2—5c Jennings 10-stop Century, 2-4 payout	47.50
8—1c Pace Bantams, A-1	22.50

PIN GAME BARGAINS

15 Non-visible walnut Sportsman	$17.50
2 Stampede	25.00
4 Red Arrow	10.00
8 Bally Jumbo	45.00
13 Put 'n' Take, front door	15.00
4 Put 'n' Takes, side door	10.00
2 Do or Don'ts	12.50
9 Gold Rush	20.00
4 Prospector	30.00
2 Gold Award	$25.00
7 Ace	22.50
Lone Star	10.00
Traffic	12.50
Fortune	60.00

MISCELLANEOUS

7 Seeurg Selectophone, square top	$110.00
10 Mills 801 Selector	50.00

TERMS—One-third with order, balance C.O.D. Deposits returned same day if unable to deliver.
REFERENCES—Republic National Bank, Dallas, Texas; Dun & Bradstreet.

FISHER BROWN

DISTRIBUTOR FOR

Jennings, Northwestern, Rock-Ola, Western Equipment & Supply

2702-04 Ross Avenue — Phone 2-3044

DALLAS, TEXAS

ELECTRO BALL BARGAINS

Here's more of those famous Electro-Ball super reconditioned pin games, slots and counter games. Every one has been thoroughly and completely renewed in our big shops. They are well worth $5 to $10 more than ordinary used games.

1-BALL AUTOMATIC

Gold Rush	$19.50	Gold Award	27.50
Traffic A or B	17.50	Put 'n' Take, late model	15.00
Stampede	25.00	Red Arrow	15.00
Rocket	12.50	Giant	40.00
Do or Don't	$17.50		

Champion $15.00

SPORTSMAN SPECIAL

Sportsman is one of the greatest games ever introduced. There are many locations where it will still pay big dividends. These have been reconditioned the Electro-Ball way.

Sportsman, visible, $25.00; Non-visible, $20.00
In Black Cabinet, $15.00

SLOT SPECIALS

Mills Golden Side Vendor (Indian Head) 309,000 up	$57.50
Mills Escalator front vendor, Nos. 285,000 up	40.00
Mills Extraordinary front vendor	67.50
Jennings Triple Jackpot Century, Nos. 111,000 to 112,000	40.00
Mills Vendor and Bell, dummy jackpot	17.50
Jennings Duchess 1c or 5c play, 13,000 up	32.50
Jennings "Little Duke" 1c play, practically new	35.00
Burnam-Mills Baby Vendor, extra special	3.00

Terms: One-third cash with order, balance C.O.D.

NEW WATLING ROL-A-TOP

We are distributors for the famous Watling Rol-A-Top. Proved by the Past—Improved for the Future! The Watling Rol-A-Top has all the best features of all that's new in slot machines. If you want the best in a new machine, order Watling Rol-A-Top.

ELECTRO BALL CO. INC.

DISTRIBUTORS ◆ 1200 Camp, Dallas, Texas

FORT WORTH WACO SAN ANTONIO
WICHITA FALLS NEW ORLEANS

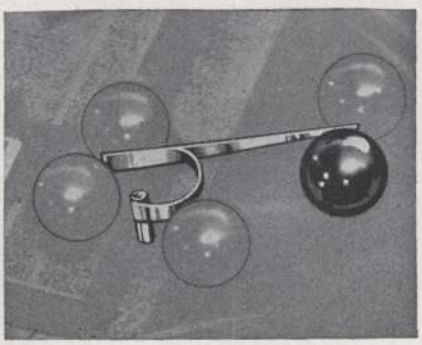
ELECTRO BALL OFFERS GOOD USED EQUIPMENT

Dallas, Texas.—The Electro Ball Co., Inc., of this city, offers coin machine operators some of the best buys obtainable in used or reconditioned machines. Every machine is gone over and put in first class shape before it is shipped. That is why Electro Ball Company features their reconditioned equipment as the best.

They have a first class shop with efficient mechanics doing the reconditioning work on all the machines that are sold as reconditioned units. They take a great interest in seeing that every machine shipped is working perfectly and is in a condition to stand up on location for months to come. This firm is in a position to offer operators some mighty good buys in used games. See their ad on this page.

NEW 5-WAY SPRING

Bally Manufacturing Company's latest contribution to pin-ball action is the 5-way spring, illustrated here. No matter where the ball hits the spring, it encounters "live" spring surface and consequently cannot go "dead." The "phantom" balls in



the picture show how ball may strike any one of 5 distinct spring areas, each of which injects new pep into the ball. The 5-way spring is featured on Bally's new Peerless and Peerless Multiple games.

On most of the modern pin games there is an 'out' hole or two in the middle of the board. If you paste a piece of paper over it (or over one of them, if there are two), you will attract many customers who will think they have a better chance of scoring—which they have, of course, but not so much better but that the increase in players will not more than offset the additional odds offered.

TIT·TAT·TOE

DAVAL GUM VENDER

ULTRA MODERN STREAMLINE DESIGN RADICALLY DIFFERENT COMPACT EASY TO PLACE ON LOCATION SILENT IN OPERATION



ODDS FROM 10 TO 1 TO 100 TO 1 ON A PENNY PLAY UNCONDITIONALLY GUARANTEED

PRICE

$17.00

F.O.B. CHICAGO

THE power of the ALMIGHTY PENNY asserted itself in the tremendous success of our Penny Pack. It is no longer necessary to dwell upon the superior profit making ability of a penny play counter game as against a straight nickel or four coin play . . . We now offer you, in TIT-TAT-TOE an even greater money maker.

TIT-TAT-TOE reels come to a positive inner-locked stop . . . cannot be shaken to change combination . . . no protruding reel-brake levers to make it possible for players to cheat by tampering with it from the outside to change combinations. In other words TIT-TAT-TOE is truly shake proof and cheat proof and protects the operator's profit . . . Shows last coin played thru a window at the side, providing absolute slug protection . . . Vends a ball of gum for each coin inserted . . . Vacuum cup rubber legs give it a firm stance and prevents scratching of counters.

TIT-TAT-TOE for $2.00 extra comes equipped with Veeder Counter.

The beautiful ultra modern streamline design and pleasing color combination plus the steady money making player appeal of TIT-TAT-TOE makes it the most desirable addition to any location and is eagerly sought by every location owner. Don't get caught napping by letting your competitor beat you to your best locations.

WRITE—WIRE OR PHONE YOUR ORDER NOW!

ELECTRO BALL CO., Inc.

MAIN OFFICE
1200 Camp, Dallas, Texas

527 N.W. 9th St. OKLAHOMA CITY
428 Main Ave SAN ANTONIO
1018 Jennings Ave. FORT WORTH
125 S. 7th St. WACO
517 Canal St. NEW ORLEANS
804 10th St. WICHITA FALLS

NADA Elects New Officers

At the annual meeting of the National Automatic Distributors Association, held in Chicago January 11-12 at its headquarters, J. D. Lazar, B. D. Lazar Company, Pittsburgh, was elected president and William Marmer, the Sicking Mfg. Co., Cincinnati, was chosen as the treasurer. The board of directors is now composed of the above officials, M. M. Marcus, the Markepp Co., Cleveland; S. Carl Mantell, National Coin Machine Co., Boston; I. H. Rothstein, Banner Specialty Co., Philadelphia; and Louis Wolcher, Advance Automatic Sales Co., San Francisco. R. L. Wilds remains as managing director of the Association.

"N.A.D.A. had the most successful year of its career," said J. D. Lazar, newly elected president, "and our program for 1936 is an ambitious one."

Founded in 1933 by nationally known distributors, N.A.D.A. has become recognized as an important factor in helping to shape the policies of the industry. Its efforts have been directed toward the betterment of relationship between each of the three branches of the trade, namely, the manufacturers, distributors and operators; to the maintaining of ethical practices in the merchandising of coin operated devices; and to the adoption of a constructive program for the general welfare of the industry.

Among its accomplishments in 1935, N.A.D.A. was responsible for the legal program as adopted by the manufacturers; the setting aside of time at the show for distributors and jobbers only; assisted members in putting on a public relations program that helped to build up public confidence and good-will toward pin games; fought the bootlegging of games into other territories; worked hand in hand with N.A.C.O.M.M. in setting the controversy between the industry and the Koolox Shaving Cream people which developed after the unfavorable broadcast put on by the company that reflected against the industry; secured greater co-operation from the manufacturers in the matter of closer inspection of new games before shipping and the pre-testing of games on location before release so as to assure the trade trouble-free machines and games with positive earning power; asked the manufacturers to refrain from quoting excessive earning possibilities of games in advertising and suggested that all questionable phraseology referring to the adjustment of the percentage be left out of advertising, holding to the view that such destroys favorable public opinion when chanced to be read by those outside the industry; and went on record relative to the manufacturers publishing prices in advertising that appears in publications having a widespread circulation not entirely within the coin machine industry.

During the convention, N.A.D.A. held several meetings at which time the program for 1936 was discussed and adopted.

Since 1935 the National Automatic Distributors Association has maintained its national headquarters in Chicago, being located in the La-Salle-Wacker Building.

NEW 5-BALL GAME SURPASSES ALL 1935 STONER SUCCESSES

Now in production at the Stoner plant, having had its first showing at the Coin Machine Show in Chicago last month, is a new five-ball lightup game called Mad-Cap, incorporating a new and original scoring principle and numerous other play-pulling features.

The game is popularly priced, designed to make big earnings on a minimum investment. Its action is fast and fascinating.

Herman Guttman, manager of the Standard Games Company, Minneapolis, throws his hat into the ring with other happy and successful readers of AUTOMATIC WORLD. A glad hand, Herman.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

Bally's New Target Payout Games

EARL E. REYNOLDS
Jefferson Hotel—DALLAS, TEX.

WAGON WHEELS
will turn a stream — of cash in your REGISTER



$19.75

"WAGON WHEELS"
will make money for you; and the "wheels-within-wheels" action provides interest, player appeal and continual novelty. All the thrill, suspense, action and profits you would expect in a $100 machine, yet costing less than one-fifth the money.

Smart looking cabinet —small and compact— 16" long, 5½" high, 10¾" wide. Shipping weight 14½ lbs.

See your distributor at once. If he cannot supply you, write for full particulars.

"Wagon Wheels" with Ball Gum Vendor $1.50 extra.

A.B.T.
MANUFACTURING COMPANY
3311-19 CARROLL AVE. • CHICAGO, ILL.

ULTRA MODERN

TIT ★ TAT ★ TOE

Gum vendor



Let the game of your boyhood days build your nest egg for a rainy day. TIT-TAT-TOE is just the old game of criss cross also known as X's and O's or Tic Tac Toe. A legal gum vendor of striking beauty and lasting amusement value, offering odds of from 10 to 1 to 100 to 1 on a PENNY PLAY. Unconditionally guaranteed. BEAUTIFUL — COMPACT — SILENT. Another Daval penny counter game scoop!

PRICE

$17.50

F. O. B. Chicago

STREAMLINE DESIGN

FOR SALE BY ALL LEADING JOBBERS

DAVAL MFG. CO.

200 So. Peoria St., Chicago

These are examples of only one of each winning combination. There are many more possible ways to complete 3-4-5 or 6X lines.



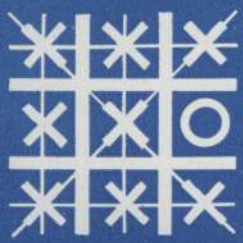
3 WAY X LINE



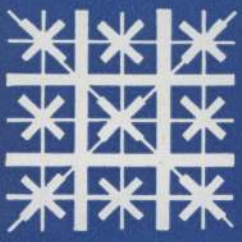
4 WAY X LINE



5 WAY X LINE



6 WAY X LINE



8 WAY X LINE

TIT ☆ TAT ☆ TOE

The power of the **Almighty Penny** asserted itself in the tremendous success of our Penny Pack. It is no longer necessary to dwell upon the superior profit making ability of a penny play counter game as against a straight nickel or four coin play. . . . We now offer you, in TIT-TAT-TOE an even greater money maker.

TIT-TAT-TOE is the most radically different and amusing counter game ever devised. It is the smallest, most compact three reel counter game on the market today . . . occupies a minimum counter space making it so much easier to place.

TIT-TAT-TOE is equipped with the famous *Daval precision built mechanism* which has the only absolutely silent straight running, wabble proof reels and is unconditionally guaranteed for years of service-free operation.

TIT-TAT-TOE reels come to a positive inner-locked stop . . . cannot be shaken to change combination . . . no protruding reel-brake levers to make it possible for players to cheat by tampering with it from the outside to change combinations. In other words TIT-TAT-TOE is truly shake proof and cheat proof and protects the operator's profit . . . Shows last coin played thru a window at the side, providing absolute slug protection . . . Vends a ball of gum for each coin inserted . . . Vacuum cup rubber legs give it a firm stance and prevents scratching of counters.

TIT-TAT-TOE for $2.00 extra comes equipped with Veeder Counter that counts every penny entering machine and saves the operator the time and trouble of counting huge stacks of pennies at each check-up.

