

# THEY *Dance*

They Look. They Listen. AND THEY DANCE! Just as soon as that lifelike, stirring, professional music starts issuing from the instrument, up jump the couples to dance! The atmosphere of the location changes instantly. The air is full of spontaneous life, laughter, and thrills. Entertainment rules supreme. Customers are SOLD ON THE ESTABLISHMENT and on the good times they have there. The Mills Do Re Mi transforms every location from just an ordinary place into a mecca of pleasure for the public, profit for the proprietor! If you act promptly, you can easily monopolize the amusement business of your neighborhood!







## MILLS CUSTOM BUILT PHONOGRAPH

Folks, meet the CHAMPION OF MUSICAL MONEY-MAKERS, the new Mills Do Re Mi Custom Built Phonograph. This modern cabinet of beautiful walnut and imported Avodire wood has dual speakers matched for tone, new amplifier with full-powered volume to serve any kind of a location. It plays the masterful dance music of Paul Whiteman, Fred Waring, Guy Lombardo, Ben Bernie—and THE BIGGEST NAMES IN MODERN DANCE MUSIC—with all their original zest, professionalism, and artistry.

Listen! And hear not only the whole band, but every instrument in the band—six, twelve, twenty, or more pieces—and hear each individual musician do his stuff as if he were right here on the spot! The Do Re Mi isn't merely noteworthy for superior music, it has money-making appeal and money-making advantages. Its tilted multiple selector and program holder are fully lighted. Its free sampling device can be set to play a free tune at 15, 30, 45, or 60 minute intervals. It always tells what selection is being played! Its coin

slot accepts nickels, dimes, or quarters, and is ABSOLUTELY SLUG PROOF—rejecting EVERY slug, accepting EVERY genuine coin! Anything less than this remarkable instrument is a *substitute* and so it commands its unchallenged position in the best locations in the land! It makes the greatest music! It makes the greatest money! It PROTECTS its revenue as the most practical amplified phonograph ever built. It should easily out-earn any two ordinary phonographs combined. Insist on Mills Genuine Do Re Mi—you are entitled to the BEST!



# Radio

## COIN BOX

Nickels sent through the air by radio! See that tricky, keen piece of furniture? That's a radio broadcasting station. Roll it around the location, near or far from the phonograph—it doesn't matter—then place a nickel in it. The phonograph plays instantly, its radio receiver picking up the impulse created by dropping the nickel. Light, portable, practical! Has no wire connections whatsoever with the phonograph, but plays it by remote coin control. Locations everywhere report it is increasing collections from 33⅓% to 50%. It's a show—it's a super-attraction!

Mills Radio Coin Box dispenses with the need for expensive and difficult wall box installations, allows the equipment to be handled cleanly and quickly under all conditions. Next to the Do Re Mi itself it's today's biggest money-maker in the musical field.



MILLS NOVELTY COMPANY

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