



# In the Groove!


Mills New Empress is the delight of player, location, and operator alike, because while being so beautiful and inspiring in action, it is so practical and dependable in operation. The astonishing benefits it brings all concerned flow out of its basic design and construction. It is a typically Mills engineered product, made accurately and carefully by skilled craftsmen who have spent a lifetime in fine machine work and precision manufacturing. The Empress is strong, unfailing, economical—its physical beauty is wholly matched by its mechanical beauty. In its basic design, everybody and everything that could be affected or served by it has been considered and that's the real explanation of why it is MoneyMaker Number One in its field. *It's in the groove!*



# MILLS NEW

# Empress

## PHONOGRAPH



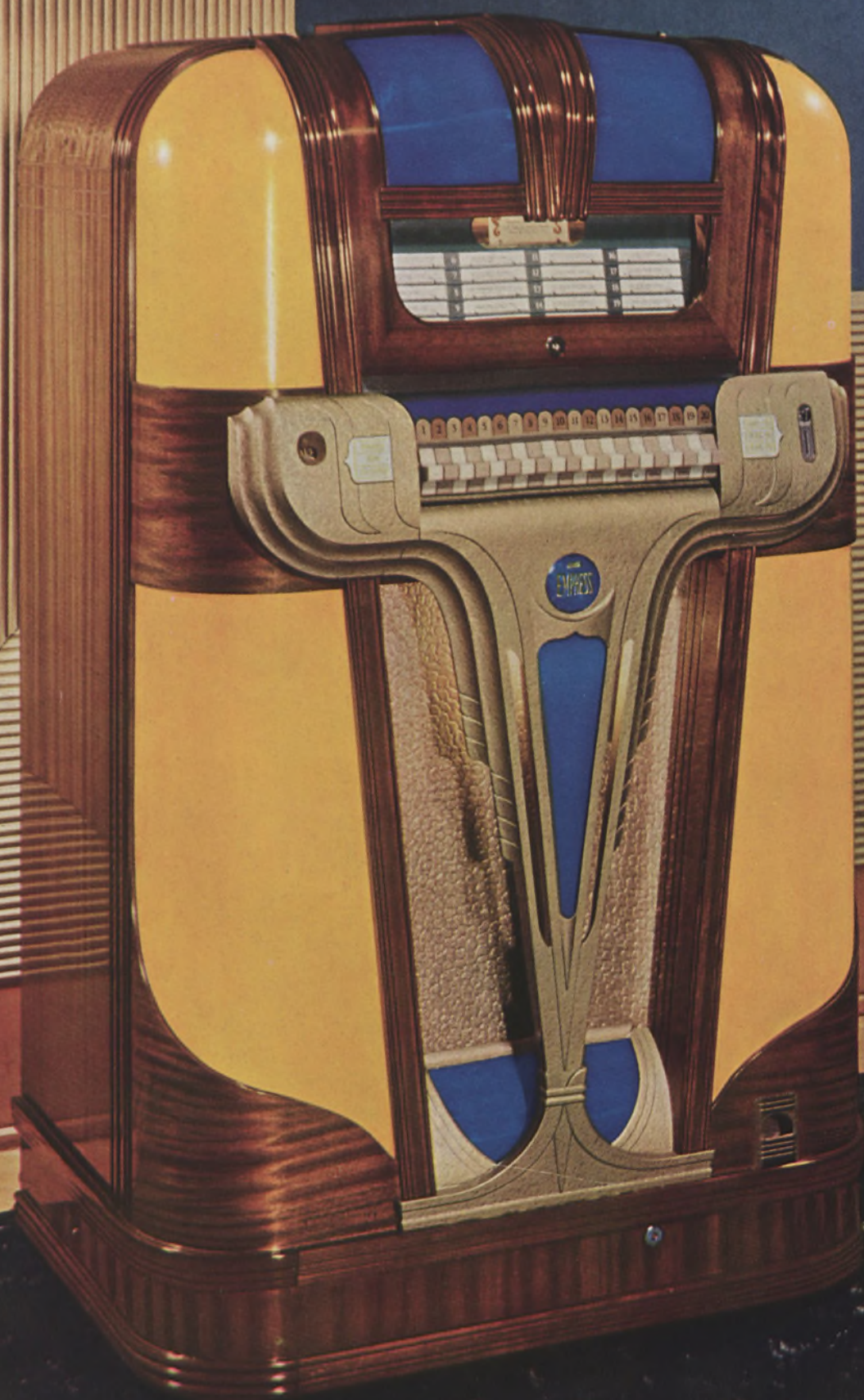
The Empress gets the play! "More! More!" shouts the public, and the tireless Empress goes on and on—morning, noon, and night—piling up the nickels, dimes and quarters in its capacious cash box. A nationwide study told us that the music-playing public wants *a certain kind of instrument, a certain kind of musical rendition*. An instrument that SWINGS IT with zip and zing, faithful to highs and lows alike, favoring clearness and cleanness in the voice, purity in the tone, swing and rhythm in its tempo. We didn't make the Empress for last year or for five years ago—we BUILT IT FOR TODAY, for today's USE, and for the special, popular musical appetite as 130,000,000 clean-cut votes demand it. Why does the Empress MAKE MORE MONEY? Because it gives people *exactly what they want*—TODAY!