The beautiful ultra modern streamline design and pleasing color combination plus the steady money making player appeal of TIT-TAT-TOE makes it the most desirable addition to any location and is eagerly sought by every location owner. Don't get caught napping by letting your competitor beat you to your best locations.

Write — Wire or phone your order now!!

Printed in U. S. A.

DAVAL

FRANK-RICH

DISTRIBUTORS IN TEXAS FOR

BIG SHOT

STONER

WE HANDLE ALL THE LATEST GAMES MADE BY---

PACIFIC MANUFACTURING COMPANY

ROCK-OLA MANUFACTURING CORPORATION

CALIFORNIA EXHIBIT COMPANY

BALLY MANUFACTURING COMPANY

STONER MANUFACTURING CORPORATION

EXHIBIT SUPPLY COMPANY

AND ALL OTHER LEADING MANUFACTURERS OF HIGH-CLASS MONEY-MAKING MACHINES

WILL MAKE FIRST DELIVERIES

We will make deliveries, on all the new machines that were exhibited at the show, as quick as anyone in Texas. We are not promising you immediate deliveries on these games until they are ready. But we do want you to know that when they are ready we will be the first to receive shipments and will then in turn make first deliveries to operators.

WRITE US ABOUT USED MACHINES OF ALL KINDS

One-Third Deposit With All Orders

FRANK-RICH DISTRIBUTING CO.

Distributors of the Best Coin Machines—Punch Boards
812 Burnett St. (Medical Arts Bldg.) **Phone 2-1686**

Jobbers for Capehart Phonographs
FORT WORTH, TEXAS



ONE-TWO-THREE
Price $39.50

EXCELLENT "DEAL" FOR OPERATORS

2 GAMES

For the Price of One

•

BRAND NEW GAMES IN ORIGINAL SHIPPING CARTONS

REMIT ONLY

$39.50

FOR

ONE 1-2-3

AND

ONE PIG SKIN

$79.00 Value for $39.50

THIS OFFER IS GOOD FOR 10 DAYS ONLY

Terms: ⅓ Deposit with order, Balance C.O.D.



PIG-SKIN
Price $39.50

BOTH GAMES ARE EXCELLENT MONEY MAKERS! TAKE IMMEDIATE ADVANTAGE OF THIS LIBERAL OFFER!

•

D. ROBBINS & CO.

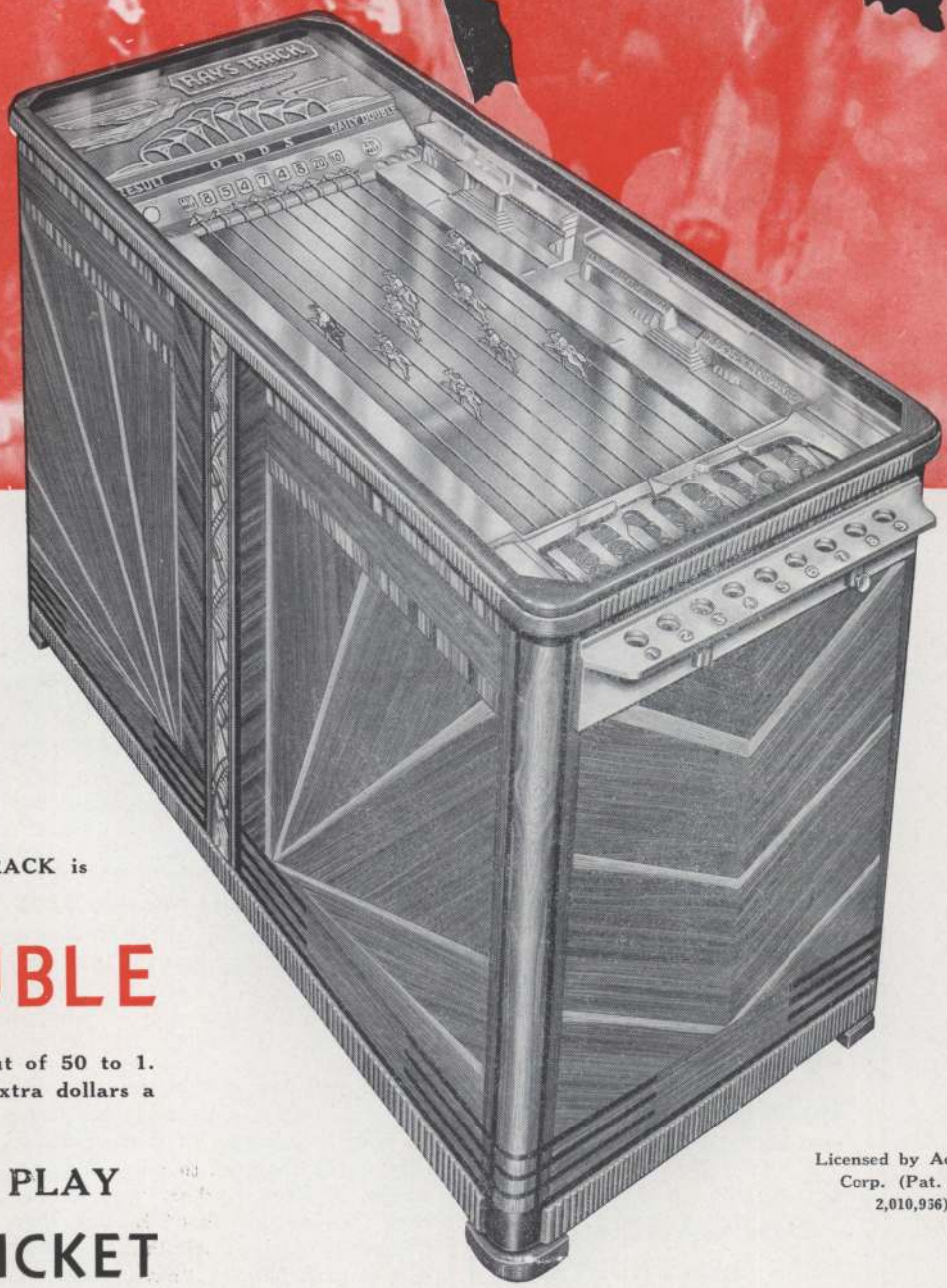
1141W DeKalb Avenue

BROOKLYN, NEW YORK

RAY'S TRACK

BY Bally





RAY'S TRACK . . . the one big sensation of the Show . . . has already won the unqualified endorsement of leading operators, who say: "The MECHANICAL PERFECTION of RAY'S TRACK . . . its GREATER EARNING POWER . . . quiet SMOOTH PERFORMANCE . . . realistic racing atmosphere and SMART BEAUTY combine to make it the foremost race-game on the market." Remember! RAY'S TRACK is the only race-game with the

DAILY DOUBLE

feature, awarding a special surprise payout of 50 to 1. This feature alone will put hundreds of extra dollars a week into each RAY'S TRACK cash-box!

NICKEL OR QUARTER PLAY

PAY OUT OR TICKET

CHECK SEPARATOR AVAILABLE ON ALL MODELS

ALL MODELS OPERATE ON BOTH A.C. AND D.C.

DELIVERY FEBRUARY 20TH

Licensed by Ace Pat. Corp. (Pat. No. 2,010,936)

BALLY MFG. CO.

2640 Belmont Ave. CHICAGO, ILL.

John A. Fitzgibbons, Inc., Eastern Factory Representative
453 W. 47th St., New York, N. Y.

WRITE TODAY FOR DETAILS, PRICES AND TERRITORY

You never shoot in the DARK with
BIG GAME HUNTER



$32.50

"BIG GAME HUNTER"
with beautiful cabinet and panel—comes in ONE or THREE HOLE target plates, with new style standard ANIMAL or NUMBER reels. The THREE hole game is equipped with the FIVE shot pistol; the ONE hole with special THREE shot gun.

Specify also if you want the 1¢ or 5¢ play.

● More than 60,000 BIG GAME HUNTERS are in use.

No batteries to run down —a fool-proof machine.

Go after
BIG GAME with
"BIG GAME HUNTER"

A.B.T.
MANUFACTURING COMPANY
3311-19 CARROLL AVE. » CHICAGO, ILL.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

New Orleans Notes

Calling their annual meeting a bit unexpectedly a few days before the departure of the local delegation for the convention, the Coin Vending Machine Operators Association of New Orleans unanimously re-elected all of its last year's officers for 1936. And like we predicted a month ago, Julius Pace begins his third successive year as presiding officer.

Having built up what was a puny organization of a hand full of members to one of the best co-operating associations in the country today with a roll of almost a hundred operators, Pace could hardly be disposed of at a time when co-operation must be retained to guard against inroads of every petty "grabber" this side of Mars. Congratulations to this unanimous re-selection and to the adoption of a ruling that "any blackballed location cannot be reinstated into the good standing of the Association until the member offended is ready to alter his stand against it."

Another new move by the organization is to keep out unwanted members, in a ruling, that "any applicant receiving only one blackball in having his entry passed upon shall not be accepted into membership."

Following his re-election Pace thanked members for their co-operation and predicted that 1936 will prove to be the best year ever experienced. He asked that the same backing be given him throughout the year.

Other officers renamed were Robert Blush, Jr., vice-president; Harry Batt, financial secretary; J. H. Peres, corresponding secretary, and Frank Allesi, treasurer.

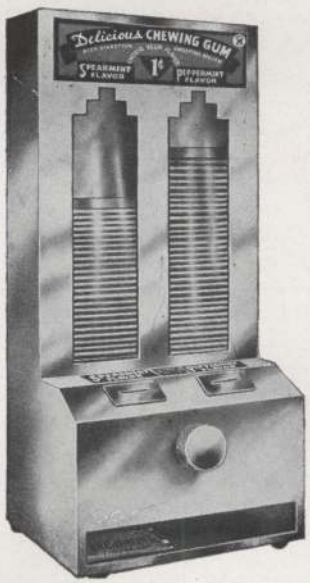
* * *

Say you bosses who may be inclined at times to be a bit too hard on your help, listen to this. Following his confinement to home for two weeks, J. Fred Barber, boss of the New Orleans branch of Electro Ball Company, announced that he was deeply grateful for "having one of the most competent staffs that any man could ask for." Martha Foster, his secretary, and Robert Rodham, service man, really stepped on it with the result that the office has already disposed of its fourth carload of Seeburg phonographs in addition to scores of pin machines, though opened only ten weeks. "They're a great pair," Fred says, gratefully.

* * *

Holy Jehosophat. Just think, he sold 100 phonographs in one day's work. That's Frank Gleeson, New Orleans branch manager for Mills Novelty. "It's not me," Frank says modestly, "how can they resist those Do Re Mi's? I ask you, aren't they beautiful?" he sighs. Now, he says he's going to step on it and sell ice cream counters, starting out by running around with samples of ice

DOUBLE COLUMN
1c STICK GUM VENDER
A STEADY Money-Maker!



Attractive Chromium Finish!

CAPACITY: 200 Sticks. Holds 100 sticks of Spearmint Gum and 100 Sticks of Peppermint Gum.

●

Vends FULL SIZE Wrapped Gum.

●

Requires only 7 inches Counter Space. We supply Best Quality Gum at only 25c per 100 Sticks. Operator's Profit is 50c for each 100 Sticks sold, after paying merchant 25 per cent commission.

●

INTRODUCTORY OFFER

Remit only $8.50 for Sample Machine, including 200 sticks of gum. DO THIS TODAY!

●

WRITE FOR QUANTITY PRICES

O. ROBBINS & CO.
1141 DeKALB Ave. – BROOKLYN, N.Y.

cream that this Mills machine can really turn out. Won't you have a plate?

* * *

December brought the formation of two new operating firms in Southwest Louisiana where a new oil center of national importance is rapidly springing up as new wells come in daily and machine men find money getting plentiful. At Lake Charles, A. D. Davis, and his son, L. O. Davis, also operators in West Texas, formed a partnership with E. G. Gamage of that city and are already placing over a good portion of South Louisiana. At New Iberia, E. W. Holleman has entered the operators game with a complete Mills line, coming to these parts after much experience in Western Tennessee.

* * *

E. M. Oartle, Southern territory representative for Brunswick Record Corp., has just returned to the city after a sojourn in Dallas and Fort Worth where he combined business with pleasure. He leaves on tomorrow for a trip to Memphis and the Mississippi Delta area. Oartle says that Texas is surely going in a big way for Brunswick, Melotone and Vocalion records and predicts that 1936 will be the biggest recording year in the history of the company.

He is highly enthused over Vocalion No. 03110, "Sweet Violets," sung by the Sweet Violet Boys and predicts that it will be a winner for most locations. "Anybody who hears this record privately," Oertle says, "will hardly refuse buying it for locations where a big pepping up is needed. It's a "honey" for such certain spots."

* * *

Mark Boasberg of New Orleans Novelty Company has bought a dozen diggers and seems to have gotten up a swell idea. Placing little metal barrels, hats and other do-dads in the machine with numbers on each, "Jack" (Mark's nickname) is offering half-pints, pints and quarts of the best whiskey on the market to the lucky raisers of the numbers.

Although his idea has been on locations only a few days, a chain store firm is already dickering for placing of the machines in all of their downtown stores.

