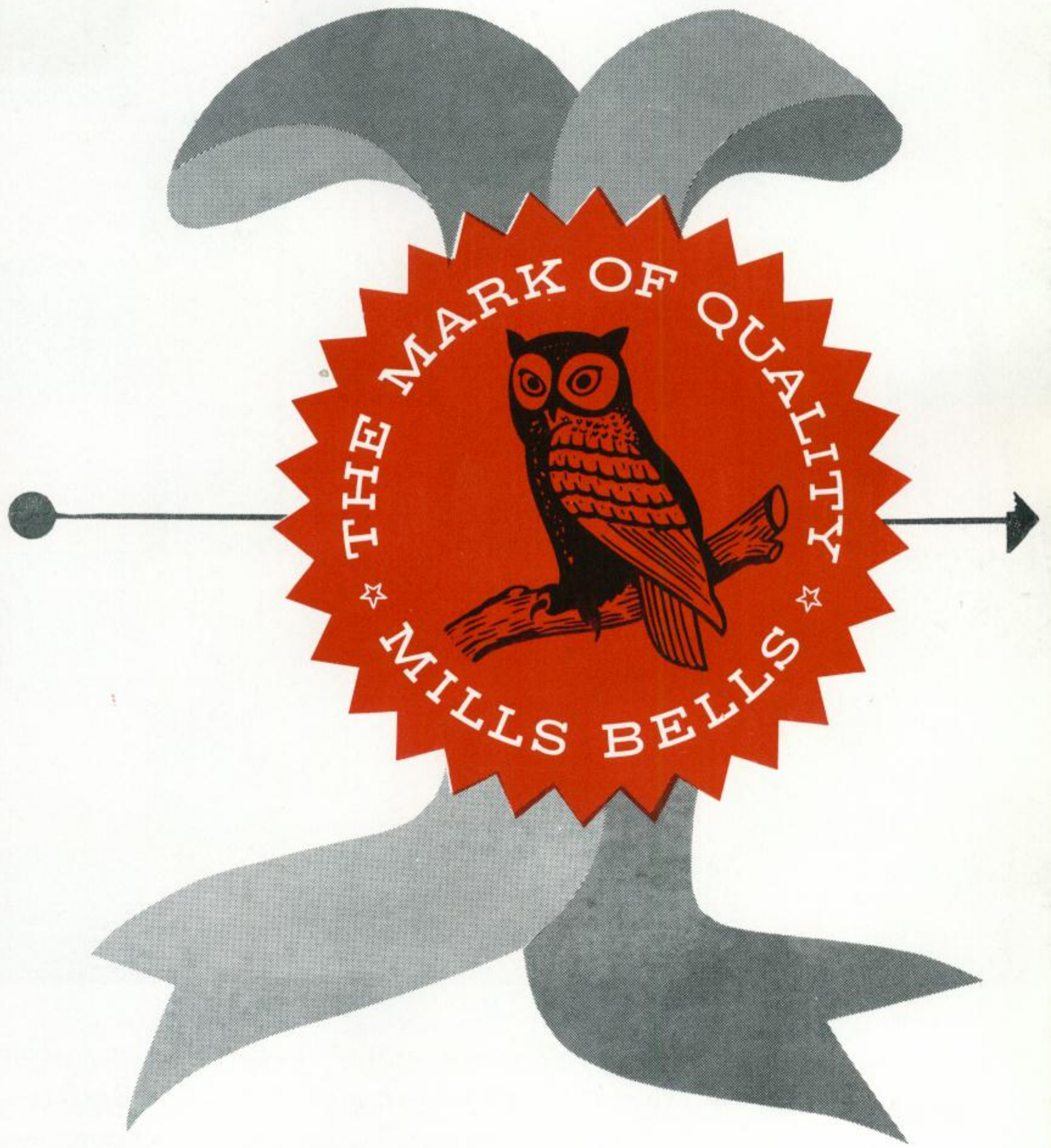


\$2.95







**make  
your move  
now!**

Never in all Bell history has the Mills Bell line been so complete, so full of machines with unique money-making ideas. Never before has a line of Bells carried so much beauty of design and sturdiness of construction. Service calls are practically nil; the player appeal is terrific. Move to bigger profits, better days and longer machine operating life. Make that move today; move to Mills Bells for greater profits.



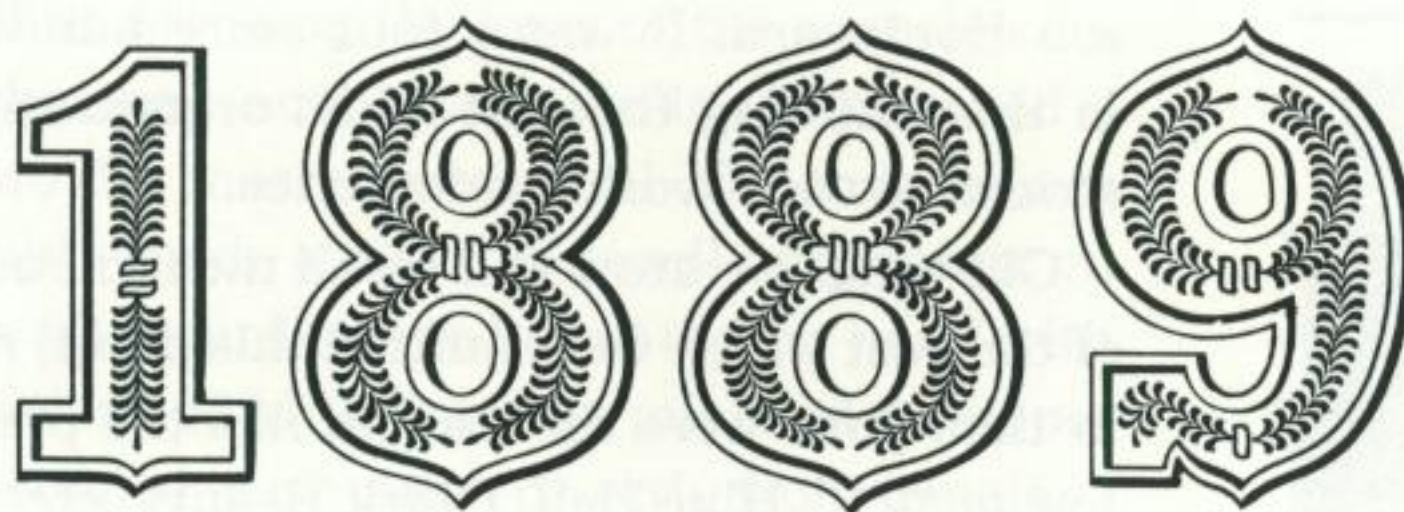
\$2.95

SPINNING REELS • CATALOGUE ISSUE • PUBLISHED BY BELL-O-MATIC CORPORATION • CHICAGO, ILL.