EMPRESS FLORENTINE: Red and Onyx





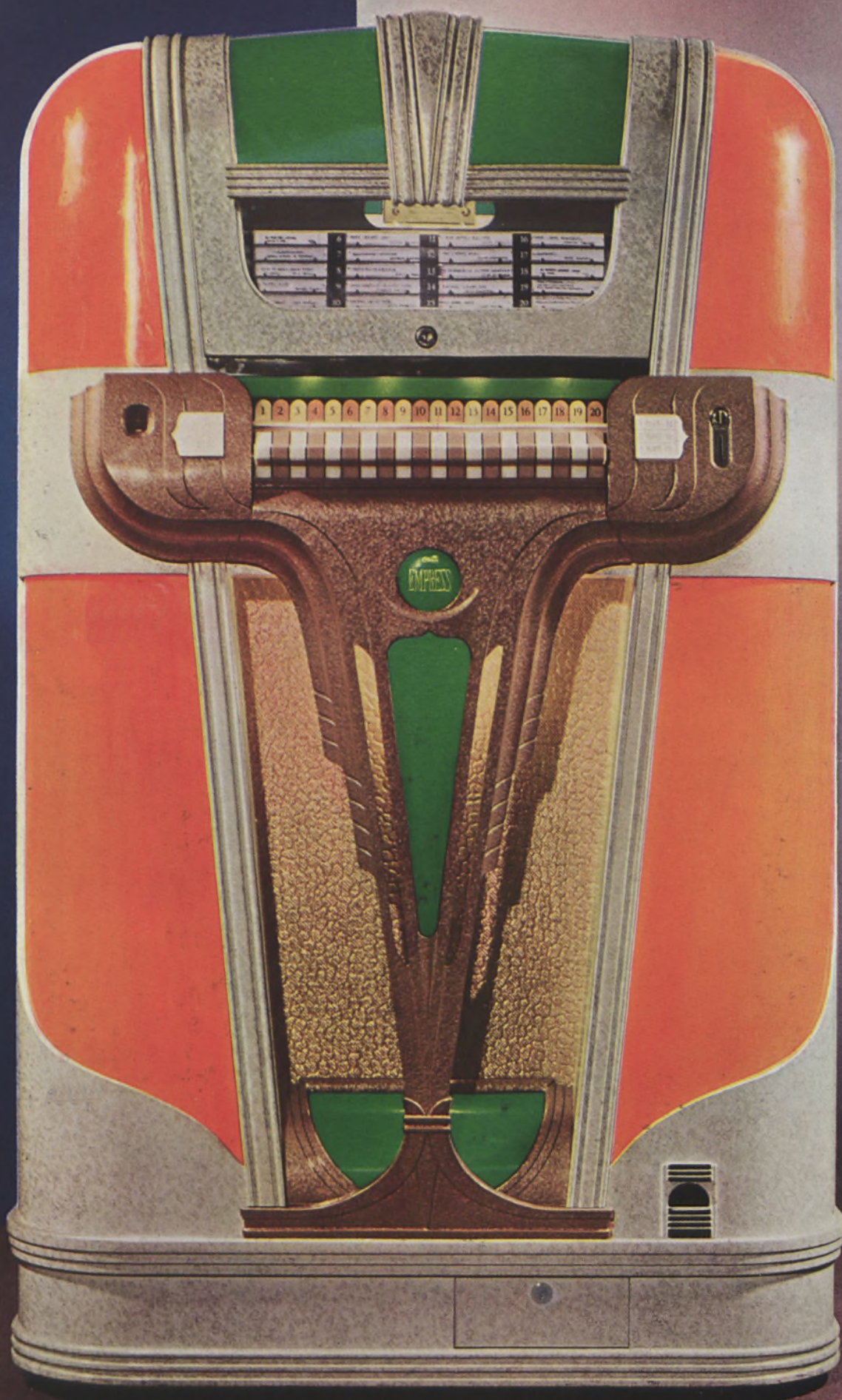
EMPRESS LOVEX: Yellow and Blue





EMPRESS LOVEA: Red and Onyx





EMPERESS GOLD: Orange and Green





EMPRESS STAGETONE: Yellow and Blue



**Smaller Mechanism**—Four inches less in width than it was last year. This is the most modern record changer on the market. It has been greatly simplified by re-design and strengthened by the addition of precision steel parts. A perfect piece of engineering.

**Stationary Turntable**—The turntable is set in place permanently, doesn't move up and down. This insures a solid contact between record and needle. Fly-wheel type, weighs four and one-half pounds, entirely free from vibration.

**Sturdy Phonograph**—The Empress (along with Mills Throne of Music) is sturdier and stronger than any other phonograph. You don't have to handle it with kid gloves; it stands up under practically all abuse, even plays perfectly while tipped over at an angle.

**Astatic Crystal Pick-Up**—The finest and most efficient pick-up known. Guards the records against excessive wear.

**Lighting**—The Empress uses less current than any other phonograph on the market. While the machine is playing and with all lights turned on, it uses only 300 watts.

**Speaker**—The Empress speaker is a 15-inch speaker especially designed to perform with the Empress baffle and in the Empress cabinet.

**Amplifier**—This is the source of the famous Mills tone which has never been matched. The amplifying and sound system embody a special layout which is exclusively Mills.

**Slugproof Coin Chute**—The one and only Mills coin chute, manufactured by Mills Novelty Company and used on hundreds of thousands of our vending machines with a slug rejection record of 99% plus efficiency. The big difference between Mills and other chutes is *Mills will kick out slugs others will take.*

**Single Coin Slot**—Nickels, dimes and quarters are accepted by the same slot. This is a great player convenience.

**Cash Box**—Nickels, dimes and quarters drop in separate compartments, thus speeding up collections. The cash box is reached from lower front of cabinet.

**Service**—The thousands of Empress phonographs which have been playing for the past several months have set up a service record never before equalled in the annals of phonograph operating. Service calls are shown to be at an all-time low. On the Empress all service is from front of the machine; collector doesn't have to move it from the wall.