"Lots of people who wouldn't put money in a machine that pays off some useless article," Jack asserts, "go quickly for the liquor rewards and so far as I know there is no law here against the idea. It's the best money-maker I've come across yet."

* * *

The Three Musketeers of the Crescent Novelty Company, Mike Piscotti, George Woodruff and Gus Lamana, recently put on a sweet Contact tournament with a prize of $5 for high score. The contest drew a big crowd and "somebody even saw some side-betting that reached considerable sums." It all ended quite suddenly when Gus piled up one big score and the other two boys quit in disgust. Congrats Gus. Now keep in condition and try to repeat next year. And while we're hanging around the Crescent company office, let's try to get some pointers on "How to Act." You probably know, Hans Friedburg, the big boss of the Crescent, is waiting for that Hollywood contract ever since he read recently of the great press comments about his ability to act when appearing in a Civic Group play at a local high school. We've often wondered what an op does in his spare time when he's got so little spare time as Hank has. What a great combination, Gus and Hank in one office.

* * *

Harry Batt, who runs New Orleans' big sportland on Canal street, reports a sharp pickup in business since the Carnival season started here shortly after Christmas. Harry says that while he was in Chicago he got plenty of good ideas for improvements in his place and that he has already put some of these ideas to work with great results, especially the addition of Rock-Ola's Black Magic. "It's turned out to be a real Midas," Harry says.

* * *

Among the Texas visitors to New Orleans for the Mid-winter Sports including the TCU-LSU Sugar Bowl football game (won by the Texans, darn their hides) were Abe Kolber, Dallas op, former Orleanian, and L. A. Blackwell, op of Houston. Both of these boys, as well as two "mysterious" friends of Abe took some of that good Louisiana money home with them, too. Abe, for goodness sake, who were those two "fortunate" visitors who were staying with you at the Chalmette Hotel while you were here? Now, don't misunderstand me, boys, they were of the male species. And Abe, what do you think of our "swell" New Orleans weather? (It rained for a solid week).

Manfred Peterson, operator of Minnesota, comes in with his subscription for 15 months. Glad to have you, Mr. Peterson, and may you enjoy every issue of AUTOMATIC WORLD.

Marvelous Buys!
RECONDITIONED
CIGARETTE MACHINES



ROWE "DE LUXE" MODEL

Equipped with 15c coin chutes. Six columns for cigarettes, plus one extra column for 1c box matches. Capacity: 120 packs. Vends all popular brands. Very attractive appearance. Sturdy aluminum and steel construction. Glass windows below chutes show last coins inserted. Size: 13 inches deep, 18 inches wide, 28 inches high. Suitable for counter, wall or on floor stand.

ORIGINAL COST $75.00 EACH

Price $24.50 Each

5 or more—only $20.00 each
Floor stand $2.00 extra



ROWE "Special" MODEL

Same as Rowe "DeLuxe" except that this model is equipped with a mirror front, plus fancy aluminum trimmings and decorations. Recommended for those "better spots."

NOTE: These machines have been re-conditioned and repainted. They look and operate like new!

Price $25.00 Each

5 or more $22.50 each
Floor stands $2.00 extra

TERMS: One-third deposit with order, balance C.O.D.

D. ROBBINS & CO.
1141W DeKalb Ave., Brooklyn, N. Y.

Rock-Ola Line Complete with Money-making Products

Among the many pin tables shown at the convention, those presented by the Rock-Ola Manuafcturing Corporation were especially outstanding, just as they have always been in other years.

The Rock-Ola line is most complete. With the great facilities of the big Rock-Ola plant, every type of table and game can be developed to perfection. Rock-Ola, this year, offers a selection of pay tables—straight amusement tables—tables utilizing the "free play" coin chute—and several money-making counter machines.

Rock-Ola products have always been emphasized by their originality. And just as this year's visitors expected, many new and important ideas were incorporated in the Rock-Ola games on display.

Future Play Feature

In automatic payouts, for instance, Rock-Ola has a distinctive number of tables. Operators speak especially well of Rock-Ola's new Fortune. Fortune is that large size, modernistically designed table with the two new important features of changing odds and future play. Operators tell of the great repeat play appeal of both these new features. And, besides these, Fortune has other highlights that make it a favorite with operators. There is, for example, the convenient mechanism drawer that pulls out from the front of machine. This feature alone saves operators many, many dollars in time saved on adjustments and repairs.

1 Ball or 5

Rock-Ola's Trojan is recognized as one of the leading pay tables of the day. Trojan, too, is a table of many features. For one thing, it was the first 1 or 5 ball pay table to be introduced. By the mere flip of a switch, operators can change Trojan so that it may be used with either 1 ball or 5. The advantages of this arrangement are many and obvious. Besides, Trojan has another great feature in its "changing pockets." These pockets are guarded by Trojan spears that open and close at regular intervals.

Among the other Rock-Ola pay tables featured are De Luxe 46, Gold Award, Stampede, Gold Rush—all of which were greeted enthusiastically at the show.

Trans-Atlantic

In straight pin tables, a great deal of attention went to Rock-Ola's new Trans-Atlantic. Many operators and distributors at the convention stated emphatically that they consider Trans-Atlantic the outstanding amusement game on the market today. Rock-Ola officials back this up by their statement that Trans-Atlantic was designed and built specifically to provide a real amusement table. This was done in the firm belief that the public would really take to a table that gave them some actual entertainment, together with the other accepted appeals of a pin table. This conclusion is undoubtedly correct for Trans-Atlantic is enjoying a tremendous popularity and is getting an unusually heavy play in all territories.

Trans-Atlantic's idea, as is suggested by the name, is to put over a trans-ocean flight. Balls drop into a "take-off" hole at the top of the board, disappear, and pop up on a Paris to New York runway. From there on the balls, representing planes, can be kept aloft and moving on the way to their goal by skillful play.

Hazards such as winds, fog, flying off course, show up to delay and endanger the flight. All this gives Trans-Atlantic a fascination and appeal that makes it a table of unusual money-making ability.

Headlite

Rock-Ola's Headlite is another table that appeals to the public that desires to be entertained. Headlite is a fascinating game—a game of disappearing balls, magic lights, clever pin arrangements—and to top it off, the appeal of the famous "free-game" coin chute.

Inserts

Operators of Rock-Ola's Squadron will be interested to know that Headlite replacement boards for this table are now ready for immediate shipment. Naturally, this is good news to the operators, for it means that they will be able to turn their Squadrons into brand new Headlite tables at a very small cost.

(Continued on Page 84)

REPEATER MAKES NEW PLAYERS
and holds old ones

Operators Service System

World's Largest Coin Machine Distributors

SLIGHTLY USED MACHINES

	Each		Each
ACES	$25.00	PUT 'N' TAKES	$20.00
STAMPEDES	32.50	JUMBOS	50.00
GOLD RUSHES	22.50	SPORTSMANS	25.00
PROSPECTORS	35.00	EQUITYS	25.00
PEARL HARBORS	25.00	RODEOS	25.00
		7-11	17.50

REBUILT MACHINES

Do or Don't $15.00
Treasure Island $17.00

COUNTER MACHINE

TARGET ..... $7.50 PENNY PACK $10.00

P. & M. AMUSEMENT CO.
Phone Preston 3511
1919 Houston Avenue HOUSTON, TEXAS

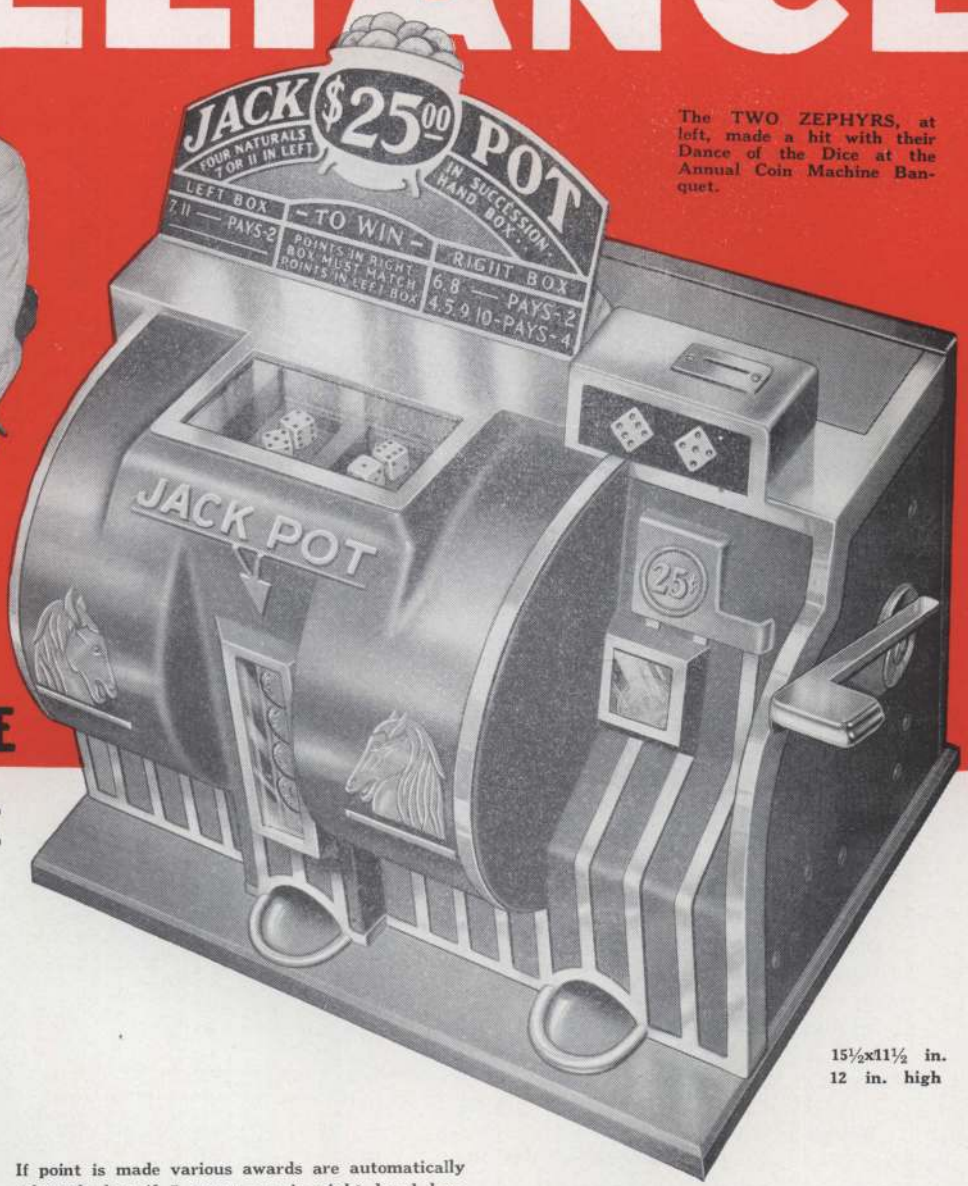
ell dem ol' time bones fo' junk, 'cause craps am now a science!

Rise an' dust yo' britches off . . . qit goin' on

RELIANCE







The TWO ZEPHYRS, at left, made a hit with their Dance of the Dice at the Annual Coin Machine Banquet.

IT PLAYS THE *Regulation* GAME

WITH TRUE DICE

HERE'S the game that really rolls the bones . . . plays the old favorite dice game as it should be played! RELIANCE is not merely "another game" played with spotted cubes . . . IT'S REGULATION DICE . . . nothing else but!

15½x11½ in.
12 in. high

HERE'S HOW IT WORKS

Dice are FREE-MOVING and DISAPPEAR as each play starts . . . appearing again when handle is pulled all the way down.

Dice thrown into left-hand box represent player's first throw . . . and if 7 or 11 appear, automatic payout spills out into player's hand; 2, 3, or 12 on first throw constitute "crap" and machine is automatically locked. However, any other number, such as 4, 5, 6, 8, 9, 10, represents player's point . . . AND PLAYER CONTINUES TO PULL THE HANDLE ON FREE PLAYS.

Second operation of handle throws another set of dice into right-hand box . . . and each and every pull on the handle thereafter automatically scrapes dice out of the box and throws them up again.

If point is made various awards are automatically released; but if 7 comes up in right hand box, machine automatically locks.

$25.00 GOLD AWARD

Automatically released when player gets four "naturals" (7 or 11) in succession on Quarter Model ($5.00 Gold Award on Nickel Model). This juicy Gold Award . . . and fact that dice is understood and enjoyed by every red-blooded man in America insures tremendous profits for the RELIANCE operator . . . and steady revenue for many years to come. GET IN ON THE GROUND FLOOR NOW!

NICKEL MODEL - - - $119.50

QUARTER MODEL - $124.50

One-third with order, bal. C.O.D.-F.O.B. Chicago

● Both models can be set to PLAY MONEY AND PAY MONEY . . . or PLAY MONEY AND PAY CHECKS. Change is instantly made, merely by turning a small lever.

BE FIRST WITH THIS GREAT HIT! ORDER TODAY!