# THE STORY OF MILLS

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**I N**



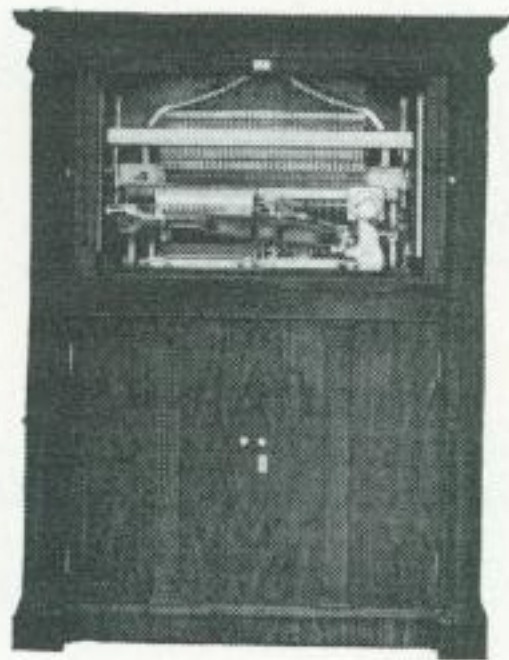
the late Herbert Stephen Mills founded the great coin machine company whose name "Mills" is famous the world over for its Bell and amusement type coin machines.

In a small work shop, 20 x 60 feet, at Jefferson and Lake Streets, Chicago, with only two employees, Mr. Mills started the manufacture of the first counter machine called the "Klondike" and later that same year he conceived the idea and started the manufacture of the famous "Owl Lifter," which was the forerunner of all the arcade type machines which Mr. Mills was to





The Famous Iron Case  
Bell of 1907.



Violano-Virtuoso,  
the greatest invention  
of the decade.

make in the following years for operators of that era.

Two years later Mr. Mills and his growing staff, five employees in all, moved to larger quarters, 75 x 125 feet, at Clinton and Quincy Streets. Three years later a business setback caused them to return to the Jefferson and Lake Streets factory. There disaster struck again. A night fire destroyed the entire factory, including blueprints and engineering plans of many future machines, plus a great deal of prefabricated work on Klondikes and Owls.

Not to be daunted, Mr. Mills then moved to a small plant at Randolph and Desplaines Streets, the scene of the famous Haymarket Riot. Here many successful arcade machines were manufactured and sold. The growing organization known as Mills Novelty Company then moved to a considerably larger plant at Green Street and Jackson Boulevard. It was a four-story building, and it was in this building that the Mills organization made rapid strides toward world wide notice.

Old time operators will recall the famous coin machines of the past which were built in this plant, machines which in their time were the leaders like the present Mills Bell line of "21", Blue Bell, Black Beauty, etc. Many an operator made his start in the coin machine business operating these famous old machines — Autosteroscope, Wizard Fortune Teller, Dewey, Brownie, Bag Puncher, Perfume Vendor, Magnetic Piano, Cupid Post Office, Owl Lifter, Target Practice, World Horoscope, Doctor Vibrator. Then in later years there were the Official, Cannon Fire, Q.T., War Eagle, Extraordinary and many, many others.

Perhaps the most intricate, complicated and ingenious coin machine ever invented was the Violano-Virtuoso, which was introduced by Mills Novelty Company, Chicago, in the year 1910 and sold during the following decade. So remarkable was this invention that the United



States government declared the Mills Violano-Virtuoso to be one of the *ten greatest American inventions of the decade* between 1910 and 1920. The Smithsonian Institute in Washington has one of these machines in its museum and the Henry Ford Museum, Dearborn, Michigan, also displays a Violano-Virtuoso.

The Violano-Virtuoso played one or more actual violins by means of a circular bow and contact of electric magnet fingers with the strings of the violin.

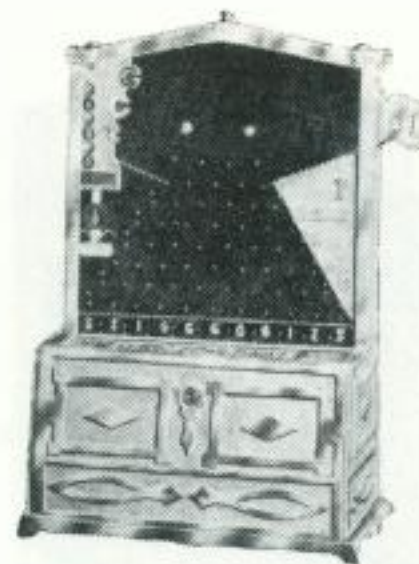
Since this instrument was operated from a paper music roll and no roll had ever been made before to operate a violin, it was necessary for Mills to invent, design and build a set of music roll cutting machines.

The master cutting machine was indeed a remarkable one. The artist doing the recording sat at a console similar to an organ and in touching the keys of the console corresponding to the same note on the violin, he punched a hole directly into the master music roll. Other machines at that time simply made a mark in pencil or graphite on the paper which afterward had to be cut out by hand with a knife. This machine of Mills actually punched the paper with the proper shaped perforation directly from the playing of the artist.

As the company grew, it began to reach out into other fields, and it was again found necessary to find larger quarters, so in 1926 they moved to their present quarters, a beautiful, modern plant, 375,000 square feet, offering the best facilities possible for coin machine manufacture.

The manufacture of an Ice Cream Freezer and Hardening Equipment for the merchant to make his own ice cream in his location was one of the ventures, and today Mills Freezer and Hardener are considered the outstanding products in that line.

Then came a venture into the beverage vending field,



Target Practice, the best counter machine ever built.



Autosteroscope, the movie machine of its day.





Perfume Vendor for the girls of the 90's.



The Mills Dewey, forerunner of the Bell.

and Mills took the lead in the manufacture of coin operated vendors for Coca-Cola in bottles and cups. The ice cream and beverage vending equipment needed condensing units capable of doing a superior refrigeration job under a very strict type of application. Mills was not satisfied with the products on the market and so started to make their own condensing units, primarily to service their own manufactured products, the Freezer and Beverage Dispenser. Soon the word got around of the wonderful performance of the Mills Condensing Unit, and today the Refrigeration Division of Mills is one of the most successful and outstanding in this country.

For several years Mills successfully manufactured some of the finest automatic playing phonographs, and today many Empress and Throne of Music phonographs are operating with great success.

The manufacturing changes in the company made it necessary for the Mills organization to more fully cover the field with a new name. The new title was selected and decided upon, and the famous name, "Mills Novelty Company," was filed away and the now well known Mills Industries, Incorporated brought forth.

During the war years the Mills organization, with equal versatility and spirit, accepted many national defense assignments. To the products of war material they supplied the same inspired execution that characterized their other production. Their engineers contributed many ingenious inventions and shortcuts to production but still held to quality in an allotted time. Over forty-five individual heavy type jobs were produced for the United States Army, Navy and Air Forces during the war years.

On April 1, 1946, the Bell-O-Matic Corporation came into existence. The directors of Mills Industries, using great foresight, saw that the Bell Coin Machine Division



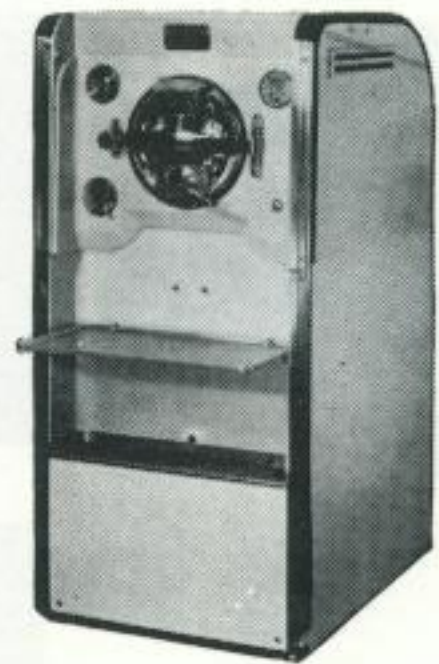
and their other products did not strike the same field and that it was a great waste of time, effort and money to produce sales and advertising under one organization for so greatly different fields.

