







All ye who would have plenty of Do-Re-Mi, be ye sure to have plenty of Do Re Mi's! Do Re Mi is Mills brand new automatic phonograph, the supreme instrument of the coin operated field and an instrument that must forever belong in the musical Hall of Fame.

So many new features, the hands must go completely around the clock before we can recite all of them! So much money-making ability, that every machine with a coin chute on it—regardless of its money-making records—must now stop, look, listen, and doff its hat! It was designed, engineered, and built to make the do-re-mi and boy, how that Mills Do Re Mi makes it!

How could any location be rash enough to refuse it? How could any human being with love of music, or thrills, or just plain old curiosity refuse to put a nickel, dime, or quarter in it? How can you therefore, Mr. Operator, being a sane and rational man and knowing the world of dollars in the world of music, possibly miss the grandest opportunity of your career with Do Re Mi? The answer is You Can't, You Won't. For ye who seek the do-re-mi, the answer is nothing but Mills Do Re Mi, *the custom built phonograph!*

Radio Coin Control!

Mills Do Re Mi is the only phonograph in the world that can be operated by remote coin control. Mills Radio Coin Box—an optional accessory—may be carried to any part of the location, no matter how far removed from the instrument. NO WIRE CONNECTS BOX WITH THE PHONOGRAPH. But just drop coin—and instrument plays at once! It's "unbelievable", "impossible"! *but there it is!* A new device for THE CHAMPION OF MUSICAL MONEY-MAKERS—a device that should increase your collections 100% to 300%!

It's a Dual Speaker

The Automatic Phonograph became what it is—one of the most important of all coin operated devices—because it rendered music that approached in quality and fidelity the very same music that was originally rendered by the band or orchestra that made the record. In spite of all improvements from year to year, every musician, every operator, every location owner, felt there still was room for improvement. THE MILLS DUAL SPEAKER FILLS THAT GAP AND NOW YOU HAVE NOT MERELY AN INSTRUMENT THAT MAKES MUSIC OF ITS OWN, BUT A MIRACULOUS MECHANISM THAT BRINGS BACK THE REAL ORCHESTRA IN ALL OF ITS IDENTICAL PERFORMANCE.

Identical performance! That's what the Dual Speaker delivers. All tones of both high and low frequency are done perfect justice; the musical rendition is full-bodied, complete, flawless!

The speakers give off their music at a level about equal to the chest; and for the first time avoid interference with the human body, tables, chairs, and other objects resting on the floor. The music reaches all corners of the room or hall without being broken or stopped, again preserving the identical performance of the original orchestra.

The Most Beautiful of all Phonographs

A finer, more impressive, richer and more beautiful cabinet—and SMALLER. Everett Eckland, nationally famous designer, executed its beautiful lines, its pure tranquil colors, and its physical impressiveness.

The cabinet is made of beautiful, golden Avodire wood, highly figured and brilliant, a rare imported wood from Africa, one of the most modern materials for today's select woodworking. This brilliant wood is supported by mottled Walnut, also highly figured, offering a striking contrast and attracting every eye that

passes within its range. The whole cabinet is brightly accented with its chromium trim and its mechanical features.

Injury-proof grill cloth with chrome bar grating! Kick plate of 3 inch chrome plated steel preserves the base of the instrument against kicking, mopping, and wear. The new dimensional design allows the front and its intriguing features to be *visible from the side!* The curved sections draw the eye to the center of interest at the program.

The Human Coin Chute

The new Mills Electric Coin Chute, with its almost human ability to select and reject, is the proudest achievement of our history! There it is standing prominently at the top center of the instrument. It accepts a nickel, dime, and quarter for one, two, or five plays. You insert your coin—THERE IS NO PLUNGER TO PUSH OR PULL, no further work to do! The coin snaps into the hole, and jumps a gap into the internal coin chute mechanism.

Here it is weighed, tested, and inspected in a truly Sherlock Holmes fashion. If it is a slug—a steel slug, a lead slug, a BRASS SLUG, a linoleum slug or any kind of a slug, it will not be certified by the mechanism and it is returned to the player. DO RE MI will give no music till it gets the genuine DO-RE-MI!

This astonishing Mills Electric Coin Chute has been tested for many months in 25 different machines in widely diversified locations. In that time the devices rejected more than 99% of all slugs that played into them. What a record!

This coin chute is not only slug proof, it is also CLOG PROOF. Paper, cardboard, tinfoil, and all other foreign materials will not jump the gap to the internal coin mechanism once inserted in the external slots. They fall down into a scavenger and in no way interfere with the working of the machine. In case someone deliberately jams up the external slots, a metal button can be turned by the location owner or anyone else and the slot is cleaned out instantly—WITHOUT A SERVICE CALL.

An Improved Mechanism —An Operator's Instrument

The same mechanism that has made the Mills Phonograph the most standard and substantial coin operated musical instrument ever built, with a record of eight years perfect performance, is used in the

new Mills Do Re Mi Custom Built Phonograph. But this mechanism has received several important improvements and operating advantages. The mechanism is now placed in the bottom of the cabinet, where it is instantly accessible to the operator. He turns a key and the two lower doors open wide letting him get at the mechanism with plenty of room for changing records. The weight of the instrument is now at the bottom, making it easily moved on its ball bearing casters.

It's Custom Built— It's Customer Built

The Mills Do Re Mi is *custom built*—every instrument is treated as an individual job, fitted, inspected, tested with minute accuracy. The cabinet is handrubbed to achieve a finish of rich quality, and all the thought and skill of craftsmen who have spent a lifetime in the manufacture of fine musical instruments make every Do Re Mi an example of absorbing excellence.

The Do Re Mi is custom built, and yes, it's *customer built*, too! This great instrument is really the creation of some 3,000 of the country's largest phonograph operators. We interviewed hundreds of them personally, we wrote them all letters and received lengthy and revealing answers. We wanted to know what they most wanted in a coin operated phonograph. The features that would make their work easier, help them make more money in shorter time and with *the most efficient use of their time*, and the hundreds of other ways to make the phonograph more appealing to the public and more satisfactory to the location. We took all their ideas and incorporated them in the instrument that represents the sum total of mu-

sical performance and money-making ability and now give it to you—the Mills Do Re Mi Custom Built Phonograph. It's *customer built!*

It Has the Playing Appeal

You can't walk into a room where the Do Re Mi is located and fail to see it! You are instantly drawn over to it! You see its coin slot! Its lighted programs! Its intriguing selector, that allows you to select any one, two, or five records at a time and tells what record is now playing and what record has just finished! Your fingers just itch to get at it, to set it in operation! It's a game, a pastime, a DELIGHT to start it and to hear it. *It sells you awfully fast!*

It's a SELF-ADVERTISER! Mechanism can be set to play free sample music at intervals of 10 minutes to 1 hour after last paid play. This device can be used or not used at will!

The selector is perfectly visible, pointing up at a waist-high level, naturally reached by eager human fingers. The program holder is built for the standard strips as furnished by the record companies, and is consequently easily handled by the operator. Every feature is a money-making feature! Do Re Mi is CHAMPION OF MUSICAL MONEY-MAKERS.

Mills Novelty Company

4100 Fullerton Ave., Chicago, Ill.

World's Largest Manufacturer of Coin Operated Phonographs

\$100 to \$150 a Month Easily Possible with Mills

Do Re Mi, *the Custom Built Phonograph*

Order Now for Immediate Delivery