BALLY MFG. CO. 2640 BELMONT AVE. CHICAGO

John A. Fitzgibbons, Inc., Eastern Factory Repres entative, 453 West 47th Street, New York, N. Y.



NEW AND OLD FEATURED IN BALLY BOOTH—A bit of sentiment was seen in Bally Manufacturing Company's display at the recent Coin Machine Convention, in which four famous Bally hits were proudly shown as milestones in Bally's march to even greater success. Actual panels of Ballyhoo, Airway, Rocket and Jumbo, the outstanding games of 1932, '33, '34 and '35 successively, were used, forming an appropriate background for Bally's new machines. Without saying it in so many words, Bally got across the idea that operators made money with Bally games in the past and will continue to do so in the future.

unique beauty, operators are strongly impressed by the exclusive Daily Double feature, whereby the regular odds of 2 to 1, up to 20 to 1, may be increased to 50 to 1. This feature is a positive play producer and will increase Ray's Track earnings on any location."

A BUSY MANAGER

....Roy E. Jones, manager of the Operators Amusement Company, Dallas, is one busy manager. Roy has one of the best distributing organizations functioning that is to be found anywhere in the entire country. He is truly a business executive and handles ever detail in a real professional business-like manner. Before entering the coin machine business he was at the head of a large chain store organization.

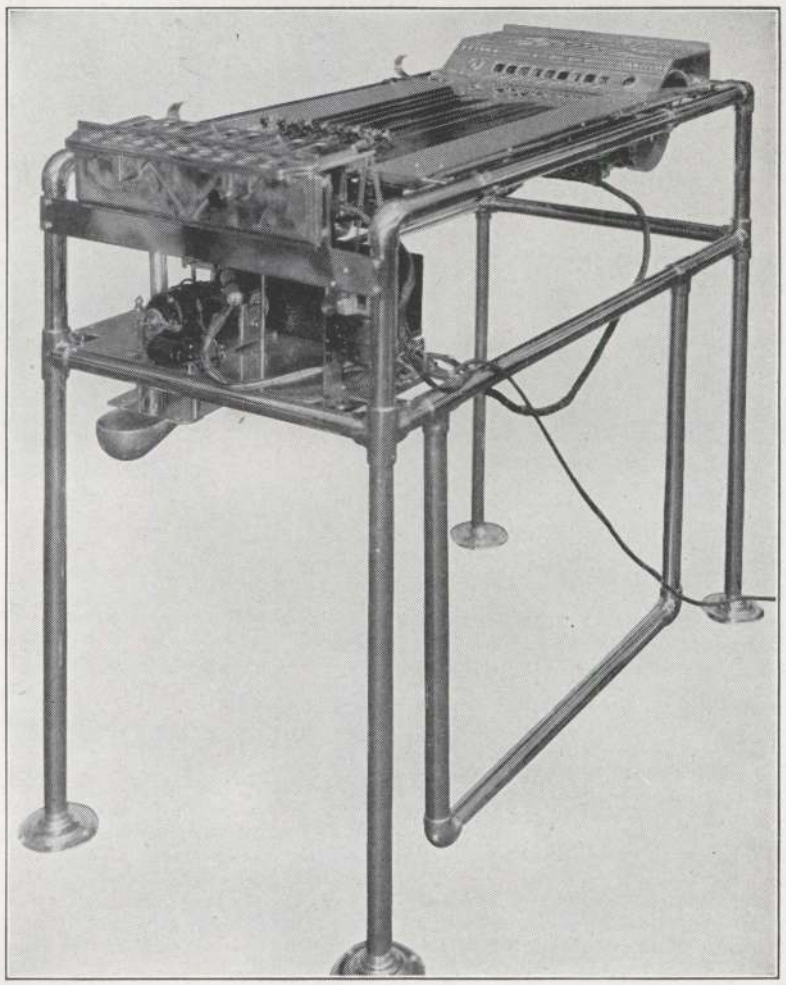
Tell the advertisers you saw their ad in AUTOMATIC WORLD.

"RAY'S TRACK" MAKES BIG HIT AT SHOW

'Tis said that to be a customer of Bally Manufacturing Company is to be a personal friend of Ray Moloney, Bally's popular president. And the truth of this statement was borne out at the Coin Machine Show by the enthusiasm with which operators and jobbers welcomed the news that Bally's new race-horse game had been christened "Ray's Track." One leading distributor pointed out that, "although Ray Moloney has always been an outstanding leader in the industry, he has remained plain 'Ray' to his host of friends, and the use of his name is particularly appropriate for a machine which will undoubtedly be Bally's greatest hit."

The industry's delight at the informal Ray's Track name is said to have been equalled by its complete satisfaction with the beauty, appeal and mechanical simplicity of the machine. A special display model was used at the Show to demonstrate the mechanism, and operators who were able to push through the crowds and get a look at the "guts" invariably expressed astonishment at the simplicity, positive action, and freedom from wearing parts.

Jim Buckley, Bally's sales manager, reports large sales on Ray's Track and predicts that it will be one of the most popular machines the industry has ever known. "In addition to the mechanical refinements offered in Ray's Track," Jim stated, "its increased earning power, and



"TRANSPARENT" RACE GAME AT SHOW—Bally Manufacturing Company used this display model to show the mechanism of the new RAY'S TRACK game. The track proper could be turned completely over, so that horses ran upside down, enabling one to watch the mechanism in action. Operators and jobbers who studied the "transparent" model expressed amazement at the simplicity of the machine. Photograph clearly shows that most of the mechanism is in the few inches below the top panel.

BUCKLEY APPOINTS L. V. HODSON EUROPEAN REPRESENTATIVE

In line with the new Buckley Manufacturing Company's plan of expansion, the firm has announced the appointment of L. V. ("Hodge") Hodgson as direct factory representative in Europe.

Mr. Hodgson has a world of friends in the coin machine business both here and abroad. For many years he was connected with the Mills Novelty Company, later leaving this firm to become the Philadelphia branch manager for the O. D. Jennings Co.

With the appointment of "Hodg" the Buckley Manufacturing Co. is the only manufacturer in the coin machine business with a direct European representative.

Mr. Hodgson will work in conjunction with authorized Buckley distributors. A complete warehouse stock will be kept at the company's large headquarters in London.

Heretofore, European distributors, jobbers and operators received games anywhere from one to six months after their introduction in America. With "Hodg" on "the scene of action" at all times, and a big warehouse to stock all those great Buckley games, foreign distributors, jobbers and operators are practically assured of the same quick service that those in America get.

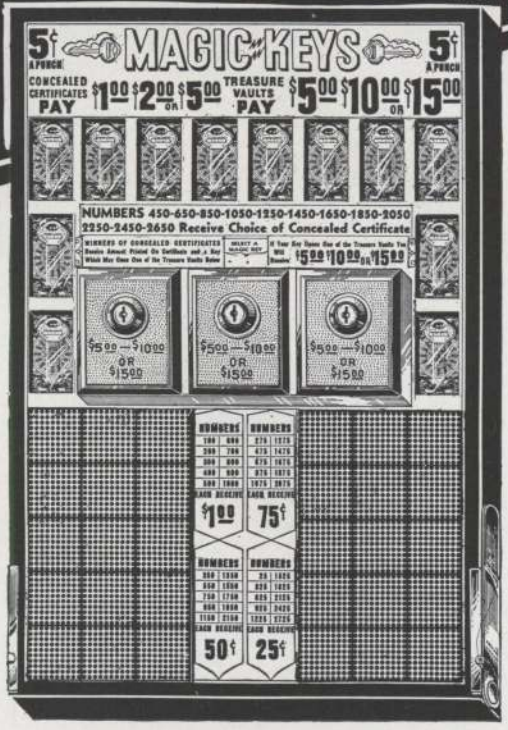
Buckley Manufacturing Company's authorized distributors are the British-American Novelty Company, Ltd., Burrows Automatic Supply Company, Ltd., Goddard Novelty Company, Ltd., all of London, England, and the Societe Novelty Automatic Company, Marseilles, France.

Here's the KEY to tremendous Profits in '36!

MAGIC KEYS

THE BIG HIT OF '36

A BRAND NEW "STEP UP" SALESBOARD PACKED WITH THRILLS



55 Big Winners

Nothing Like It for Player Appeal

Only $7.95 Net Chicago

3,000 5c Sales Take in $150.00

55 Trade Awards $72.50

Big Profit $77.50

Buy Yours Today

ALUMINUM TREASURE VAULTS. TUMBLER LOCKS.
HERE'S THE MAGIC OF MAGIC KEYS

Three keys open the MAGIC locks. These three keys are among twelve—sealed in envelopes—twelve numbrs draw these keys—each worth from $1.00 to $5.00. Player picks his choice when drawing one of 12 winning numbers. That's real suspense. But here's more! Three of the keys open the Treasure Vaults—one opens the $5.00 lock—another the $10.00, and the third the $15.00 safe. Here's the ever-popular "step-up" board presented in a new and thrilling way. Plenty of action to keep the deal red-hot from start to finish.

LINCOLN NOVELTY CO. 4323-33 E. Ravenswood Ave CHICAGO

You know how a MAGNET DRAWS!



$19.75

That's exactly how "PROSIT" when placed on the bar draws the players. "PROSIT" is a colorful business stimulator. Watch any crowd around "PROSIT" playing for the drinks and you will know why thousands of operators already are shouting "PROSIT" and "PROSPERITY."

Attractive, lively panel, good looking cabinet, small and compact — 16″ long, 5½″ high, 10¾″ wide. Shipping weight 14½ lbs.

Equipped with Ball Gum Vendor at $1.50 extra.

See your distributor at once. If he cannot supply you, write for full particulars.

"PROFIT WITH PROSIT." From A. B. T. Wagon Wheels Series.

A. B. T. MANUFACTURING COMPANY
3311-19 CARROLL AVE. • CHICAGO, ILL.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

ROCK-OLA LINE COMPLETE WITH MONEY-MAKING PRODUCTS

(Continuer from Page 80)

Flashlite, another great "free-game" table, introduced just before the show, started a new deluge of quantity orders for itself upon its appearance at the Sherman. Flashlite's great appeal rests not only in its "free-game" feature, but in the perfect pin and pocket arrangement fashioned after that of Flash, Rock-Ola's previous "free-game" hit.

Sound Effects

Sound effects plus a most clever tie-up with the news of world events of the day, are responsible for the success of Rock-Ola's Bomber. The idea of a sound effects was first introduced by Rock-Ola in their Big Game. And the results are even more effective in Bomber. For when a winner is scored and the bomb hits its mark, the player hears the actual sound of a bomb, accompanied by a flash of light as it goes off.

Ship Ahoy!

In counter games, that supremely efficient little job Hold and Draw stills holds its own. Black Magic, Rock-Ola's automatic dice machine was played heavily during the entire show and carried away some mighty nice orders. A newcomer in the field, Rock-Ola's little Ship Ahoy, accounted for itself with honors. And right today Ship Ahoy is showing up on busy counters all over the country.

In a statement made just before the convention, Mr. David C. Rock-ola said: "The coin machine industry is in better condition than ever before to make 1936 the greatest year in its history!" And certainly the Rock-Ola products seen at the exhibition and those that are ready to be introduced during the coming months, together with the intensive activity at the big Rock-Ola plant, indicates the confidence this organization has in the fulfillment of that prediction.

Record Notes

By HERB ALLEN
(Brunswick Record Corp.)

A new recording artist appearing under the Meltone label is about to create something of a sensation with coin machine operators. Nat Brandywynne, a slight, artistic, and modest-looking fellow who appears nightly at the fashionable Stork Club in New York with his orchestra, was called into the Brunswick studios to make some Melotone records. He created a little furor during the recording date, possibly because of his unassuming air, but when the finished pressings of his recording came back and were played for the record committee, there was a general feeling that recording history had been made. Nat himself makes all the arrangements and plays the piano which is featured throughout the recordings. The tremendous color and vitality plus the intriguing melodious texteure of his arrangements and his, and his orchestra's musicianship makes something new and better in record catalogus. For all operators' stops where popular music well played is in demand we recommend heartily the following recordings:

6-04-02 — Let's Face the Music and Dance—FT., and I'd Rather Lead a Band—FT. Both from "Follow the Fleet." (Nat Brandywynne and the Stork Club Orchestra.

6-03-13 — Misty Islands of the Highlands—FT., and That Lovely Night in Budapest—FT. (Nat Brandywynne and the Stork Club Orchestra.

* * *

Operators who have been fortunate enough to attend the Coin Machine Show at Chicago for the past three years, have seen phonographs come from just a small part of the show to the dominating position. Unquestionably the music part of the industry stole the show. It was therefore only fitting and proper that at the banquet a group of artists, who have contributed possibly more than any other factor to the success of phonographs throughout the country, should in turn steal the show. If you were at the banquet we need not tell you about the acclaim that the Hoosier Hot Shots won in their personal appearance. Long after they had completed their act, the thousands of operators present demanded encores, and it looked like the boys would be there all night autographing photographs, and appreciation for their music was expressed in a more substantial way in the number of orders the Brunswick boys took the next day for their recordings. Their new record, 6-02-62, has already sold twice the quantity reached by any of their other numbers and looks like it is headed for a new high record volume in recent years. You need it on every machine.