The entire personnel of the Coin Machine Department of Mills Industries were banded together and with their many years of experience, knowledge and friendship with the operators of Bell equipment, they formed the now very well known Bell-O-Matic Corporation. *Bell-O-Matic Corporation's position in the coin machine field is that of being the World's Exclusive Distributor of all Bells and related products manufactured by Mills Industries, Incorporated.*

Recently in a meeting between V. C. Shay, President of Bell-O-Matic Corporation, and H. S. Mills, President of Mills Industries, Incorporated, Mr. Mills made the following statement which definitely qualifies the very well known reason why Mills Bell equipment is the outstanding type today.

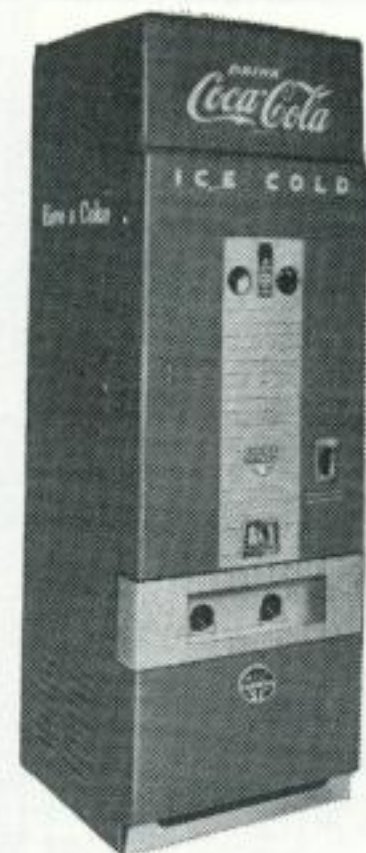
"We are not content to stand still and think that the coin machine operator is not entitled to any consideration in regard to our future plans, our future machines, our future production, or our future outlook. No! Because we have always taken our problems up with the operator, asked his advice, his opinions, and for his help. We even call upon him to "road test" our new machines, ask for his suggestions and in most every case where it is feasible we incorporate them into the machine.

"Every machine we have manufactured was made with the idea that it must be 'an operator's machine' from head to toe. It must embody his needs, his plans and his outlook, too. *Mills machines have been built to suit the operator, not only from a design and appearance standpoint, but from a mechanical basis as well. Often you will hear the remark 'it plays like a Mills machine' when a new*



The modern way to  
make ice cream.

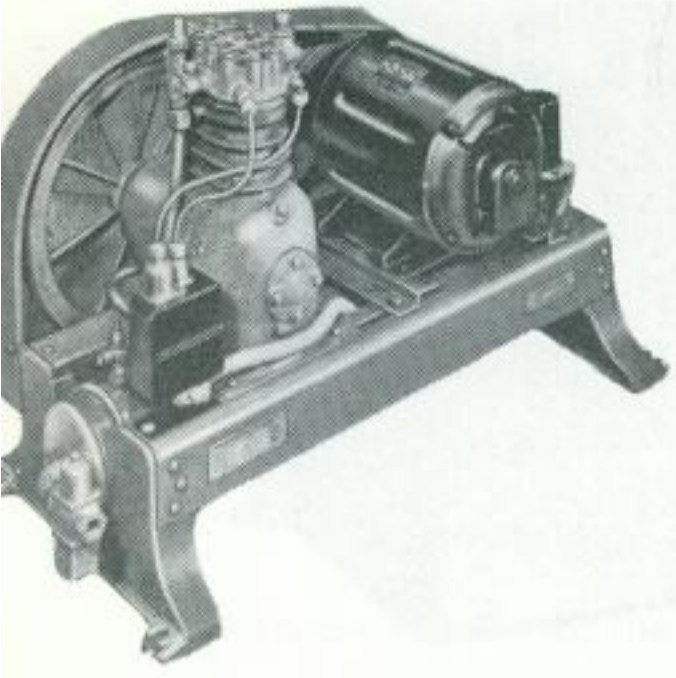
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Today's tops in  
coin coolers for Coca-Cola.

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For the best in condensing units — it's Mills.

Mills machine makes its appearance in an establishment, and before its true identity has been unfolded. People seem to know and sense the true mechanical perfection of a Mills machine in operation.

“It plays like a Mills machine because 60 years of thorough and painstaking study by our engineers, always searching, always striving, always endeavoring to make improvements, has borne its fruits today. Mills machines the world over have won the admiration of player, location and operator alike, because when the reels spin ‘they sound like a Mills machine.’

“All the machines listed in this catalogue are the latest models that Mills factory is producing. All are proven money-makers, and many thousands of each type are in successful operation all over the United States and in many foreign countries. When you are in the market for new Bell equipment, the greatest name today is Mills.”



Modern home of the world famous Mills Products. This beautiful factory and administration building is situated on the northwest side of Chicago at 4100 Fullerton Avenue.



# OFFICERS OF MILLS INDUSTRIES, INCORPORATED

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PRESIDENT.. **HERBERT S. MILLS**



EXECUTIVE VICE PRESIDENT.. **A. E. TREGENZA**



TREASURER.. **EDWARD J. GESICK**



ASSISTANT SECRETARY.. **M. M. KNEPP**





## OFFICERS OF BELL-O-MATIC CORPORATION

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VICE PRESIDENT  
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VICE PRESIDENT  
IN CHARGE OF ADVERTISING  
GRANT F. SHAY



TREASURER  
JOHN P. RYAN



SECRETARY  
E. E. JACOBSON



We are the World's Exclusive Distributor of Mills Bells and related products.  
Our Address: 4100 W. Fullerton Ave., Chicago 39, Ill. Phone: SPaulding 2-0600.  
Office Hours: 8:30 a.m. to 5:00 p.m. Monday through Friday; Closed Saturdays



# BELL-O-MATIC SALES ORGANIZATION

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FRANK LORDEN



WESTERN SALES  
WILLIAM NIXON



SOUTHERN SALES  
JAMES LONGAKER



SOUTHERN SALES  
JOHN KELLY



CLUB AND FOREIGN SALES  
M. M. ZIV



PARTS AND SUPPLIES  
JOSEPH STATZ



PARTS AND SUPPLIES  
JEROME MICHALSKI



MACHINE REPAIRS  
CHARLES ZENDER





**M**aking  
*money*  
*automatically*

It is every man's ambition to climb the stairway to success, to be able to build up an income that enables him to enjoy the normal comforts of life, to have ease of mind and sufficient revenue for himself and his family in the days to come. This ambition has been realized by over 10,000 men—men called Mills Bell Operators! Many of this group are able to say, "I don't have to work another day. I can retire now and never work again." But when you toss the question "Why don't you?" at them, the Mills Operator invariably replies, "I like to operate Mills Bells. It's a fascinating business; it keeps me happy and on the ball at all times. It's too good a business to give up."

Mills Bell operators, most of them with long years of experience behind them, will readily testify to the fine operating performance and good revenue they have derived from Mills coin operated Bells. A Mills Bell doesn't "fall dead" all of a sudden; it makes money from its "cradle to its grave." Never before in the long history of Mills Bell products has the operator had so many fine models or so varied a choice to operate. Look at the imposing array in this catalogue.

