

# *SWING*

*IS THE THING*



# Swing..Swing..

## NOTHING BUT SWING!

Open up your phonograph cash box and look at the quarters, dimes, and nickels. Then please realize that every coin you see before you represents **SOMEBODY'S** choice of music. People dropped those coins in your instrument, not because they like to see you make money, but because they wanted to be pleased and entertained. The more you can please them, the heavier your cash box will be.

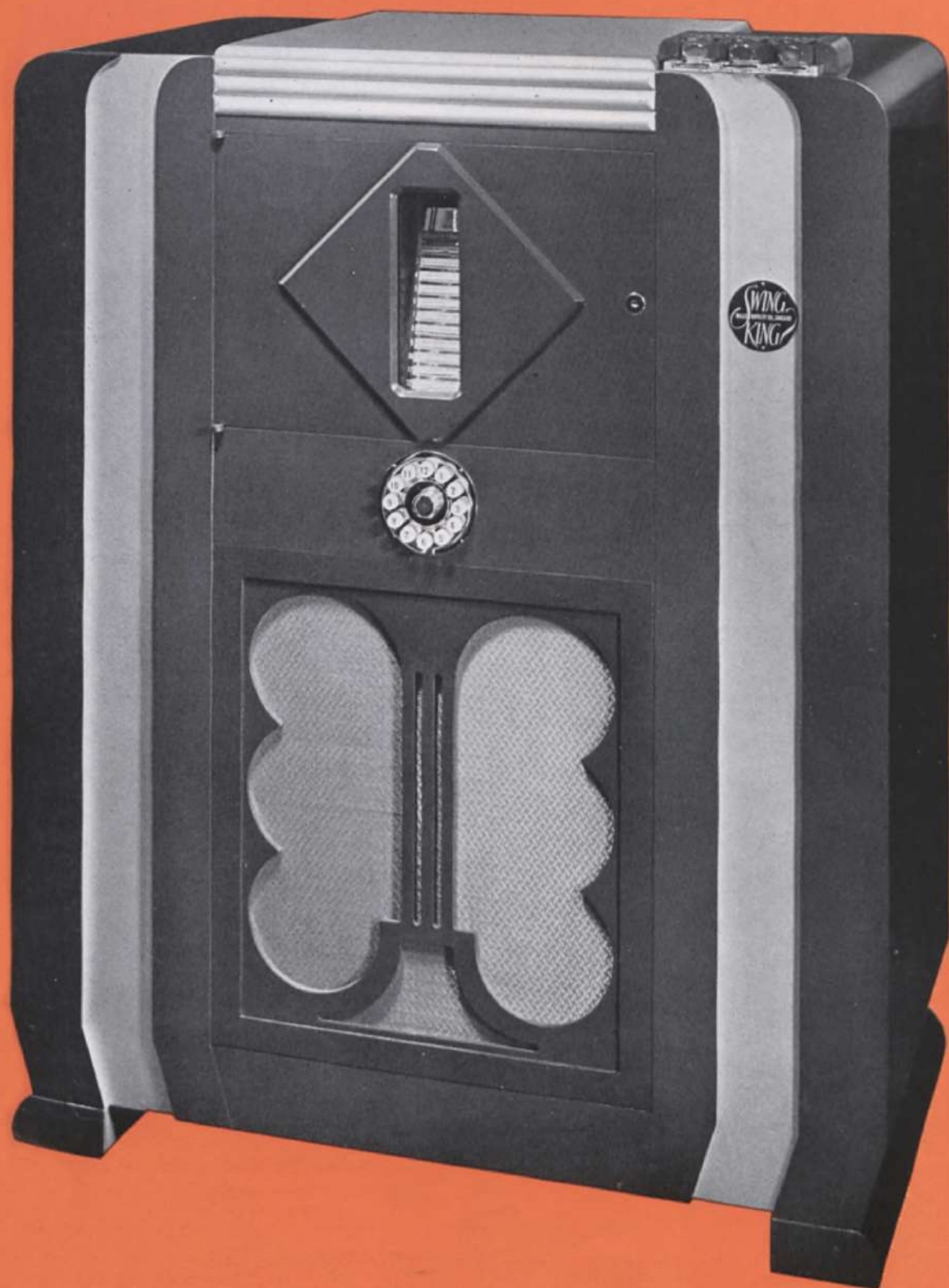
Now you are undoubtedly a student of good music, and you may positively know of several types of music that are better than **SWING**—but you aren't the one who drops the coins in the phonograph. Right or wrong, good or bad, whether you like it or not, the fact remains that the public is nuts about **SWING—SWING IS THE THING.**