* * *

Of course "The Music Goes 'Round and Around" was the most sung number at the show. Under its various labels the Brunswick Record Corporation can supply it to you with a type of recording that will suit any spot you have.

Brunswick 7587—The Music Goes 'Round and Around—FT., and Dinner for One Please, James—FT. (Hal Kemp and his Orcrestra).

Vocalion 3134—The Music Goes 'Round and Around—FT., and I'm Shooting High—FT. (From "King of Burlesque"). (Wingy Mannone and his Orchestra).

Meltone 6-02-10—The Music Goes 'Round and Around—Vocal with orchestra., and Moonburn (From "Anything Goes"). (Chick Bullock).

6-02-07—The Music Goes 'Round and Around—FT., and Rhythm in My Nursery Rhymes—FT. (Joe Haynes and his Orchestra).

6-04-51—The Music Goes 'Round and Around—Old Time Playing and Singing, and Just Come On In. (Prairie Ramblers).

* * *

The second most popular song of the show and the one that will probably last far beyond anything else on the market today was "Sweet Violets." This number, introduced under Vocalion Record No. 03110, will continue, for years to come, to be a No. 1 nickel getter.

WAIT FOR RAY'S TRACK
9 Horses—Greater Profits
Operators Service System
World's Largest Coin Machine Distributors

ELECTROPAK

Eliminates BATTERY TROUBLES IN PIN GAMES!

THE *Only* POWER UNIT that can be installed quickly by ANY-ONE without the necessity for complicated rewiring.

KEEPS

THE *Only* POWER UNIT that is unconditionally guaranteed for ONE YEAR!

PIN GAMES

THE *Only* POWER UNIT used as Standard Equipment by Lead-ng Pin Game manufacturers.

ALIVE

THE *Only* POWER UNIT sold by jobbers and distributors hroughout the U. S., Canada and England—and that is in world-ide use.

ALL DAY

HE *Only* POWER UNIT that delivers enough power to operate ghts, kickers and payout mechanisms simultaneously.

EVERY DAY

HE *Only* POWER UNIT that replaces batteries efficiently and eally takes the grief out of pin game operation!



The Show definitely established that batteries are OUT and ELECTROPAKS are IN! With no moving parts—nothing to wear out—simply and easily installed—Electropak is on the job, 24 hours daily every day in the year. And tests conducted and certified to by an Edison Power Company PROVE that IT COSTS LESS THAN 37 cents PER MONTH TO OPERATE ELECTROPAK 24 HOURS DAILY—EVERY DAY! In actual Pin Game use the operating cost is considerably less. Compare the cost of batteries for just one month. Consider what it means to have your games ALIVE and to eliminate service calls and battery expense. And then obtain ELECTROPAK from your distributor or jobber—AT ONCE!

The New ELECTROPAK is made in three models—These all-purpose ELECTROPAKS are worthy successors to the original Electropaks first introduced in 1935. They are geared to the needs of the operator and to the requirements of the extremely new and up-to-the-minute mechanisms being used in pin games today. They embody the same careful engineering insight and foresight as that which gave Battery Elimination to the pin game industry a year ago. And they are furnished in three models to insure that EVERY PIN GAME may now be operated EFFICIENTLY, DEPENDABLY AND PROFITABLY.

= and now! Electrolok! Foils =

PAY TABLE CHEATERS

OPERATORS ACCLAIMED IT THE ONLY REAL *SENSATION OF THE SHOW*

ENDS PAYOUT LOSSES ● NO MORE CHEATING ON PAYOUTS ● ABSOLUTE UNFAILING PROTECTION

The latest development for pin game profits. ELECTROLOK is a positive dependable electro-mechanical WATCHMAN, always on the job to prevent anyone from cheating electrically operated payout tables. Installed quickly inside the cabinet, ELECTROLOK operates the instant an attempt is made to cheat the game by pulling the plug. The cheater's nickel drops in your cash box and the payout mechanism is instantly locked against payout. ELECTROLOK resets itself automatically when board is cleared for following play by insertion of another coin.

CHISELERS OUT OF LUCK ● CHEATERS GET FOOLED ● FOOL-PROOF INSURANCE ● 24-HOUR WATCHAN SERVICE

SEE YOUR JOBBER—OR WRITE US FOR SAMPLES

ELECTRICAL PRODUCTS CO., Inc. 6527 RUSSELL STREET DETROIT, MICHIGAN

SUBSCRIPTION GROWTH

There has been a lot of crowing about subscription growth lately, so AUTOMATIC WORLD decided to do a little crowing itself. During the past 45 days we have put on our regular paid subscription lists 544 new readers, and every mail continues to bring in more.

Of course, the big end of this 544 subscribers were secured during the big Chicago Show. But regardless, every one of these new readers placed their money on the line for AUTOMATIC WORLD and did not have it sent them through the courtesy of some manufacturer or jobber.

Just to give you an idea as to the broadness of the circulation of AUTOMATIC WORLD, we list below these 544 subscribers, showing the number and states they are from. This is to convince you, Mr. Advertiser, that in addition to our complete coverage of the South and Southwest empire, we also have a large National circulation of quality readers in every state.

(Remember, this listing includes only the 544 new subscribers secured during the past 45 days).

CHICAGO	89	RHODE ISLAND	3	COLORADO	8
ILLINOIS	58	WEST VIRGINIA	6	UTAH	6
WISCONSIN	48	FRANCE	1	NEVADA	1
INDIANA	33	BRAZIL	1	WYOMING	1
OHIO	27	NEW YORK	18	OREGON	3
LOUISIANA	14	OKLAHOMA	14	WASHINGTON	3
N. CAROLINA	3	ARIZONA	5	CALIFORNIA	6
NORTH DAKOTA	1	KANSAS	10	KENTUCKY	9
NEBRASKA	5	MISSOURI	16	FLORIDA	3
WASHINGTON, D. C.	3	MICHIGAN	25	ARKANSAS	5
TEXAS	22	IOWA	20	MISSISSIPPI	5
CANADA	9	VIRGINIA	3	GEORGIA	10
ALABAMA	8	PENNSYLVANIA	13		
MASSACHUSETTS	3	NEW JERSEY	11	Total	544

(MOST OF THESE WERE FOR 3 YEARS)

AUTOMATIC WORLD offers advertisers the best space buy in the whole wide world. Think of it, a complete coverage of the great South and Southwest territory with a large, quality National and Foreign distribution given for good measure. Our National circulation is growing as well as our South and Southwest.

For more profits, include AUTOMATIC WORLD in your advertising schedule.

AUTOMATIC WORLD

120 St. Louis Avenue FORT WORTH, TEXAS

. . . Before . . . At the SHOW . . . and NOW —

"PAMCO PARLAY"

FORGES AHEAD AS THE HEAVIEST MONEY MAKER IN OPERATING HISTORY!!!

Our orders to date total MORE THAN 1500 PAMCO PARLAY Machines—with MORE ORDERS coming in as FAST as we can take 'em. Unlike ordinary payout tables — "PAMCO PARLAY" EARNINGS are INCREASING instead of declining! That's why we say: Take "PAMCO PARLAY"—the machine that gets BETTER as time passes—that'll MAKE MORE MONEY for you than anything else! ! !



1 or 5 BALL PLAY

SIZE 50 IN. By 24 IN.

PRICE $115.00

Pamco Palooka !!!

This 6 Coin Chute Bowl-Type "ODDS-CHANGING" Lite-up 1-Shot Machine was a real Convention attraction. RICH INCOME reports from test locations forecast a BIG CLEAN-UP for Texas Coin Machine men. It's a Massive Super DeLuxe Job— priced right at $169.50

Pamco Speedway !!!

A Splendid Layout in a 1 to 5 Ball AUTOMATIC PAYOUT. "CHANGING ODDS"—already PROVED for MONEY POWER—puts "PAMCO SPEEDWAY" on an IMMEDIATE PAYING BASIS.
Priced at $115.00

Our Service Is Prompt. Deliveries Made Same Day Orders Are Received

ORDER THESE ORIGINAL "ODDS-CHANGING" WINNERS TODAY!!!

SOUTH COAST AMUSEMENT COMPANY

M. & M. Building
HOUSTON, TEXAS

HARMONY BELL
pays phonograph notes PLUS large profits
Operators Service System
World's Largest Coin Machine Distributors

SOME FOLKS STILL BUY GOLD BRICKS!

And when your reporter saw something at the recent Coin Machine Show which uncovered a new "gold brick" he felt that he'd better tell you all about it. Attracted first to the Epco exhibit at Booth 70 by what appeared to be quite an interested crowd, I found their attention centered on some interesting panels which displayed most of the works used inside of pin games. These gadgets were all working, and the voltage and current consumed was constantly visible on voltmeters and ammeters wired in plain sight. Someone said "Batteries are out!"—and when I asked an attendant why, he merely pointed to the meters and said, "Figure it out for yourself. This particular game mechanism is operating at the rate of 59 five cent plays every 60 seconds. It pulls 10 amperes. By the end of the show it will have recorded over 300,000 such plays. At such a drain, a set of batteries would last about five minutes —would boil out in less than fifteen minutes. Now figure how many sets of batteries you'd need at that drain to keep a game going long enough to take in $15,000.00."

Well, I got out the old pencil and began to figure. Naturally, no one game would stay in service that long. But figuring to keep some kind of game on a location for that long, it soon became evident that it does cost from $30 to $100 per game per year —or rather per location per year. And when I multiplied that by the million and a quarter games in use throughout the world today, I got the staggering figure of from $37,500,000.00 to $123,000,000.00 as the actual cost to all operators for batteries in all games. Now I don't operate a million and a quarter games, but all of you fellows together do—and when you can save better than 80 per cent of a hundred and twenty-five million dollars I believe you're going to be interested.

Which brings us back to "gold bricks." In my own opinion at least, a gold brick is anything which costs more than it ought to cost by comparison with a thing to do the same or better work at a still lesser cost. And when some smart electrical engineers took batteries out of radio about ten years ago, they proved that power packs would do a better job at a great deal less cost and with much more uniform performance. It remained for Epco to do the same thing for the pin game industry, and I'm convinced now that "Batteries are out—and Electropak is in!" Smart operators are going to really make some money this year—with Electropak instead of "gold bricks."

TEXAS OPERATORS NOTICE

Your $10 dues to the State Association are now due and payable. These dues should be paid promptly as the money is needed badly to help carry the coming case through the court of Criminal Appeals. Every member of the coin machine craft in Texas should send in their dues at once to John Backman, 5400 Goodwin avenue. Dallas, Texas, and you will be properly receipted and your 1936 membership card will be mailed you.

With the big coming San Antonio meeting just around the corner, every operator should have his state membership card as no one will be admitted to the San Antonio meetings without membership cards for 1936.

Attend to this at once and help to keep operating safe in Texas. We repeat, send your money to John Backman, 5400 Goodwin avenue, Dallas, Texas.

BALLY ANNOUNCES NEW COUNTER GAME

A counter model pin game, said to combine both selector appeal and skill appeal, is the latest offering of Bally Manufacturing Company. The new game, Teaser, embodies light-up features and is built around a central idea which the makers describe as revolutionary in character.

Three lights are arranged at the top of the panel and the object of the game is to guess which light will light next. Player shoots ball into runway opposite light he selects and if that light flashes, he is credited with one correct guess. Automatic totalizer registers the number of correct guesses per game. The machine is also equipped with a device to show the number of balls played.

Ray Moloney, Bally's president, is enthusiastic over the reception given Teaser by operators who have seen it. "They call it the game with Vex-Appeal," Ray stated. "It's one of those tantalizing games that gets your goat but which you can't leave alone. In other words, it really is a teaser. And for competitive play, where a bunch of the boys play for so much a game, Teaser is in a class by itself. I personally have seen a group of jobbers competing on a Teaser for over three hours at a stretch. And then they quit because we were locking up the factory."

WANTS PARTNER FOR OPERATING MACHINS IN OLD MEXICO

Froncisco Montemayor, Hidalgo, Pte. No. 1008 Monterrey, N.L., Mexico, wants a partner to operate machines with him in that territory. Mr. Montemayor's father is the City Mayor of Monterrey and the connections and set-up looks plenty good.

If any of our readers are interested in operating activities in this section of Old Mexico, get in touch with Mr. Montemayor at the above address.

PUNCHETTE
makes players spend more
Operators Service System
World's Largest Coin Machine Distributors

Bally ANNOUNCES No. 1 SHOW SENSATION!

PEERLESS

Super giant 1-SHOT payout or ticket game

DOUBLE PAYOUT • $7.00 GOLD AWARD

PROGRESSIVE PAYOUTS ON free play ELECTRIC BALLY HOLE

NEW ODDS-BOOSTER LIGHTS BOOSTS PAYOUTS ON ALL HOLES

IMAGINE a game with SIXTEEN $1.50 HOLES! A board on which EVERY HOLE PAYS $1.50! That's PEERLESS when the Green Light stays lit! Three ODDS-BOOSTER LIGHTS flash every time a coin is deposited . . . and, if one light stays lit, ANY hole on the board pays $1.50, $1.00 or 50 cents, depending on which light stays lit! Will they go for it! You know the answer! PEERLESS ODDS-BOOSTER LIGHTS are the greatest REPEAT PLAY stimulators ever created!