Bells are extremely popular in clubs all over America, too. They bring revenue that keeps the club active and solvent. In many, many thousands of clubs today, Mills Bells are paying the way. They have been a boon to community welfare and charitable appeals that clubs are called upon to support in their locale. They not only bring club revenue, they bring a great deal of amusement and pleasure to the members. So when you come right down to the facts, Mills Bells bring success and security to many men in all walks of life. The operator, the mechanic, the entire club membership, the manufacturer, the men who work in the factories that produce them, the suppliers of parts and material all benefit in the coin machine's suc-



cess. It is a big business; it is an old and established business. Its long history has spelled out to many men the welcome word S-U-C-C-E-S-S. Making money automatically through the operation of a coin-in-the-slot type Bells is the case history of over 10,000 successful businessmen.

★ ★ ★

Ten thousand coin machine operators will attest to the enduring qualities of Mills coin machines. Ten thousand operators will tell you that Mills coin machines possess *Unlimited Endurance*.

These conditions don't just happen; they are not a matter of luck. There are deep and sound reasons why Mills coin machines stand up under long, hard usage. Mills background of 60 years of manufacture, the experienced men who assemble them, the inspectors who check them, the qualities of raw materials used and Mills deep research into the operators' needs and problems—these things, not luck, are the reasons why Mills machines have longer life.

If you are contemplating the purchase of new coin equipment, if you want satisfied locations and long life machine operation, consider Mills coin machines.

Mills coin machines are known the world over for their staying power, their ability to keep going under pressure. Stop and consider how many moving parts go into operation when a coin is inserted and the handle is operated. Literally hundreds of different and distinct parts perform their required duty not just once, but thousands of times. That's why intelligent coin machine operators have insisted upon using Mills machines, for when an operator installs a new coin machine he expects it to have *Staying Power*, as well as making a profit for him.

---

**M***ills Bells*  
*have . . .*

**ENDURANCE!**  
**STAYING POWER!**  
**STAMINA!**





Service calls and complaints are not to his liking, nor do they help in any way toward increasing his coin revenue, not to speak of his popularity with the locations. Renovated coin equipment is not the correct answer, for beneath that rejuvenated case lie many worn parts that are bound to cause early breakdowns. A machine with an "Out of Order" sign is not a pleasant outlook for the progressive, businesslike operator.

The Mills coin machine operator takes care of his problems by replacing his equipment with new Mills coin machines from time to time. He takes into consideration the added revenue he gains from his new equipment, and he makes it a policy to renew his line frequently.

*Stamina!* The power to go on, the ability to take a pounding, the impregnable defense against tampering are some of the high qualities possessed by Mills coin machines. Dominant factors that create this built-in stamina are — case hardened parts where heavy usage and wear appear, extra heavy metals at points of stress and strain, cam-shaped levers to relieve tension, springs of correct wire thickness and size for the job required of them; properly tooled and fitted parts; rugged frame for the mechanism, materials of highest quality and true design to enhance and give the pleasing appearance that attracts heavy patron play.

One point to remember is that, although Mills machines give long life performance, it is a good policy to replace them periodically. By doing this you keep the play up to a par, for the patrons like to try the newer and more up-to-date units as they are conceived and placed on the market.

For less service calls, longer life, satisfied locations and more revenue—operate Mills coin machines.



**IN THIS** catalogue we present a brilliant

**collection of the**

**world's greatest money-making**

**Bells, renowned for quality,**

**dependability**

**and long run operation.**



---

## *the Blue Bell!*

---

### AUTOMATIC JACKPOT

Here is the work horse type of Bell. This is the standard model which is very popular for general operating purposes. The Blue Bell gives the patron a feeling of confidence with its precision-like operation. When coin is inserted and handle pulled, there is a smooth flow of action. Sure-fire payout, perfect reel alignment, long life construction and modern design make Blue Bell one of the favorites for both player and operator. Finished in Hammerloid paint—hard, durable and lustrous. Heavy, colorful, metal front decorations and neat metal reward card with large, legible numerals. Colors: ultramarine and cobalt blues, Chinese red, brilliantly accentuated with richly polished aluminum ornamentations.

---

**14.**

5c, 10c, 25c and 50c Denomination





**THE BLUE  
BELL**

HEIGHT 26" WIDTH 16" DEPTH 16" WEIGHT 108 LBS.



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*the Black Beauty Bell!*

---

HANDLOAD  
JACKPOT

Black Beauty is a Bell that is suited for places that require a large Jackpot display. This is a handload type Bell ideal for club locations. By this we mean that provisions have been made so that the Jackpot may be loaded simply by removing lock in center of reward card and dropping coins by hand through funneled entry directly into Jackpot. Colors of machine: turquoise blue, burgundy and Roman gold, heavy polished aluminum ornamentations. New, black background reel strips with the fruit symbols beautifully colored and outlined in white. Black reward card to match. Finish is of famous Hammerloid paint — hard, durable and lustrous.





**THE  
BLACK  
BEAUTY  
BELL**

HEIGHT 26" WIDTH 16" DEPTH 16" WEIGHT 108 LBS.



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*the "21" Bell!*

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**AUTOMATIC TOKEN  
AND JACKPOT**

It has tremendous earning power, entirely new award principle, powerful play incentive. "21" Bell is a completely new innovation of payout awards. It is our answer for the need of a new award principle. It's a Bell with 10 mystery payouts, a double Jackpot possibility called 7-7-7 and three new ways of winning the Jackpot by the lineup of bars, melons and a combination of bars and melons. It's the players' dream bell because its idea was created by one of the outstanding Bell operators in the country. Glowing reports about the wonderful earnings of "21" Bell are coming to us from all over the country. Mills "21" Bell is now ready for operators and clubs.

---

**18.**

5c, 10c, 25c and 50c Denomination





**THE  
"21"  
BELL**

HEIGHT 26" WIDTH 16" DEPTH 16" WEIGHT 108 LBS.

**19.**



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## *the Bonus Bell!*

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### AUTOMATIC JACKPOT

**HOW IT WORKS:** Distributed among the characters on the first reel are the five letters of the word BONUS. These letters are woven into the design of the Bell fruit symbols and in no way affect the regular Bell payouts. But BONUS means "something extra" and that's just what the BONUS feature is—an extra! If the first reel stops on the letter "B", that starts the BONUS. The "B" shutter in the Bonus Window drops down and lets the player know that he is one fifth on his way to the BONUS. It is now necessary to secure the other four letters in their proper sequence. If a letter comes up which is not the next one required in spelling the word, the player doesn't lose any advantage at all—the Bonus Window still remains at its point of advancement. The BONUS award is 18. Colors: wine red and gold with heavy chrome ornamentations. **NOTE:** Bonus is also made in handload Jackpot model at a small additional cost!





**THE BONUS  
BELL**

HEIGHT 26" WIDTH 16" DEPTH 16" WEIGHT 109 LBS.



---

## *the Token Bell*

---

### TOKEN JACKPOT

This is the Bell that is rapidly making headway in locations that like to offer a guaranteed Jackpot. A brand new Bell idea and one of the most flexible type Bells ever manufactured. On front of machine, where the normal Jackpot is located, there is a big, dominant window chamber where coins or merchandise may be displayed as awards. When Jackpot bars come up in proper place on reels, token is vended instead of Jackpot. The token value is set by the operator and paid out over the counter. Meter inside keeps a perfect check. New style, black background reel strips with colored fruit symbols outlined in white. Black reward card to match. Colors of machine: aqua-green, jade, gold and black.





