


MILLS
THRONE OF
MUSIC



THE NEW
1940
MODELS





DESIGNED TO DOMINATE!

Richest and rarest of phonographs, Mills Throne of Music has captured the best locations in the land. Its remarkable money-making record, plus its unusual service-free performance, has made it absolute monarch of the whole field. The new 1940 model represents SUPREMACY MADE EVEN MORE PERFECT by means of the new simplified mechanism which on the several thousand instruments sold in a few months has turned in a flawless operating record. Lower service costs mean HIGHER PROFITS FOR YOU, greater satisfaction for location and player. DOMINATE IN 1940 WITH THE THRONE OF MUSIC!

The turntable motor is stationary! The turntable operates with FOUR POUNDS weight and so evenly distributed, so perfectly balanced, that the NEEDLE RIDES THE GROOVE OF THE RECORD with true metric accuracy.

Throne of Music music is realistic at any volume, because if there is nothing to exaggerate, no exaggeration can occur! Where other renditions under change of volume appear ragged and falsified, Throne of Music music never sacrifices highs or lows; rich in a wealth of natural lows, it always maintains any voice at natural pitch. Change in volume simply means a change in the quantity of its music, never a change in its rich, distinctive quality.



MILLS NEW Throne of Music PHONOGRAPH

PICK-UP RIGID BUT LIGHT

Though our pick-up is rigid, it still puts very little weight on the record; saves wear on the record and the needle.

MECHANISM

Our mechanism is of extra heavy construction, solid, substantial. Large single frame, massive base, built to support a 20-record mechanism. All metal gears, none are fibre. Oilless bearings on important sliding parts — never have to be oiled. Single worm and gear drive — no clutch.

Turntable motor mounted solid — no governor. Flywheel turntable for constant speed. Holds speed 78 R.P.M. from 90 volts to 130 volts; speed being given not by voltage but by cycles. Record securely locked on the magazine — can't slip out. Rapid record change. Fastest record loading!

SELECTOR

The Throne of Music presents the first practical selector ever installed on a phonograph, piano keyboard style, with keys wide enough for any finger, and strong enough to take any punishment. Our selector is entirely mechanical, and selection can be made and changed up until the time the record leaves the magazine. If keys are pushed at any time thereafter,

no jam-up can happen—some record is always sure to play, even if player deliberately tries to ball up the machine. Record now playing is prominently identified. Any selection can be instantly cancelled. Record counter registers to 70.

SPEAKER

Ours is a 15-inch massive speaker, integrally mounted in the cabinet. Our front door is not movable, and hence there is no chance of the speaker connections being damaged or getting out of adjustment when operator is making his collections.

AMPLIFYING SYSTEM

In the new Throne of Music Phonograph we have installed an elaborate amplifying system, just about twice as expensive as found on the ordinary instrument, and we have built this particular phonograph for volume output, capable of delivering any volume, great or small, but always in perfect tone and quality.

DUAL TONE CONTROL

Every location has certain physical peculiarities. Drapes, rugs, furniture, crowds call for a different treatment of acoustics. Our Dual Tone Control allows you to turn up for highs or down for lows to suit any special need.





THRONE OF MUSIC

MOTHER OF PEARL

This is the world famous instrument that never fails to win a new location when its performance is judged on musical merit, looks and earning power. The stunning new Mother-of-Pearl finish is the most popular model of today—queenlike, majestic and theatrical, the better spots are all demanding it. The finish is hard and pure

like marble, the light glows on it even when not illuminated. You'd never think of the cabinet as being wood. New gray catalin "of purest ray serene" is matched with deep blue pilasters to make it the beauty prize of the year. In tone, in the musical performance that earns the biggest intake, Throne of Music tops everything.



Select Records by Number. Push Corresponding Keys. Insert Nickel, Dime or Quarter.

1	THEY SAY I'M A JOKE	6	THEY SAY I'M A JOKE	11	THEY SAY I'M A JOKE	16	THEY SAY I'M A JOKE
2	THEY SAY I'M A JOKE	7	THEY SAY I'M A JOKE	12	THEY SAY I'M A JOKE	17	THEY SAY I'M A JOKE
3	THEY SAY I'M A JOKE	8	THEY SAY I'M A JOKE	13	THEY SAY I'M A JOKE	18	THEY SAY I'M A JOKE
4	THEY SAY I'M A JOKE	9	THEY SAY I'M A JOKE	14	THEY SAY I'M A JOKE	19	THEY SAY I'M A JOKE

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20



MILLS

SLUG PROOF!

The famous Mills slug-proof coin device, which has appeared on tens of thousands of eminently successful machines, operating under conditions where slugging was most likely to occur, has always turned in a performance of 99% PLUS. This famous slug-proof device has been re-designed for Mills Throne of Music, now having a SINGLE SLOT which accepts either a nickel, dime, or quarter, up to a total of 20 plays. Separate runway for each coin, and three positive trip switches. Special scavenger allows merchant to clear the slot in case player deliberately jams it.

This FIRST and Original single slot coin device increases cash intake about 33 $\frac{1}{3}$ %, due to its visibility, convenience, and salesmanship. It's ready to accept any amount of change when the player digs into his pocket! *Cabinet*. An imperial throne for the Throne of Music! It is designed not as a music box, like other phonographs, but as a high class musical instrument, sweet, attractive, and beautiful from any angle, full of curves; sparkling with grace, strength, and compactness. All features are at correct level; science and engineering have combined to allow play-

er to play and operator to operate machine with greatest ease.

The Throne of Music cabinet is a creation of beautifully figured Oriental wood accented with Tiger wood inlay and composed almost as much of blazing Catalin as of wood itself! Catalin corner caps of huge area, beautiful dome and side pilasters of Catalin, also Catalin grille pilaster. Combination color schemes are red and white, green and white, yellow and blue, or Mother-of-Pearl. Illumination is mainly by use of Mazda lamps, correctly placed to give maximum of light, inexpensive and easily replaceable.

Illumination is beyond your imagination; wait till you have seen this enchanting instrument! Record now playing is spotlighted, as is also the single coin slot, and the marvelously efficient program and selector. Program is tilted at correct angle for visibility, and mistakes in selection are almost impossible.

Silver threaded grille cloth is mounted on a V-shaped perforated steel plate, forming a beautiful grille that is as strong as it is attractive. This silver cloth reflects the light with brilliant intensity. The whole cabinet is gen-



COIN DEVICE

erously trimmed with chrome, throwing off moving reflections whether lights are off or on.

Cash box is placed at lower front of the instrument, the greatest convenience ever put on a phonograph for the operator. Collection can be made without opening back door or disturbing grille and speaker assembly. All service is from front of the cabinet. Cabinet is 56 in. high by 37 in. wide by 24 in. deep. Weight, 350 pounds.

MILLS NOVELTY COMPANY

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