And the new PEERLESS ELECTRIC BALLY-HOLE combines all the appeal of the old-time Bally-Hole . . fascination of Progressive Payouts . . . the satisfaction of Free Play . . . and the thrill supreme of a Gold Award! Each ball shot into the Bally-Hole returns for free plays and pays progressive awards as Bally-Hole indicator clicks from B to A to L to L and finally to Y, when a shower of coins and a special Gold Award is released . . . a total of $7.00.

These are only a few of the many sensational PEERLESS features. You've got to see the game to appreciate the beauty of its colors . . . and the "sure-looks'easy" appearance of its wide, roomy field. You've got to play it to get an idea of the teasing frenzy of action produced by its new 5-WAY SPRINGS and other new action devices! YOU'VE GOT TO GIVE IT JUST A FEW HOURS ON LOCATION TO SEE HOW FAST AND CONTINUOUSLY IT TAKES IN THE MONEY! Get the jump on competition! WIRE YOUR JOBBER FOR SAMPLE PEERLESS TODAY!



50 in. by 26 in.

PAYOUT
$115.00

TICKET
$125.00

Check Separator
$5.00 Extra

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

BALLY
MANUFACTURING CO.
2640 Belmont Ave., Chicago, Ill.

John A. Fitzgibbons, Inc., Eastern Factory Representative, 453 W. 47th St. New York, N. Y.



HOMER CAPEHART smokes cigars and sometimes he has difficulty keeping himself supplied. It remained for G. W. Ristau, Simplex phonograph operator from Kaukauna, Wis., to solve the problem. For Christmas he presented Mr. Capehart with the "Russian Cossack" cigar holder. Appearing with Mr. Capehart in the photograph is A. A. Seger, of the Casino Amusement Company, Asbury Park, N. J.

EARL REYNOLDS OFFERS ALL NEW WINNERS

The offices and showrooms of the Earl Reynolds distributing firm, Jefferson Hotel, Dallas, is a hum with coin machine activities daily. Operators are always coming and going, looking over the new machines and gathering operating information.

Earl handles the best of money-makers at all times. Right now he is featuring Bally Derby and promises Texas operators the first deliveries on all the new Bally games as soon as shipments start from the factory. Another winner that Earl knows will make the ops money is Big Shot, the latest winner by the California Exhibit Company of Los Angeles, Cal. Earl is ready to accept orders on this recent hit.

As a counter model Earl Reynolds says take Penny Smoke, that newest hit by Groetchen Tool Company. Immediate deliveries can be made on Penny Smoke and Earl advises operators to get busy with this number without delay.

Be sure and see all the advertisements that Earl has in this issue. Then go in to Dallas and load up your machines or order by letter, phone or wire. You are always assured of first class service from Earl Reynolds.

TWO FOR ONE OFFER BY ROBBINS

It is very seldom that operators have an opportunity of buying two new pin games for the price of one. D. Robbins & Co., Brooklyn, N. Y., are making such an offer in their full page advertisement appearing in this issue. The games offered are Peo's new game, One-Two-Three and Peo's Football game, called Pigskin.

The LATEST PIN GAMES
READY FOR DELIVERY!

STONER'S **MAD CAP**

EVANS' **LITE-A-BASKET**

G. M. LAB.'S **SHOOT the CHUTES**

EVERY ONE A WINNER!

EASTERN DISTRIBUTORS

D. ROBBINS & CO., 1141W DE KALB AVENUE BROOKLYN, NEW YORK

TO WHOM IT MAY CONCERN!

We Wish to Announce That Neither

JOHN A. ROSENFELD

or

SAM B. ROSENFELD

Is Connected with This Company

We will not be responsible for deposits paid to either party or for any orders given them.

Signed

Buckley Manufacturing Co.

CHICAGO, ILL.

A Double Money Maker

DUETTE

Produces *Twice the Sales* and *Twice the Profit* because it is two machines in one. Duette revolutionizes the confection vending business . . . it makes all ordinary merchandise vending machines as passe as the horse and buggy in the airplane age.

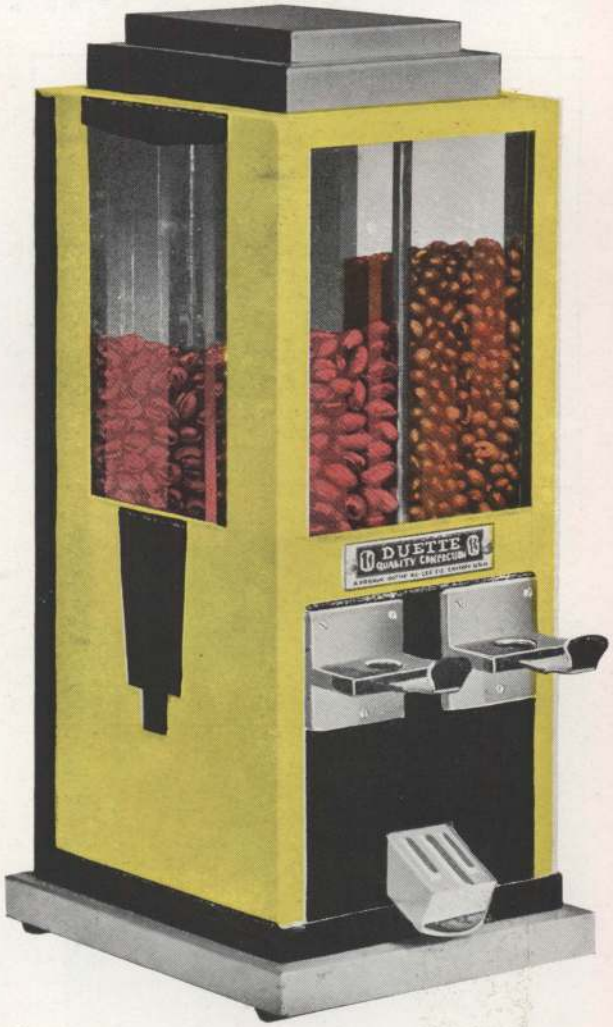
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DUETTE gets twice the money because it gets two cents while the ordinary vender gets one. DUETTE vends a large variety of candy and all kinds of nuts from Spanish Peanuts to Pistachios.

DUETTE takes less space, services quicker and easier than the old style single unit. This fast money-maker is always on the job doing double duty. It is sturdy, free from grief and always dependable.

DUETTE is the merchandise vender every operator has wanted . . . it is accepted readily by location owners because actual comparisons prove that when *You Do It With Duette* the money rolls in over twice as fast as from any single globe vender units on the market.

DUETTE clicks with the public because it vends confections to satisfy every taste . . . it gets the pennies out of the pockets . . . pennies that amount to hundreds of dollars for you. *Do It With Duette for* 100% more sales and 100% more profits.



DUETTE

TWO MACHINES IN ONE

Width 7½ inches — Height 17½ inches
Depth 8 inches — Weight 16 lbs.

Each Compartment Holds 3½ to 4 lbs.

Four different color combinations—green and black, yellow and black, silver and black, white and green.

- Two-tone baked enamel
- Three sided window display
- Sturdy—Attractive
- All-steel construction
- Rust-proof. Sanitary
- Portions easily adjusted
- New type Coin Chutes
- Griefless Mechanism

DUETTE has 2 penny coin chutes. Can also be furnished with 1 nickel and 1 penny chute if desired.

DUETTE is a Real Value! . . . Don't Delay . . . Double the Pay

WRITE FOR PRICES NOW!

(MORE DETAILS ON NEXT PAGE)

Make TWO Sales Grow Where ONE Grew Before

•

Do It With DUETTE

•

Two Machines In One

THE AD-LEE COMPANY, Inc.

Builders of Vending Machines for Nearly Quarter of a Century

823 So. Wabash Avenue — CHICAGO, ILL.

The Best PROFIT MAKER In Penny Vending Machine History

•

That's DUETTE

•

Two Machines In One

Double Play - Double Pay

TWO MACHINES IN ONE

A Sound, Permanent Business for You When You Do It with DUETTE

Everybody from 7 to 70 spends pennies—wherever people stop they spend them. And pennies make dollars quickly when the public gets both candy and peanuts or a large variety of nuts from one machine. They spend many more pennies and you reap big profits when you operate America's most modern vender—DUETTE.

Learn how easily you can have a business of your own — a business with no overhead expense and enormous profits—YOU CAN DO IT WITH DUETTE.



That's — DUETTE

1st in Sales

It vends two products—practically all types of bulk candy and a large variety of nuts from spanish peanuts to pistachios and thus does more business than any two single units.

1st in Appearance

Modernistic design, two-tone baked enamel (four different color combinations) three sided window display, plate glass partition between compartments—grace and beauty that attracts attention.

1st in Performance

Vends smoothly in uniform portions, performs with uninterrupted service, new type coin chutes function correctly and easily. Duette has 2 penny coin chutes. Can also be furnished with 1 nickel and 1 penny chute if desired.

1st in Convenience

Engineered and designed for simplicity, portions quickly adjusted to any size. Only eight inches of counter space required and if wall brackets are needed they can be attached in a jiffy. Duette is serviced easily without removing from counter in less time than required for servicing the old style single globe machine.

1st in Construction

Built of steel—eleven times stronger than iron, rust-proof, sanitary, non-corrosive. Duette is 7½" wide, 8" deep, 17½" high and weighs 16 lbs. The new type coin chutes function correctly, stand abuse, refuses washers, undersized and thin slugs —no clogging and slug nuisance. All acclaim Duette the griefless vender.

1st in Profits

You cannot get into a more sound and profitable business than in operating a group of these double merchandisers in your territory. *You Can Do It With Duette.*

Step Out for Double Profits! Write Today for Complete Information!

(PLEASE READ PRECEDING PAGE)

THE AD-LEE COMPANY, Inc.

Builders of Automatic Merchandisers for nearly Quarter of a Century

823 South Wabash Avenue CHICAGO, ILL.

N.A.C.O.M.M. NEWS

By WALTER A. TRATSCH, Pres.

There is a bigger job before us than for me to thank you sincerely for offering the highest honor possible in our organization. That of electing me your president.

This is the one industry that I know well. Thirty-three years—the best years of my life, have been given to this industry. I stand as a man whom you feel is in a position to give you a message of importance because I have been in this line of business, not only as a manufacturer but also as an operator, salesman, mechanic and inventor in all the branches of our industry.

Rmeember this message is not from Walter A. Tratsch, but from the man whom you have appointed to serve you and carry out your wishes for the benefit of the industry. This message is directed to the most vital spot, the very existance of our business. Please get that straight. It means the very existance and the future of our industry.

I do not have to dwell on the position that we enjoy as an industry in public opinion. Maybe you've heard that before but I am going to add the saying Benjamin Franklin directed to the Revolutionary Congress—"Gentlemen, if we don't hang together, then we will hang separately."

Regardless of what the future has in store, it is my desire to produce harmony in our organization which will enable us to stand together and face the difficulties which may arise from any situation in the year 1936.

We face unscrupulous enemies from without, not because they have the right on their side, but because it pays them to war against our industry for political reasons or personal gain.

Organization wins or loses. If your opponent is better organized than you are—if he makes better use of his resources than you do—if he has greater loyalty within his ranks than you have, then it is a foregone conclusion that he will whip you hands down.

It is apparent that we must organize ourselves, solidly, if we are going to successfully meet and overcome our opponents of whom you all know.

Any firm in our industry not believing in organization after the many difficulties we have encountered during the past few years, is indeed making a big mistake.

Every member in our organization should pledge himself to make a drive inducing every eligible person in this industry who is not a member of our organization to join us. Tell them that our battles and problems are their battles and problems, and if they join us and help create a united front, we certainly will win.

It is only a few years ago that I attended the first convention which was held at the Great Northern Hotel, Chicago. It didn't exceed a dozen exhibitors. There was made the first attempt to organize and we banded together.

Only a decade has passed. The industry has grown in leaps and bounds, passing all obstacles placed in its path of continuous progress, plowing its way through the worst depression the world has ever known. The coin machine industry has developed in such proportions that it is benefitting the entire country and has also been a depression smasher for foreign countries. Coin machines in operation in every town, hamlet and village in the United States have made it possible in many instances for storekeepers to remain in business—and so the coin machine industry has much to be proud of in occupying its place among the major industries of America today.

Years ago, anyone could go along on almost any kind of methods but today, we are open for attack—not for the reason that we are wrong but apparently our business is successful and any successful business is subject to criticism, envy and comment.

We have more branches in our industry than we had ten years ago. No matter what branch—be it music, merchandise or the amusement line—every one of them is open for attack, either for their conduct or their taxation. And that alone is one of the most important factors and is one of the big reasons why we should stand together and fight together in unison! It is time to lay aside jealousies and internal strife, and unite and show the good work we are doing, and the public will be with us 100 per cent.