**THE TOKEN  
BELL**

HEIGHT 26"    WIDTH 16"    DEPTH 16"    WEIGHT 105 LBS.



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## *Regal Cabinet Bell!*

---

(Your choice of any of our streamlined Bells placed in this cabinet)

Here is a really pretentious Bell—it's truly regal looking, fits into the most exacting spots. It's ideal for club and operator locations where distinctive furniture is the motif. The Regal Cabinet Bell offers the purchaser his choice of any of the Bells in the famous money-making Mills Bell line shown in this catalogue. He simply states which model he desires and it is placed in this beautiful two-tone wooden cabinet as shown in photograph. The Regal Bell idea permits the operator to interchange all the different types of modern Mills Bells as he sees fit to do so. The Regal has longer operating life because the cabinet can be used over and over again as the operator makes new Mills Bell replacements from time to time. A hidden slide drawer may be pulled out and patron may place drinks, extra coins, gloves, etc., on this handy little service bar.





**REGAL  
CABINET  
BELL**

with all ornamental details in silver. Although the price is higher than the lowest for the console market today, it is a high-class, well-looking unit that will fit in perfectly with the type of location that demands good looking, well designed coin equipment.

**HEIGHT 58" WIDTH 20¼" DEPTH 16" WEIGHT 65 LBS. (minus Bell machine) 25.**



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## *the Duplex Bell!*

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### TWO COIN HEADS

Consoles have their special place in locations, not as a Bell replacement machine, but as an auxiliary unit for those who like the flat top type. A machine for the more pretentious spots, a beautiful, deluxe console Bell using the regular Bell family mechanism. Attractive playing field which lights up brilliantly when machine is in operation. Duplex has two coin heads which automatically double the playing action of the machine. Cabinet is very modern and painted in colors of gold, green and black with all ornamentations in silver. Although the price on Duplex is the lowest on the console market today, it is a big, deluxe, rich looking unit that will fit in perfectly in the type of location that demands good looking, well designed coin equipment.





**THE DUPLEX  
BELL**

HEIGHT 53½" WIDTH 30½" DEPTH 20¾" WEIGHT 255 LBS.

**27.**





Machine ready for patrons to play



Machine descending into safe stand



Safely cleared away and securely locked



An ideal storeroom until needed again

## the Jack-in-the-Box Safe Stand for Bells

The way you present your Bells is very important. If they are on a sturdy base with the machine at the proper playing level, they will make a greater profit than if you just stick them anywhere, such as on an old table or high on a counter. The Jack-In-The-Box is the ideal and most modern improvement in safe stands today. It is sturdily constructed of heavy steel. The base is wider than the ordinary safe stand; it affords greater stability, and the firm base prevents the machine from "riding" forward or backward as it is played. Mills Bells that will fit in the Jack-In-The-Box Safe Stand: Jewel, Black Gold, Melon, Bonus, Token, Bonus Handload, Blue Bell, Black Beauty, "21" Bell, Black Cherry, Golden Falls.

The Jack-In-The-Box presents machine at proper playing height, offers a firmer foundation, machine doesn't "crawl." Wide ledge provides space for drinks or extra coins. If you desire to store Bell machine, simply press button at side and machine descends into cabinet, completely out of sight. Cover, which is part of unit, can be drawn from back and dropped over Bell. It then locks securely and Bell is now safely stored away until it is again put into play.





MILLS DOUBLE SAFE CABINET ↑ AND MILLS SAFE STAND →

## Safe Stands and Double Safe Cabinets

These stands and cabinets have been designed to fit and become a part of Mills Bells. The Mills Safe Stand actually makes the machine look like a floor model. The Double Safe Cabinet has the revolve-around principle whereby the machine can be collected by simply turning the machine around on movable stile. The machine does not have to be lifted out of the cabinet.

Various gauges of prime sheet steel, ranging from heavy ten gauge boiler plate to twenty gauge auto body stock, are used in the fabrication of both units. The steel panels and parts are arc welded and in some instances the new DuPont explosive rivets are used.

The locking devices are made of boiler plate, and the famous Mills locks are used throughout. Vital points in the locking devices are case hardened.

The Safe Stand may be loaded with sand or other heavy material to give it a firm foundation and to act as a sound insulator. Stands and cabinets are painted in a durable, satin black texture.

The measurements and weights of each are as follows:

**Safe Stand:** 33" high, 17" wide, 16" deep, approx. 45 lbs.

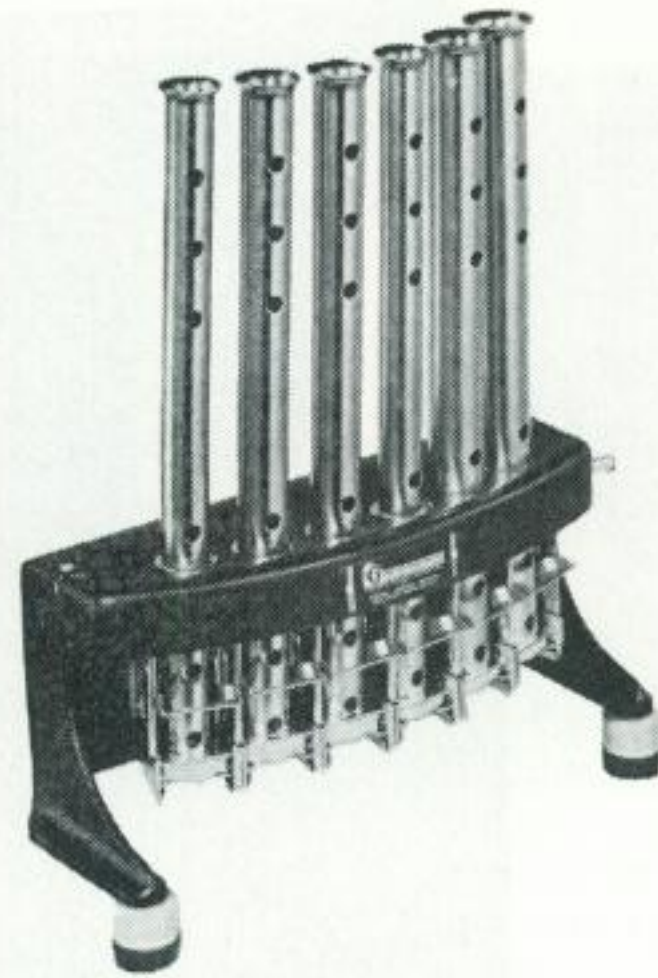
**Double Safe Cabinet:** 69" high, 50" wide, 24" deep, approx. 350 lbs.



## The Lightning Changer

A unit designed to speed up coin machine play! In clubs, lodges, carnivals, bazaars or any special fetes where many people gather for a short period of time, it is essential for the coin machine operator to have sufficient change on hand. The Lightning Changer insures you against change shortage which results in loss of valuable coin machine play. This compact, good looking unit does a wonderful job in spots where change is needed often and fast.