The Mills Swing King is the only phono-

graph on the market especially designed to render this type of music with all of its exotic magnetism, its tidal-wave irresistibility, its musical impetuosity. The **Swing King** is a **LIVING PHONOGRAPH**, a 1937 instrument, far ahead of anything else in the field. Patrons, to whom **Swing Music** is today's god, respond at once to **Mills Swing King** because they recognize in its performance the first authentic mechanical renditions of **Swing Music**. Band and orchestra leaders, star musicians and composers, all favor the **Swing King** as the best reproducer of **Swing Music** in public locations.

Give them **Swing** and they'll give your instruments the **HEAVY PLAY**. Offer **Swing King** to that choice location you've been trying to get for so long! Act fast and you'll clean up with **SWING** and **SWING KING!**





# Swing Needs "Umpah" + Brilliance

*Mills Dual High Fidelity Supplies BOTH*

Dual High Fidelity is the secret of Swing King's famous SWING, the first and only true swing phonograph. It's something new in amplification; by a simple control you can accentuate all the low tones so necessary for rhythm without smothering or drowning out the brilliant high tones which carry the personality and dash of the particular band that plays the piece. A simple adjustment allows you to test out the room in which Swing King is placed; instantly you know how to set the Dual High Fidelity so that it will render the maximum of swing entertainment. Size, construction of walls, windows, floors and hangings all affect the rendition of any phonograph music, but Mills Dual High Fidelity control assures you getting the music JUST RIGHT.

## *This Cabinet Is Always "At Its Best!"*

Swing King is just as beautiful to gaze at as it is to listen to! It has been designed for the typical phonograph location, and you simply cannot pick out a spot in which Swing King won't be the beauty center! It's smart! It's stylish, it has those swinging, dashing lines so symbolic of the music it purveys! Two outstanding color schemes for your selection: Blue, Silver and Green; or Natural, Silver and Red. Both cabinets are styled for any kind of a background. They win the spotlight through sheer eye appeal!

## *Impressive Program—Multiple Selection*

Your eye focuses immediately on Swing King's impressive program; it is well lighted and clearly shows the choice of music. The Multiple Selector allows the player to arrange his selections in any number from one to twelve. The selected program may be instantly revised by pulling center knob.

## *Triple Coin Slot*

This convenient, practical slot has undergone nine years of steady improvement till today it gives the perfect service required by all phonograph operators. Accepts quarters, dimes, and nickels in any number from one to twenty and plays at the rate of five cents per selection. Attractive and convenient twelve button dial on front enables player to make selection.

## *Adapted for Both Sampler and Radio Coin Box*

Swing King is so designed and manufactured that for a slight extra charge it may be equipped with the famous Mills record sampler. The sampler will play a free tune, at any time you decide, in intervals of fifteen minutes each. This device wakes up the quiet locations, notifies everybody that Swing Music is available, often increases the intake as much as 40%.

The remote control of the music by coin deposit is also available in the Swing King. On order we put a radio receiver in the instrument and furnish the Mills Radio Coin Box, which is portable and not connected to the instrument by any wires. It can be rolled to any part of the location and when a coin is deposited in it, it will play the phonograph by remote control. The spectacular quality of this device—it is an exclusive Mills Invention—often raises collections 50% and more.

## *Priced Low*

## *Earns Back Its Cost Faster!*

Swing King, designed to fill the greatest musical demand in phonograph history, is the fastest money-maker you can lay your hands on right now. In spite of its great wealth of features, its exclusive advantages, it's priced remarkably low. Pay for your Swing Kings on our liberal deferred payment plan.

*Order Now for Immediate Delivery*

MILLS NOVELTY COMPANY, 4100 Fullerton Ave., Chicago, Illinois