If we organize ourselves better—if all the mavericks and strays and chronic non-conformers will come into the field, become regular and unite with us to meet and overcome the enemy who is now knocking at our gates, there is no limit to where we will go.

So I say to you—organize, conform and play ball with each other and we will go places. We will see this country entering a period with the public coin-operated-machine-minded and all of us will ride on the waves of prosperity. But if we are disorganized, at the mercy of the chiselers who are trying to make a precarious nickel here and there to the detriment of this industry, what will happen? I will tell you. Most of our divisions will be outlawed—every man's hand will be against us—we will be harried and driven by people who do not understand.

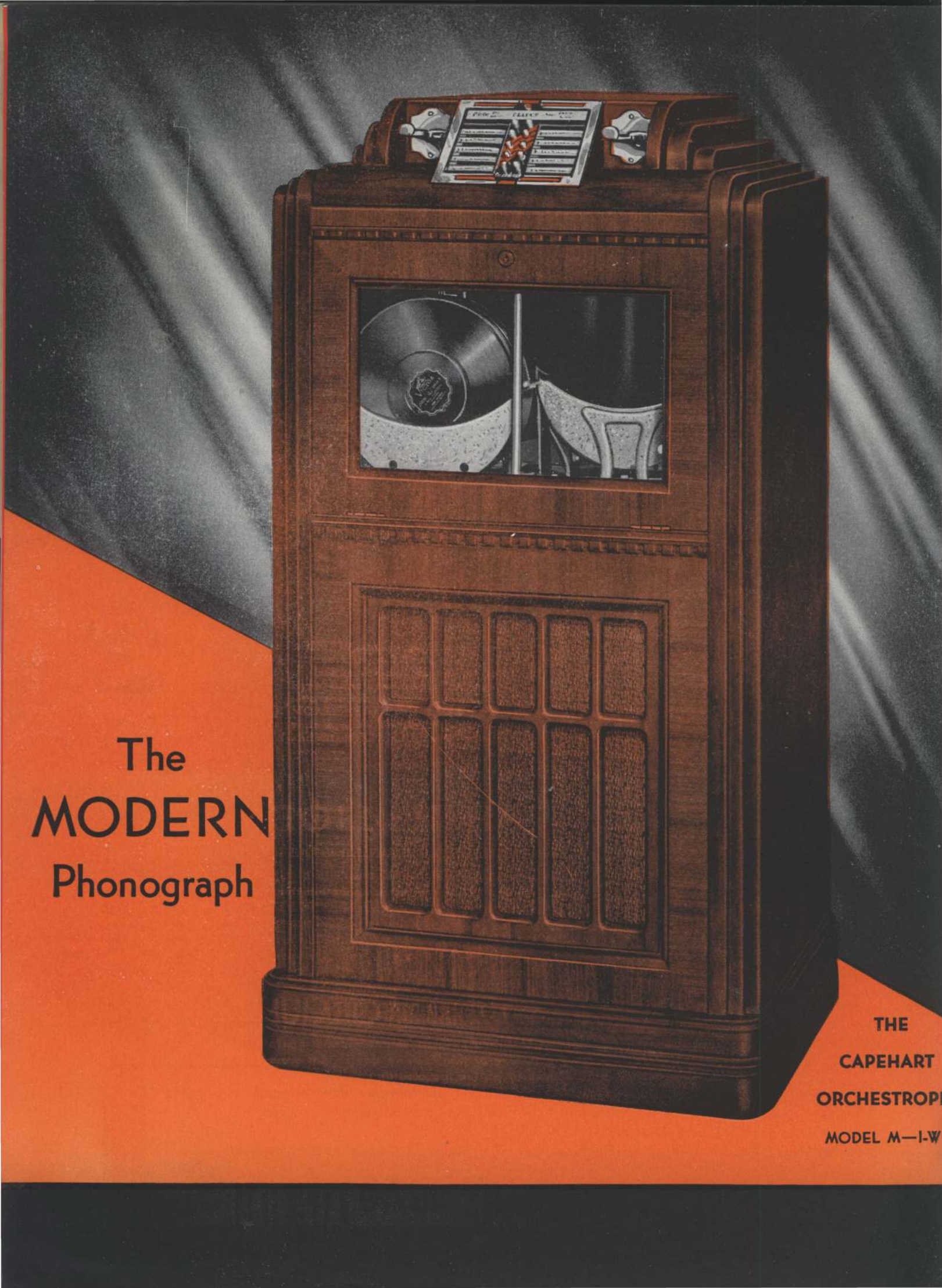
In closing, let me tell you this—the choice is yours. Every man has the right answer in his heart—it is, organize 100 per cent, present a united front, clean house and we will go places. It is with the greatest pride that the officers and myself whom you have selected to serve you during this trying period, promise we will devote our best efforts to our common interests.

Pete Stolis, whide-awake Texas op, joins the big rank of Texas readers of the WORLD. Pete operates amusement and music.

If you thought JUMBO good,
just try PEERLESS

Operators Service System

World's Largest Coin Machine Distributors



The MODERN Phonograph

THE CAPEHART

ORCHESTROP

MODEL M—I-W

THE CAPEHART Orchestrope

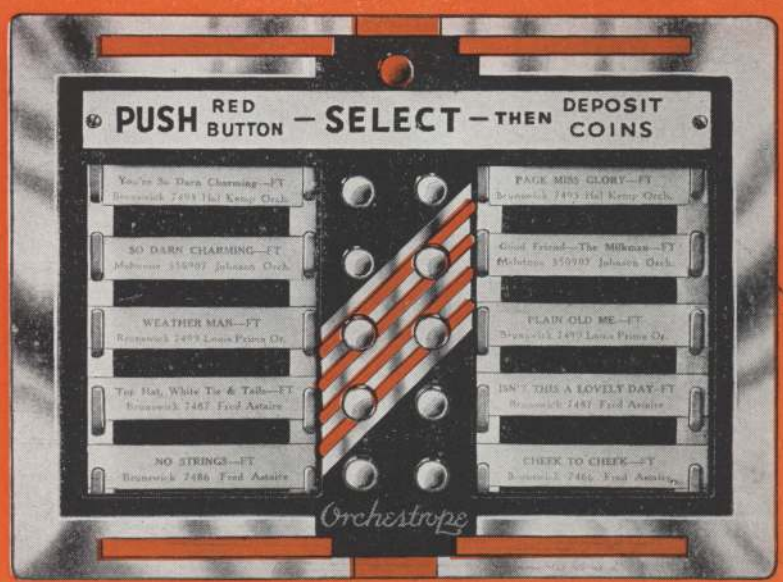
The World's Finest Phonograph

MANY exclusive and valuable features of the ORCHESTROPE make it truly the MODERN PHONOGRAPH.

Outstanding among these features is the combined Program Holder and Multi-Selector, as illustrated. With the old fashioned type of phonograph it is necessary to read the program at one place on the cabinet, choose the numbers wanted, then go to the selector in another place, remember the numbers and select; then go to another place on the cabinet and deposit coins. The ORCHESTROPE, the MODERN PHONOGRAPH, has a combined Program Holder and Multi-Selector, which, with the Coin Slides, is attractively and conveniently placed at the top of the cabinet, making operation simple and easy. You merely press the button opposite the program slip — no numbers to keep in mind, no stooping, no inconvenience. Modernistic in design and illuminated with indirect lighting, the Multi-Selector itself is most attractive.

Modernistic and luxurious appearance combines with matchless performance to make the ORCHESTROPE the last word in automatic music.

Do you want the best locations in your territory? Of course you do, and you can get and hold them with the ORCHESTROPE, the MODERN PHONOGRAPH, for, once they see and hear the ORCHESTROPE, they will not be satisfied with an old fashioned machine. It will be far easier and much more profitable for you to operate the ORCHESTROPE than to compete with it.



- Combined Program Holder and Multi-Selector makes selection easy. Just press button opposite the program slip — no numbers, no stooping, no inconvenience.
- The "Eye Level" Multi-Selector and the Coin-Slides are at the top of the cabinet where they are easy to operate. The Multi-Selector is modernistic in design, indirectly illuminated and most attractive.
- The cabinet (illustrated on opposite page) is genuine walnut — large, attractive, modernistic. It is rich, luxurious and will attract attention in any location.
- The ORCHESTROPE has been described as "The Phonograph with the Thousand Dollar Tone." It has no equal.

For Further Information and Complete Details of Our Attractive Proposition for Operators, Write, Wire or Phone Today

Address JACK E, YEAGER, District Manager
Office and Display, Sanger Hotel, Dallas, Texas

DISTRIBUTORS

Operators Amusement Co., 2509 Ross Avenue, Dallas, Texas **South Coast Amusement Co., M. & M. Bldg., Houston, Texas**

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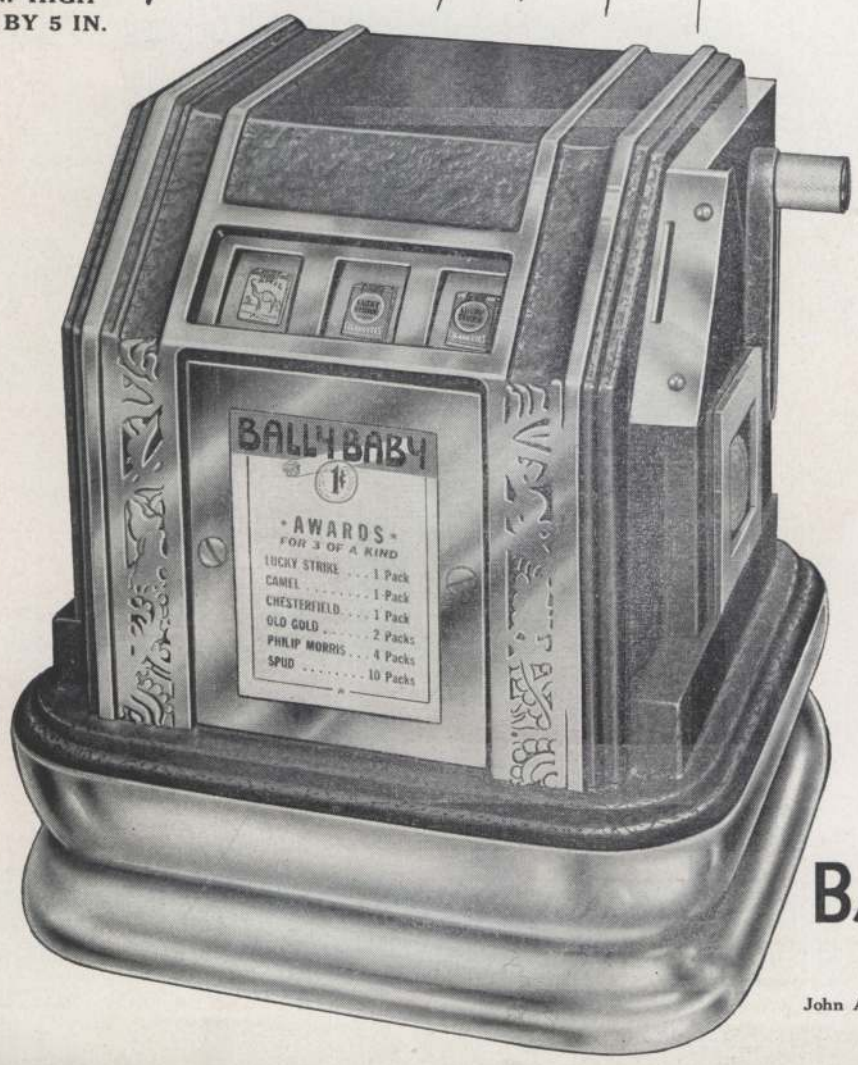
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- 5-10-25 CENT TRADE GAME

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6 IN. BY 5 IN.



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For 1-cent play, BALLY BABY is equipped with Cigarette Reels in the actual colors of six popular packs, and awards are in cigarettes. For 5-10-25-cent play, reels carry letters and spell out T-W-O, T-E-N, T-W-E-N-T-Y, etc., indicating free games received by player. Both plans have a strong appeal and insure permanent profits to you, month after month. THROW 25, 50 OR 100 BALLY BABYS IN YOUR CAR . . . PLACE THEM ALL IN A SINGLE AFTERNOON . . . AND THEN WATCH THE MONEY ROLL IN!

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Gotta Go to Work Again—FT
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Misty Islands of the Highlands—FT
7594—Changing My Ambitions (From "Paddy O'Day")
You Can Depend on Me (Vocal with Orchestra)

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03165—Cold Blooded Murder—No. 2
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3122—A Little Bit Independent—FT
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San (Hot Dances)
Hoosier Hot Shots
6-02-51—On Treasure Island—Hot Dance
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6-03-14—A Little Rendezvous in Honolulu—FT
Please Believe Me—FT
Howard Lally and his Orchestra
6-02-04—Alone—FT (From "A Night at the Opera")
You Took My Breath Away—FT
Eddie Paul and his Paramount Orchestra

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SLOT MACHINES AND PIN GAMES AT bargain prices. Good used slots, $10 up. Western operators see or write your needs. National Premium Co., 1322 Dodge, Omaha, Nebraska. (Jan.)