The Lightning Changer is an extremely flexible unit having six interchangeable coin tubes, permitting you to use any amount up to six tubes of one type coin—1c, 5c, 10c or 25c. The standard model is shipped with 2 five cent tubes, 2 ten cent tubes and 2 twenty-five cent tubes. Capacity of



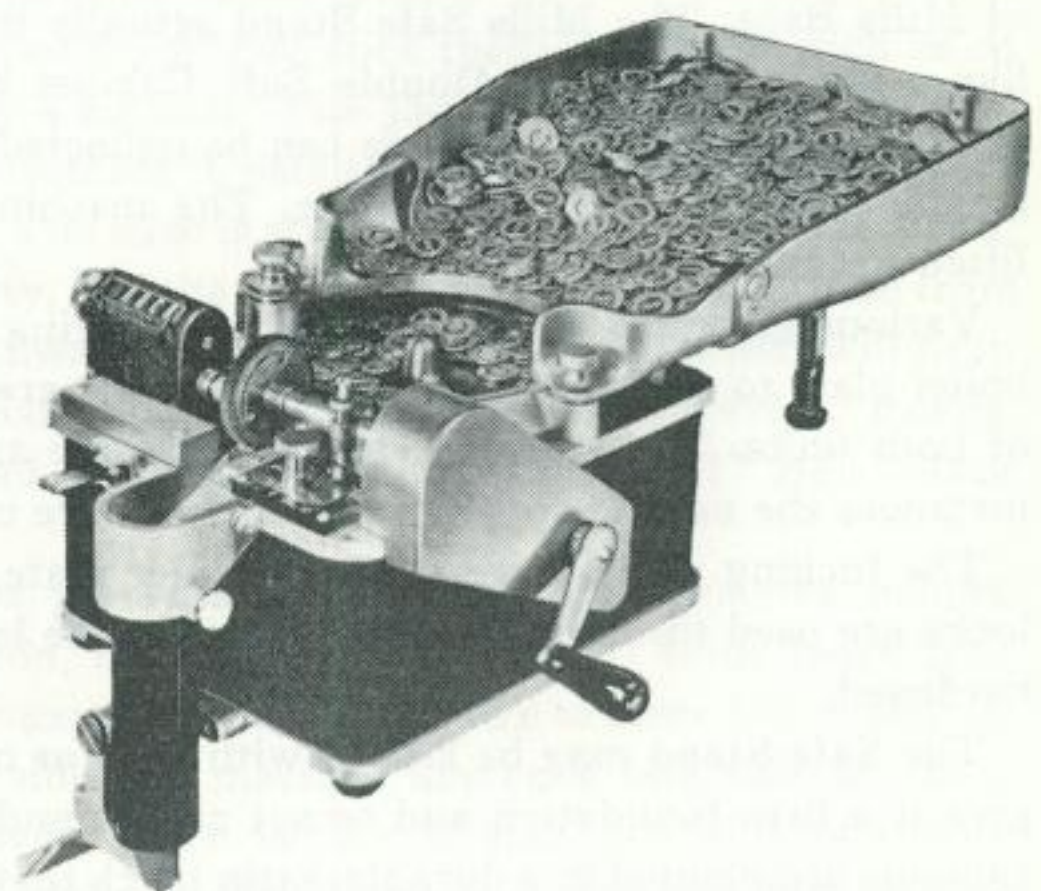
tube is: one cent, 200; five cent, 160; ten cent, 220; twenty-five cent, 180.

The change delivery system is the same that has been used successfully for many years by over one million bus and streetcar men in the United States.

Height	Width	Depth	Weight
14 <sup>3</sup> / <sub>4</sub> "	12 <sup>1</sup> / <sub>2</sub> "	7"	8 lbs.

## The Coin Counter

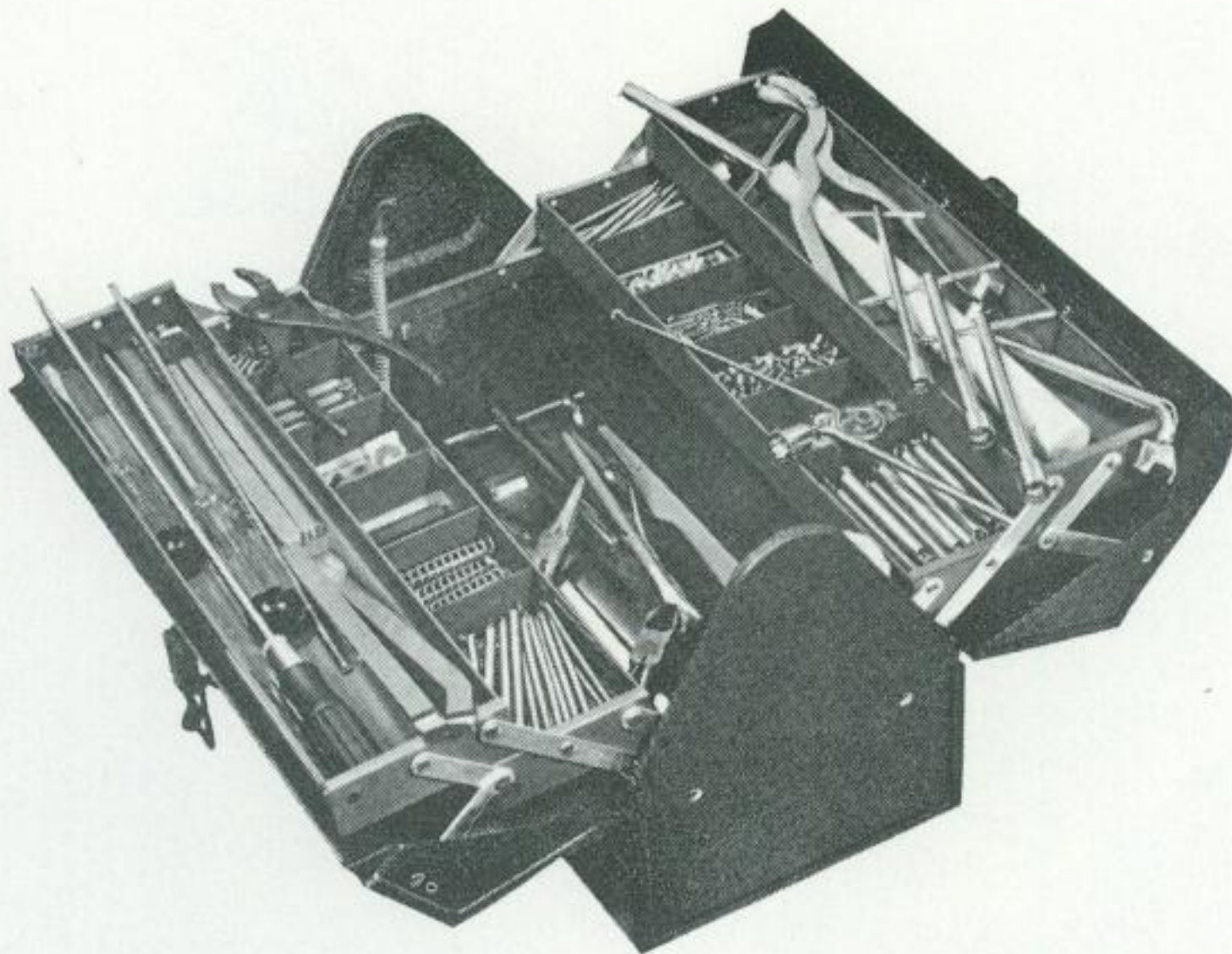
The Coin Counter is an ideal means for a busy operator or club to speed up the handling of numerous small coins. With the Coin Counter you can automatically separate, count, wrap or bag your pennies, nickels, dimes, quarters or halves in the fastest possible time. Accurate, speedy and portable, the coin counter is a big time-saver. Equipped with 4 wheel reset meter and five package stems that permit you to fill paper coin wrappers easily and quickly. The Coin Counter will count and wrap 175 rolls of coins per hour or count



and bag 85,000 coins per hour (based on nickels).