**Fastest Record Loading**—You can load new records into the Empress and remove the old records or alter the record arrangement *just about twice as fast* as on any other machine.



## EASY ON THE PLAYER!

Mills Empress is easy on the player! Because the Empress treats him so kindly, it gets his nickels much faster. Look how easy it is to *select!* Piano keyboard selector has twenty keys, each wide enough for the widest finger of the biggest hand. The keys are now of alternating colors, brightly illuminated, to make it even easier for the player to spot the one he wants. He can't mistake one key for the one next to it!

The program is split into four columns of five records each, the number of each record and the title being *directly above* the selection key. The whole selector keyboard is now strongly illuminated, insuring complete visibility even in the darkest of locations.

Any selection may be cancelled before being played. If several selections have been made, individuals can be cancelled without cancelling whole group selected. And when a key is pushed down on the Mills Selector, you can really *see* what selection has been made. The player isn't required to think, work, fumble, sweat or study when asked to drop his nickels in an Empress. On this marvelously considerate machine, *it's pretty hard to make a selection mistake!*

## EASY ON THE EYE!

The Empress comes in several models, each of breath-taking beauty, each expressing the new and radically different Empress design, with its buoyant floating lines, big in impression though small in size. The Empress is a blaze of glory in its various color combinations of cabinet, Catalin and illuminated plastic, gives a never-to-be-forgotten thrill in every kind of surrounding. The cabinet is entirely made in Mills own cabinet shop thus guaranteeing a solid construction and a craftsmanlike finish which no other cabinet can match. The Empress weighs only 362 pounds and measures 34 inches wide, 57 inches high, and 23 inches deep. Look over the various models shown in this folder and you'll find just the right one to capture that choice location you are now after. Then rush us your order for immediate delivery.

**Mills Novelty Company**  
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