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically. 2,500 names, $5; 5,000 names, $9; 7,500 names, $12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

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THESE GAMES ARE IN PERFECT MEchanical condition and are automatic pay—10 E.Z., $1.50 pay, $15.95 each;7 Gold Rush, $1.50 pay, $17.45 each; 10 Put 'n' Take, $1.50 pay, $19.95 each; 6 Stampede, $22.45 each; 2 Sportsmans, black cabinet, $15 each. One-half deposit, balance C.O.D.-f.o.b. Wichita Falls, Texas. Lone Star Coin Machine Co., 614 8th Street, Wichita Falls, Texas.

FOR SALE—PENNY PACK (LIKE NEW), $14.50; Hells Bells, $12.50; Traffics Model A, $12.50; Rockets, new type, tilt, $12.50; Evans Tango (1 week old), $22.50. Many other bargains in used counter games, marble tables and slots. Also percentage regulators, 75c each or $7.00 a dozen. Miller Novelty Co., 1203 West Second Street, Box No. 826, Oklahoma City, Oklahoma.

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FOR SALE—50c DOUBLE JACKPOT BELL, serial 290,000 and over. A-1 condition, $50. Southwest Coin Machine Co., 116 East 10th St., Fort Worth, Texas.

PACE BANTAM EVERFULL JACKPOT Bells, $24.50; Jennings Duchess, $32.50; Triple Dukes, $27.50; Single, $15. Coleman Novelty, Rockford, Illinois.

OPEN INVITATION FOR OPERATORS—From the West, Northwest and Southwest driving to Chicago to stop and visit our plant at any time. Coleman Novelty, Rockford, Illinois.

200 RE-CONDITIONED ROWE 5-COLUMN and 6-column cigarette machines. Write for amazingly low prices. Robbins Co. 1141W DeKalb Avenue, Brooklyn, N. Y.

JANUARY CLEARANCE 20% DISCOUNT Pin Games. Twin jackpot attachment and counter games. Coleman Novelty, Rockford, Illinois.

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NEW PEANUT SHAPED CONFECTION prize ball game 5 star. Six different colors. Assorted sample box, 60c postpaid. Hecht Nielsen, 1328 Congress, Chicago, Ill. Texas distributors: Operators Amusement Co., 2509 Ross, Dallas.

FOR SALE — 10 MILLS PHONOGRAPHS, Model 802 and 801, $50.00 each; 5 Mills Dance Masters, $150.00 each. One-third cash, balance C.O.D. Fort Worth Novelty Co., P. O. Box 1386, Fort Worth, Texas.

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Watta Polish

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You can BANK on a Bally game

Operators Service System

World's Largest Coin Machine Distributors

BEFORE AND AFTER THE SHOW

THIS TRIO REIGNS SUPREME IN PAYOUT-TICKET CLASS







SOMEBODY in your territory is grabbing spots with these three hits . . . because our large daily production is being shipped to all parts of the country! Even Bally's wonderful display of new games could not stop the tremendous demand for this trio of PROVEN MONEY-MAKERS! Protect your locations and boost your profits by placing more JUMBO, BALLY DERBY and GOLDEN HARVEST games today!

Manufactured under exclusive arrangement with Pacific Amuse. Mfg. Co.

GOLDEN HARVEST

GREATEST 10-BALL PAYOUT GAME SINCE ROCKET

Also available in Ticket Model. **Several successive payouts can be obtained in the course of a single game.** GOLDEN HARVEST is reaping a golden harvest for operators wherever 10-Ball play is desired . . . or wherever 20 inch by 42 inch cabinet is preferred.

Payout 87.50 -- Ticket 95.50
Check Separator, $5.00 Extra

JUMBO THE ORIGINAL GIANT 1-SHOT

Many machines now on location 5 MONTHS earning more than ever! If you want to protect your live spots against any and all competition, put a JUMBO on guard! And get the fattest collections of your life!

PAYOUT $89.50
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BALLY DERBY

SUPER GIANT 1-SHOT GAME WITH CHANGING ODDS FEATURE

A sensational profit-producer BEFORE the Show . . . and today . . . and weeks AFTER the Show . . . BALLY DERBY orders are pouring in faster than ever! It's the mighty CHANGING ODDS feature and fascinating BIG-BOARD, BIG-BALL ACTION that gets record-breaking collections on BALLY DERBY! Don't take a chance on delays in delivery . . . WIRE YOUR JOBBER today!

PAYOUT, $115.00. TICKET, $123.00.
Check Separator, $5.00 extra

WIRE YOUR JOBBER FOR IMMEDIATE DELIVERY

BALLY

BALLY MFG. CO. 2640 BELMONT AVE., CHICAGO

Licensed by Consolidated Pat. Corp. (Pat. No. 1,882,521) and Ace Pat. Corp. (Pat. No. 2,010,966)
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"SMOKE-UP" is a machine with personality that will make a hit in every location selling cigarettes . . . The third of the WAGON WHEEL series—it has three spinning wheels showing popular brands of cigarettes in full colors and the handsomest playing panel that you ever saw.

Smart looking cabinet —small and compact— 16" long, 5½" high, 10¾" wide. Shipping weight 14½ lbs.

"SMOKE-UP" equipped with Ball Gum Vendors at $1.50 extra.

See your distributor at once. If he cannot supply you, write us for full particulars.

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Tell the advertisers you saw their ad in AUTOMATIC WORLD.

ROCKOLA BUYS CONTROLLING INTERST IN GENERAL COIN MACHINE CORP.

Chicago.—In an interview with David C. Rockola, president of the Rock-Ola Manufacturing Corporation, it was learned that Mr. Rockola has recently acquired the controlling interest in the General Coin Machine Corporation, well-known Chicago distributing firm.

This was accomplished within the last few weeks by an outright purchase of the Feinberg interests. This move gives Mr. Rockola a considerable majority in the voting power of the corporation.

General to be Liquidated

Mr. Rockola reveals further that the entire assets of the General Coin Machine Corporation are to be liquidated immediately.

General Coin, as the firm is known throughout the industry, was originally incorporated for the purpose of distributing Rock-Ola products in Illinois. As jobbers and distributors throughout the country know, General's activities, in the beginning, made a definite contribution to the entire industry.

In the last year and a half, however, through the sale of various equities, control of the corporation has rested mainly in the hands of the Feinberg interests. This made it difficult to direct and execute the established policies of the Rock-Ola corporation in the distribution of its products. At times, in fact, certain sales and advertising steps were taken which were not altogether in line with Rock-Ola policies. For this reason, it is understood from reliable sources, David C. Rockola has been attempting to regain control of General Coin for some time. The recent purchase of the Feinberg interests now makes it possible for Mr. Rockola to direct the distribution of Rock-Ola products in the Chicago area.

In his interview, Mr. Rockola stated that the General Coin Machine Corporation will be liquidated by offering the entire stock of games as well as all the equipment and machinery for sale to the highest bidders.

This is news of interest to the entire industry. It is a well known fact that the General Coin Machine Corporation possesses one of the finest display rooms and is one of the most complete distributing organizations in the industry.

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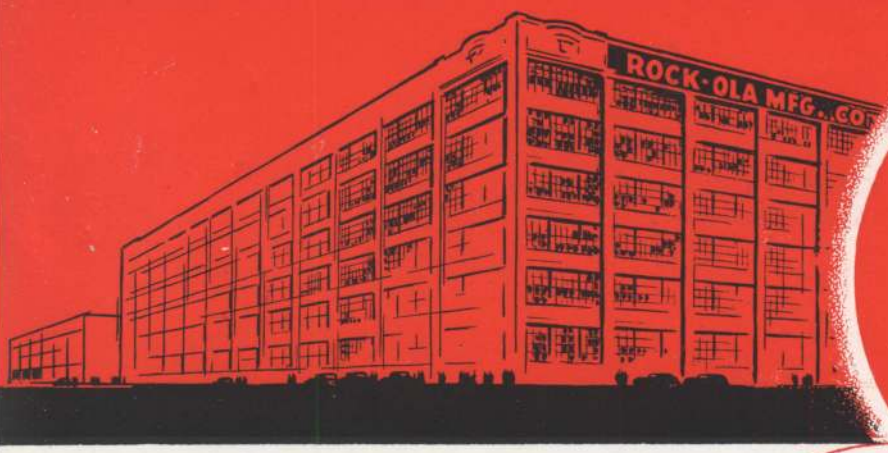
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SUPERIOR SALESBOARDS
make operators more money

Operators Service System
World's Largest Coin Machine Distributors



Rock-Ola's
OPEN HOUSE

Rock-Ola's Open House . . .

There's always open house at Rock-Ola on real values. The products listed here offer you the key to easier operating and steadier profits!

★ FORTUNE, with its famous Future Play and Changing Odds features, presents the richest opportunity in the coin machine business today! FORTUNE is rich in beauty, in come-on appeal, in fascination, and in mechanical perfection. What's more, it is rich in sheer profit-producing ability. The ability to make money fast. Big money. And steady money. FORTUNE can be operated with either 1 ball or 5..... **$115.00**

★ TROJAN, the first 1 or 5 ball pay table! The table with the "changing pockets"—the impressive field of armored knights and charging warriors—the cabinet of rare beauty and impressive design. TROJAN is an extra-size table. It is also a table of extra strength and sturdiness. A table of full cashboxes and extra-heavy profits. A great continuous money-maker of the highest order!..... **$89.50**

WITH MINT VENDOR ATTACHMENT, $7.50 Extra

★ DE LUXE 46, the giant pay table that measures 46 inches by 22 inches! The table with the 1 inch steel ball that roams and bounces over the big roomy playing field. The table with the perfect pin arrangement that assures steady play. And, at the same time assures the greatest NET profits of any pay table in the business!..... **$89.50**

★ BOMBER is scoring a perfect hit in every territory. With its famous "sound effects" and its sure-fire war appeal, it is the ideal table for today! It ties up perfectly with the screaming headlines in the papers. With the big world events of the day. So naturally BOMBER is a hit. Naturally it is going over big. And it is just as natural that BOMBER should capture some big, booming profits for you right now!.... **$42.50**

★ FLASHLITE has a nation-wide reputation for producing profits for the operator. Sensational profits! Profits that result from the come-on appeal of the "free-game" coin chute . . . the perfect pin and pocket arrangement—the best in the business . . . and the clever tie-up of lights with the action on the field and back-panel. FLASHLITE is built expertly and carefully by Rock-Ola engineers. And it is built for the one purpose of increasing operators' earnings everywhere!..... **$67.50**

★ BLACK MAGIC, the automatic dice machine that has proved its mechanical perfection! That has proved its appeal. And that has proved its superior profit-making ability! BLACK MAGIC is a machine of brilliant money-making achievements that rival the jackpot days of old! It is a tried and proved performer. A first class investment for sure and steady profits..... **$72.50**

★ HOLD and DRAW is the finest counter game the business has ever known! The greatest little machine on the market today. It is famous for its aristocratic appearance. Its distinctive design. Its exclusive feature of 2 spins for 1 coin. Its 5 sets of reel strips. Besides, HOLD and DRAW is famous for its extra-strengthened, supremely-simplified mechanism. And on top of everything else HOLD and DRAW is known up and down the land for the surest, steadiest profits of any machine in operation today!..... **$29.50**

See your Rock-Ola Distributor today. He has all of these "key" products from Rock-Ola's open house of mechanical magic!

ROCK-OLA MFG. CORPORATION

800-870 North Kedzie Avenue

CHICAGO, ILLINOIS, U.S.A.

RMC

To the
MUSIC OPERATORS
OF
AMERICA!

A Message from David C. Rockola

★ Initial shipments of the new Rock-Ola Phonographs are already under way. Schedules of carload lots are now being arranged. These new phonographs represent tens of thousands of dollars in the way of development work. They represent days and nights of tireless effort by expert engineers. ★ Nothing will be lacking. You will have a phonograph to meet every possible requirement at a price to suit your means. There will be a Standard Model at the lowest price yet known . . . the Regular Model—improved and perfected—for a few dollars more . . . and there will be the Rhythm King, with its life-like tone columns, representing the most advanced and exclusive musical instrument in the world. ★ Those of you who attended the Convention in Chicago got an idea of what these brilliant new products would be. But it was only an idea. Recent plans and finishing touches make the Rock-Ola Line of Phonographs—on the basis of price, beauty, cabinet construction, and mechanism—the very finest ever known. ★ The support you gave the ROCK-OLA Multi-Selector in 1935 was magnificent. It was inspiring. It was proof that merit counts. That you do not require a lot of bombast or make-believe propaganda. It was proof that you are interested in merit, and merit alone. You want facts and quality and price. ★ 1936 ushers in a new day and a greater day in music and Rock-Ola's Line for 1936 gives you the finest, richest profits in music history. Southwestern operators should get in touch with Fisher Brown in Dallas at once!

David C. Rockola

ROCK-OLA MANUFACTURING CORPORATION

800 to 870 North Kedzie Avenue

CHICAGO, ILLINOIS, U.S.A.

RMC

TIT ★ TAT ★ TOE

Gum vendor