Height	Width	Depth	Weight
9"	10 <sup>1</sup> / <sub>2</sub> "	22-1/16"	17 <sup>1</sup> / <sub>2</sub> lbs.





## Coin Machine Tool Kit

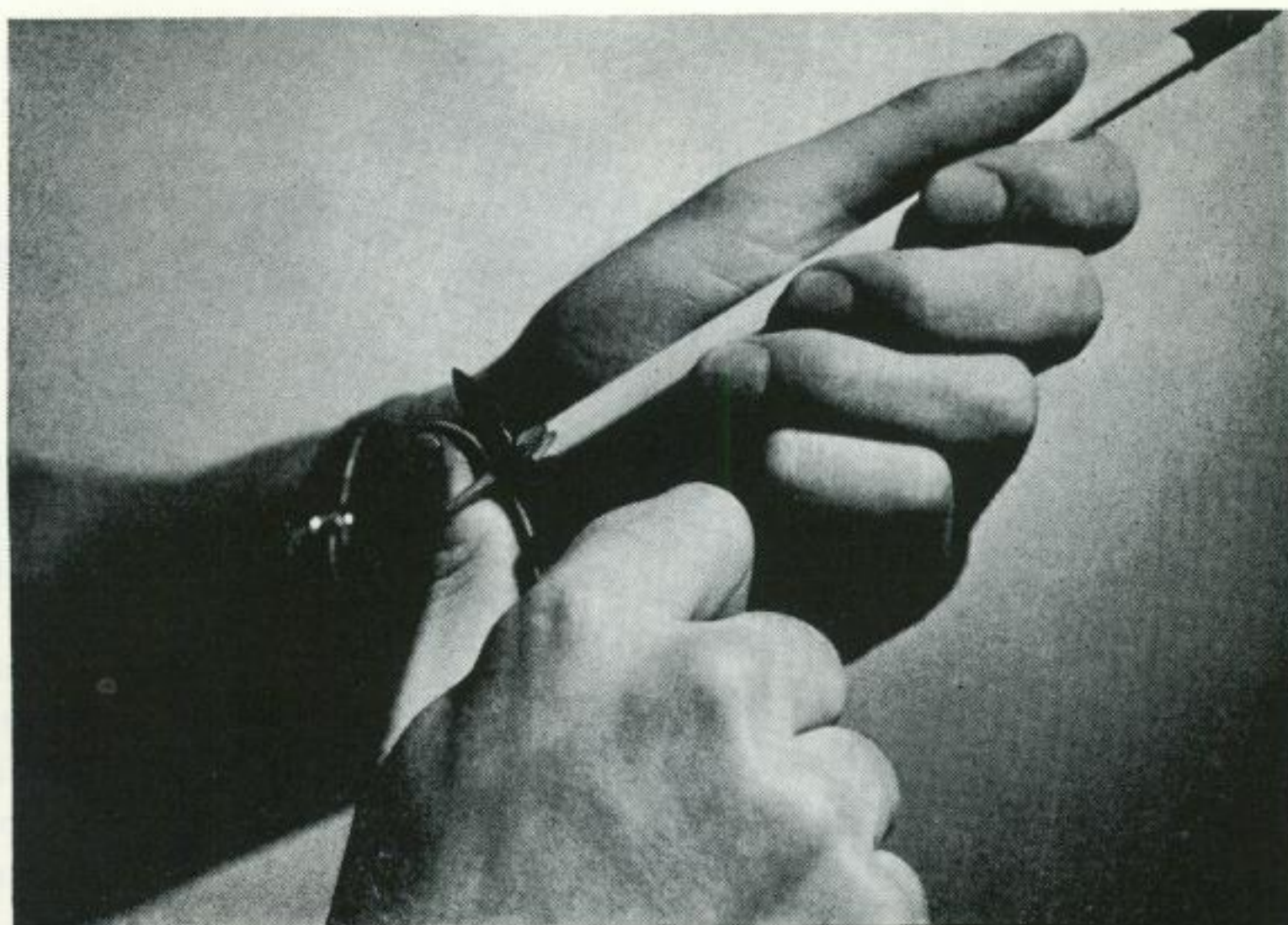
This Tool Kit was developed by experienced Bell repairmen who know and appreciate the need for particular tools applicable to Bell maintenance. It gives operators and club managers an excellent range of specially designed tools and parts for efficient machine maintenance.

The Deluxe Bell Tool Kit offers the skilled or unskilled vending machine repairmen an assortment of parts and specially designed tools that are most frequently used in professional service departments. Every item was carefully selected by repairmen who know the importance of competent, on the spot maintenance. The Bell tools are precision engineered and made of high grade steel to give years of practical service.

The handy four compartment tray chest is built of heavy sheet steel and sturdily designed. Outer surface is brown crinkle finish. Convenient hand grip lends to easy movement of complete equipment.

General Contents: 13 Bell Tools — 2 Rivet Set Punches — Payout Lever Bending Tool — Handle and Cabinet Wrench — 3 Screwdrivers — Needle Nose Pliers — Side Cutters — Flex-Spout Oil Can — Reel Crimpers — No. 2684 Adj. Tool — Flashlight — Mill File — Ball-peen Hammer — Regular Pliers — Grease Jar and Brush — 6 Reel Disc Plugs — Assortment of Cotter Pins, Screws, Lock Washers, Flat Washers, Rivets and 128 Replacement Springs.

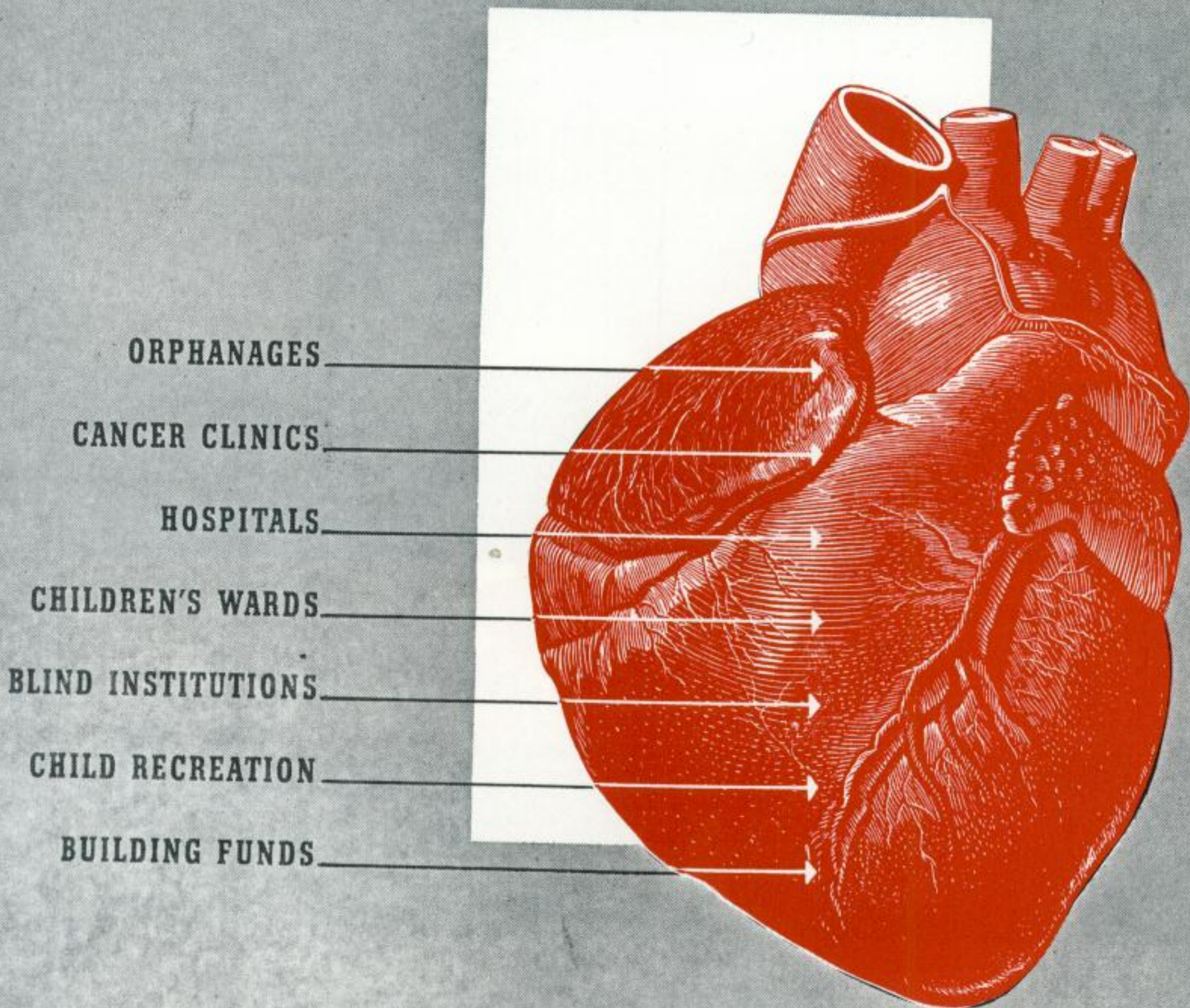




**SHARPEN YOUR PENCIL—AND BUY!**

Reports from owners of our new streamlined Bells have proved definitely the good logic of replacing old equipment to increase player attention and add to the cash box intake. An old timer from Iowa recently wrote, "I finally got up enough gumption to replace my old Bells with Mills Black Beauties. My first month's collection nearly knocked me over. I was able to pay for the machines out of the difference. I'm glad I sharpened my pencil and ordered those new Mills Bells." Yes, daily we receive good reports on the value of replacing old pieces with newer models. If you are now operating run-down and obsolete Bells, why not sharpen your pencil—and buy!

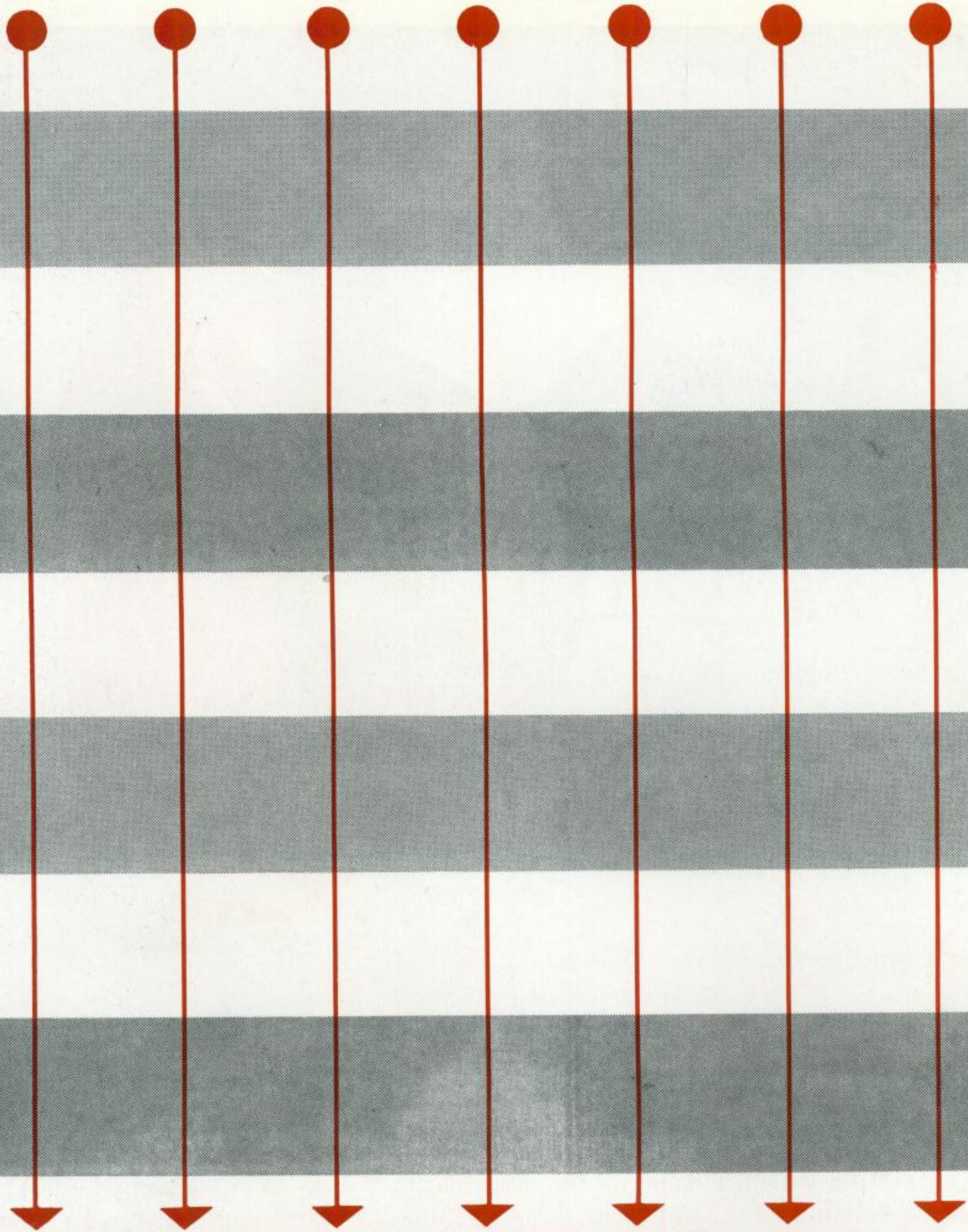




## **LIKE A GREAT HEART**

Mills Bells operating in clubs are like a great heart pumping monies into service, patriotic, fraternal and civic clubs' charitable funds. Over 75% of the clubs that have Mills Bells are donating the proceeds from them to orphanages, hospitals, cancer clinics, blind institutions, crippled children's wards and many, many other worthy causes. It is impossible to estimate the millions of dollars that are channeled yearly to these worthy organizations through the use of Mills Bells; it is a proud, honorable, and beneficial job they do. The other 25% of the clubs use the revenue from Mills Bells for their building funds, either to pay off the mortgage or to improve the club property. It is the "painless" way to receive revenue from members. They enjoy the fun and relaxation the Bells offer, and at the same time their club is able to defray the necessary expenses that come with the maintenance of the club. Members like the spirit of camaraderie that Mills Bells bring to their clubroom.





# **BELL·O·MATIC CORPORATION**

4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

**WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS**