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ISSUE**

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# Loose Change

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Premier Issue  
Fall 1977

## Cover



Here it is — the missing page of *Juke Box Saturday Night* — the Wurlitzer Model 950! This jukebox was manufactured in 1942 at the beginning of World War II. Most people consider it the most beautiful jukebox ever designed. It certainly was one of the more elaborate.

Running out of plastics, metals and other materials, plus converting to the war effort cut the production number to 3,497. Some of the parts, such as the cashbox, coin chutes and tone arm holder were made of wood.

There are less than a hundred of the Model 950 machines left in existence, and every collector's desire is to own one.

The Model 950 on our front cover was photographed in the lovely Greenwood Restaurant in Los Angeles. From the pleased look on the face of the fellow at the bar, it seems that the machine is as popular today as it was thirty-five years ago.

This machine was completely restored by the Antique Juke Box Company of Los Angeles and is now owned by the prominent Van Nuys, California collector, Steve Hendrickson.

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*Loose Change Magazine will be published monthly beginning January 1, 1977 by The Mead Company, 21176 South Alameda Street, Long Beach, California 90810. Subscription Rates: United States of America - \$22.00 per year; all other countries - \$34.00 per year. Editor and Publisher - Daniel R. Mead; Circulation Manager - Nora L. Mead; Advertising Director - J. R. Valasek; Contributing Editors - Richard Bueschel, Allen Barr, Robert Rosenberger, Rick Valasek and Stan Wilker. Copyright © 1977 under Universal Copyright Convention. All rights reserved.*

# News Briefs

## Slot parts from Holland

It has been brought to our attention that the Suzo Trading Co., has all kinds of spare parts available for slot machines, uprights, juke boxes, amusement games, etc. To have your name placed on their mailing list write to: Suzo Trading Cy. B.V., Schonebergerweg 85-89, Rotterdam 3006, Netherlands. In case you would rather phone them, their number is 010-766848; our source didn't say whether they spoke English, so perhaps you should be prepared to speak Dutch!

## Atari celebrates five years

Atari, the "Pong" people, celebrated its fifth business anniversary on June 27, 1977.

Five years ago, you will remember, "Pong" was introduced to the coin operated amusement market. Since that time, over sixty coin operated games have been introduced to the commercial market. In addition, ten home amusement products have been introduced.

Atari is a growth oriented company; since 1972 and about 50 employees they have expanded to well over 1,000 who celebrated with a recent birthday party in the new employee cafeteria.

## Charter subscribers offered savings of \$4

Charter subscribers to *Loose Change Magazine* will save \$4.00 off the regular subscription price of \$22.00. To become a charter subscriber, send a check or money order for \$18.00 to *Loose Change Magazine*, 21176 South Alameda Street, Long Beach, Calif. 90810. This offer is only good if post-marked by November 4, 1977 and will assure the subscriber of receiving the publication's first issue, Vol. 1, No. 1, January 1977. Gift subscriptions received before the November 4th date will also be accepted at the charter subscription rate.

## Tokens or Coins?

So . . . you thought coin operated machines operated on coins? Not necessarily so!

Both SEGA and Atari have put games onto token operation. Although Atari's games will accept either quarters or tokens, the SEGA equipment will accept only tokens. Evidently the tokens differ since they are rejected by machines not specifically designed to accept them.

The tokens offer a means of allowing discounted play, a real incentive to the player; for instance, in some arcades a dollar bill buys 5 tokens, and a \$5 bill buys the equivalent of \$7 worth of tokens.

The modern day token is not a new thing. During the days of "winning the West," tokens were issued by the bar-keep for the services of prostitutes, brothel tokens, if you will. Streetcars and buses have used tokens for years and have made the raising or lowering of the fare by a few cents an easy process. And, did you know that many slot machines of yesteryear dispensed tokens? When silver dollars were discontinued a number of years ago, casino owners provided "dollar-like" tokens for use in the dollar slots.

*Loose Change* is planning an article in the near future which will deal with slot machine tokens; watch for it!

## Musical collectables catalog available

American International Galleries has just announced the publication on October 1st of their Catalog No. 10, a 112-page illustrated volume describing the Bernard Kaufmann collection of automatic musical instruments. Illustrated, described, and priced for sale will be hundreds of antique Swiss type cylinder boxes, musical dollars, singing birds, Polyphon, Symphonion, and Regina disc music boxes from the early 20th century, nickelodeon pianos, orchestrions (self-playing automatic orchestras), circus organs, calliopes, and player reed organs.

"This is the largest and most comprehensive offering of automatic musical instruments ever made in the

history of the hobby," advised Bonnie Tekstra, president of the Irvine, California firm. The Bernard Kaufmann collection was formed over a period of many years by a New York businessman. It was purchased intact earlier in the year by American International Galleries. Also featured in the catalog is a group of music boxes recently shipped from a European warehouse, music boxes which had been purchased years ago.

In addition, the new catalog has an interesting editorial section—including an article by Q. David Bowers (author of the *Encyclopedia of Automatic Musical Instruments*, the standard reference in the field) entitled "Automatic Musical Instruments as an Investment," an interesting interview with George and Susie Coade, two of the most prominent collectors in America, a musical quiz, a feature story about the history of music boxes, and several other articles.

American International Galleries is the world's largest dealer in antique automatic musical instruments. Their 26,000 square foot showroom in Irvine, California (about 15 minutes south of Disneyland by automobile) is open Wednesday through Saturday from 9:00 a.m. to 4:00 p.m. All instruments listed in the catalogue are available for shipment anywhere in the world. The firm maintains a complete packing and shipping service. Clients of American International Galleries include thousands of different collectors in America and Europe as well as leading museums and public exhibitions.

The new catalog is available for \$3.00 postpaid, or by subscription of \$15.00 for the next six issues. Ask for Catalog No. 10 when ordering and address your inquiry directly to: American International Galleries, 1802 Kettering Street, Irvine, CA 92714.

## New SEGA Center opens in San Diego

Mid August saw the opening of yet another SEGA family entertainment center. This time the location was the Fashion Valley shopping center just north of San Diego.

Along with local merchants, the staff of *Loose Change* was invited to a special grand opening of the newest center, and we saw first hand the latest in electronic video games.

*Continued on page 29*

## 4th Victorian Casino Antiques auction held

by Bob Rosenberger

Coin-op collectors from across the country gathered in Las Vegas on June 25th and 26th, 1977 for Roy Arrington's 4th Victorian Casino Antiques auction. Held at the plush Frontier Hotel on the famous Strip, the auction offered an opportunity to bid on many outstanding items as well as a chance to meet fellow collectors.

Although collecting coin operated machines in nothing new, an auction devoted to them is. About two and a half years ago, Harrah's Automobile Collection in Reno conducted an auction of western memorabilia including a significant number of coin operated pieces. Due to the extensive publicity and well prepared catalog, the auction received considerable attention. Taking a cue from this Roy Arrington conducted his own auction less than six months later in a large warehouse in Las Vegas. The response was so positive that the Victorian Casino Antiques auctions have become established events. The latest one was the best of all!

Since the first auction was held in 1975, a number of states have passed laws permitting collectors to possess vintage gambling devices. Consequently, collector interest has mushroomed. Following the leads of Ohio and California, the states of Washington, Oregon, Texas and Missouri have recently passed similar laws. Other states can be expected to join the bandwagon.

Due to intense bidder competition, prices for the more desirable items reached peak levels. A beautifully restored "double" upright slot machine with music box, manufactured by the Watling Company around 1905-1910 sold for a record \$35,000, the highest price-to-date for a coin operated machine. A lovely Caille "Black Cat" upright sold for \$19,000 and an extremely rare Mills Roulette machine went for \$18,000. Most 3-reel slot machines, in restored condition, brought prices ranging from \$850 for a Mills Q.T. to \$1,900 for a Mills War Eagle on a stand.

Surprisingly, the automatic musical items did not receive the same reception as the gambling machines. An unrestored working Mills Violano Virtuoso sold for \$5,000 and a Regina Sublima went for \$4,400. However, a

*Continued on page 31*

# Editor's Notes



I would like to take this opportunity to introduce you to your new magazine — *Loose Change*. I mention that it is *your* magazine because, since its conception, we have tried to design both the format and the subject matter around ideas that various enthusiasts have given us. We've taken the attitude that the real experts are scattered throughout the country, not sitting in our editorial offices in Long Beach.

You will notice that on the reverse side of the subscription form page of this edition there is a "Reader Interest" survey form. We urge you to take a few moments and fill in this card before sending in your subscription. If you would like to express your opinions on any other related matter, please feel free to write us a letter. *Loose Change* will have a monthly letter column that will serve as a forum for your inquiries, praise, condemnation or sermons — whatever is of reader interest.

For those of you who might want to share your experiences in acquiring and/or repair of specific machines, we ask you to send any and all manuscripts along with black and white photographs (if any); we will discuss them with you in a very timely manner.

As you leaf through the pages of this Premier Issue you will notice that we have not limited our coverage to any one phase of coin operated machines. There are two basic reasons for this: First, if we published a magazine that specialized in just one area, say slot machines, we would be able to give ample coverage to the given subject, but its readership would not be able to support its operating costs. Market analysis and a careful examination of other magazines and newsletters that have tried this approach and failed certainly bear out this fact. Secondly, we truly believe that people who are interested in one phase of collecting and restoring do not limit their interest to just one type of machine; we think they would like to have information and history on other machines and other periods. One of our endeavors will be to provide you, the reader, with this type of information. In some of our up-coming issues look for articles on such subjects as ceiling fans, antique cash registers, what's in the future for video games, gumball machines, clocks, mechanical banks, band organs, coin operated player pianos, antique toys, barber chairs and much more. If there is something that you feel we might overlook, please bring it to our attention.

Incidentally, not all of our issues will have an editorial column; we think that the space to print informative articles takes priority over our opinion; but when the occasion arises we will express our views just as we hope you will express yours. Regular monthly publication will commence with the January 1978 issue. I hope you'll all be with me then!

Daniel R. Mead, Editor - Publisher

# Mailbox

# Product Review

Dear Sir:

Being an avid slot collector, I most certainly hope that you will be very successful in your new venture. Our hobby has really never had a professional publisher, and while the publications in our field have received much criticism, I felt they were better than nothing. The time lag from time you send in an ad, until the time it is published makes many "For Sale" and "Wanted" ads quite useless. In two months a machine can be sold—or your wants change.

I hope that you will try to start a "Service Tips" column. This can be the most important thing in a publication of your type. If one collector has solved a problem, it should be shared with others. None of, as collectors, are as knowledgeable as the service people who kept this equipment running in the old days.

Dave Evans  
Cincinnati, Ohio

Dear Dave:

*I hope we're one jump ahead of you. I'm referring, of course, to Allen Barr's article in this issue. You'll be happy to know that one of our staff members is a former Nevada casino slot machine mechanic; when our readers fail to send in "how-to-do-it" articles, we'll send our own guy into the ring!*

Editor

Dear Sir:

Congratulations on your efforts to bring a formal publication dealing with coin operated collectables to fruition. As both a collector and dealer in antique and modern equipment, I look forward to the many interesting articles I'm sure you have planned. Good Luck!

Joel Gilgoff  
Van Nuys, California

Dear Joel:

*Thanks for your note and your comments. We have planned some very interesting articles; we'll cover the various aspects of coin operated machines ranging from antique slot, vending and pinball machines through the varied history of the jukebox and up to current developments.*

Editor

This product review section is designed to give our readers some first hand knowledge of products and materials. Each item has been inspected and, where appropriate, tested by our editorial staff. The review is a subjective opinion based on our exposure to the product. If you would like your product reviewed, please contact our editorial offices at 21176 South Alameda Street, Long Beach, California 90810. The following information will be required: Price, warranty information, materials of construction including type of finish (i.e., paint, electroplating, etc.) when applicable, complete name and mailing address of manufacturer, address of where the item can be purchased and shipping costs. We will review each item in the order that it is received at our office.

**REGINA MUSIC BOX DECALS:** Manufactured exclusively for and sold by Marvin Yagoda, 28585 S. Harwich Drive, Farmington Hills, Michigan 48018, \$6.00 each including postage.

Normally, a sticker or decal is just that—just a sticker or decal. This one is different. Produced on 3-M Scotchcal® film in metallic goldlike pigment, it is missing the usual varnish cover-over the normal decal has. Instead, when applied to the surface, each letter becomes a complete transfer as though it were individually placed or painted into position. The sticker comes protected with a waxed protective cover and explicit instructions for application. The sticker is reportedly an exact replica and was made from the original.

The sticker is intended to be placed on the Polyphon position of the Regina music box.

**VICTORIAN FLOOR MACHINE POSTER:** Printed exclusively for and sold by Bueschel Sales Co., 414 N. Prospect Manor, Mt. Prospect, Illinois 60056, \$4.95 each including postage.

This poster measures 23" x 29" and shows a total of 64 antique items. The poster is a reproduction of a flyer that Bernard Sicking had printed in May of 1924 to sell off his entire stock of Victorian floor machines.

The poster is printed black ink on a thick, creme-white stock and is recommended for anyone who would like to dress up his gameroom. In fact, the poster is printed on both sides and a very nice effect can be achieved by purchasing two posters and framing them so that each side is displayed. The poster is rolled and sent in a very durable cardboard mailing tube.

**VICTORY GLASS PANELS:** Manufactured exclusively for and sold by the Antique Juke Box Co., 2363 East Olympic Blvd., Los Angeles, California 90021.

During the war years (1942-45) Wurlitzer produced the Victory Glass cabinet. The war effort prevented the company from using plastic in the jukeboxes and so various glass panels were substituted. The Antique Juke Box Company has succeeded in reproducing these glass panels so that they are virtually indistinguishable from the original glass. Finding a craftsman who could silk-screen on mirror was the most difficult part of the project. Finding a craftsman who could revive this lost art and who could reproduce the colors exactly seems impossible, but when the finished product is compared with the original pieces, it is evident that the quality is first class. At press time, only three pieces had been completed and so prices had not yet been established. The complete set will be ready by the middle of October, 1977.



Victory glass panels: Left side is the reproduction; original panel is on the right.

# Silver Casino Slot Machine Belt Buckles



## Silver Casino Slot Machine Belt Buckles

Introducing a beautiful new Collectors Series of 6 world famous Slot Machine Belt Buckles.

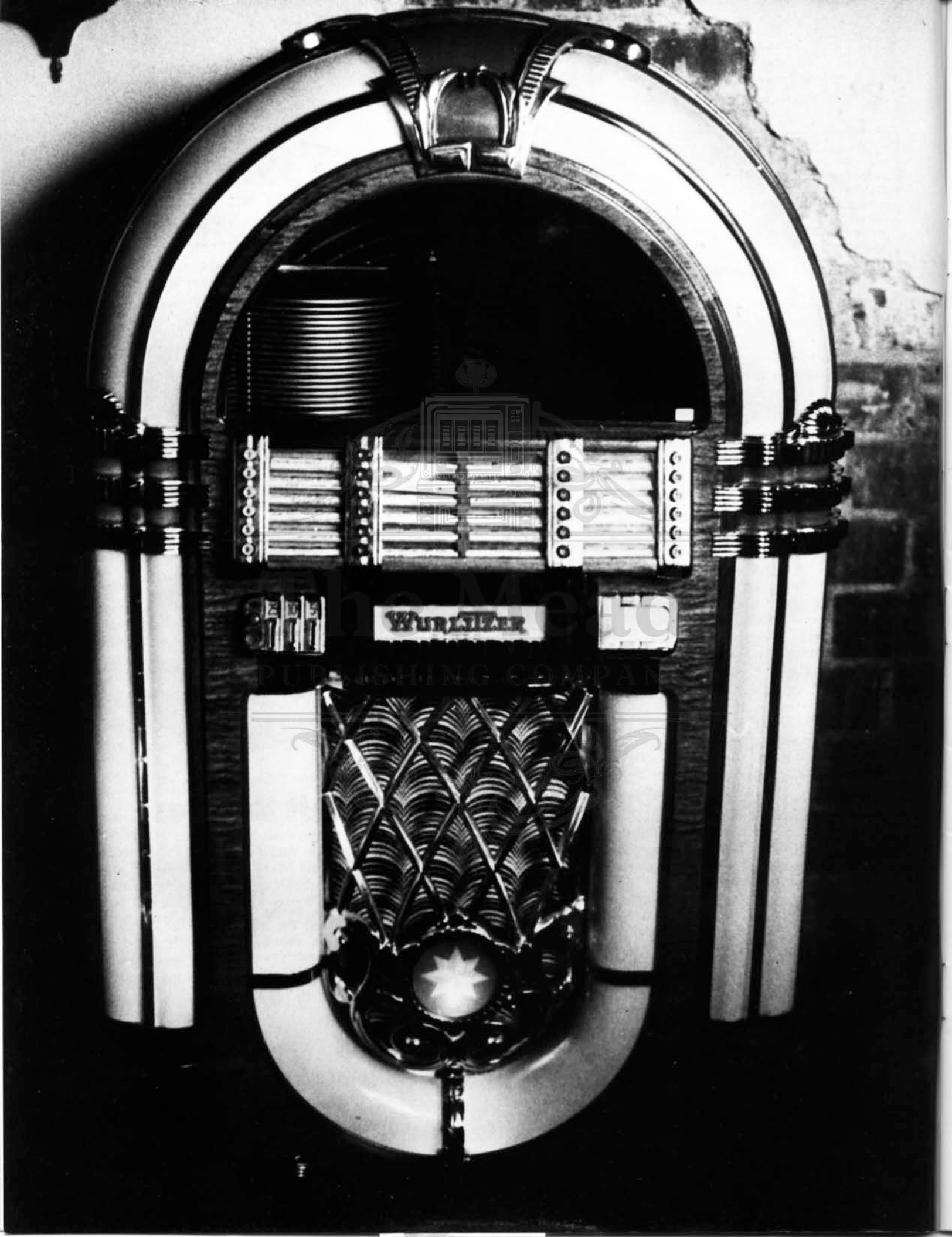
1. 1911 Mills "Operators Bell"
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# THE JUKEBOX

THESE MACHINES WERE ONE OF THE LAST EXAMPLES OF HAND CRAFTSMANSHIP BEFORE MASS PRODUCTION BECAME LAW

Jukebox — according to Mr. Webster it is a coin operated device that plays music, and is usually found in a public place. However, that tells us very little about the history of the jukebox or the origin of the name.

During the early 1920's, the American Negro in the South had meeting places for music, dancing and generally having a good old time. Small jazz and blues combos entertained in what were called "Jook Joints" (sometimes called "Juke Joints"). It didn't take too long before coin operated phonographs appeared which put these small combos out of business. The jukeboxes were a real boon since not only did they replace the live talent, they brought in a steady cash flow, and although the music industry tried, briefly, to change the name, people nationwide continued to go jookin' to the music of their jukeboxes. As a matter of fact, Wurlitzer finally put the word "Jukebox" on the glass of their 1973 model 1050 jukebox.

During the depression years of the 30's and the early 40's the American purse strings were pulled tight, and the search for low cost entertainment resulted in a nickel's worth of music in the neighborhood jukebox. The jukebox business began to bloom during

LEFT: The very popular and best remembered Model 1015 of 1946. More of these phonographs were produced (56,000) than any other Wurlitzer jukebox. The front of the machine featured one unbroken arc of moving light. Bubbles rose from four invisible sources at the base and converged at the top of the full arch. Two multi-colored fluorescent tubes revolved slowly within the two columns bathing the jukebox and its surroundings in a soft warm glow of changing colored light.

this time, and several companies joined Wurlitzer on the road to success: Seeburg, Rock-Ola, AMI, Aireon, Gable, Packard, Mills, Bally and Capehart, to name a few.

Wurlitzer was clearly the leader of the field in the early days, producing machines that played 10, 12, 16, and finally 24 selections on their machines. They manufactured long lasting machines, with fine sound, quality and extraordinary eye-appeal. Their cabi-

net work was unsurpassed and set the standard for the industry to follow.

During the war years, Uncle Sam asked all phonograph companies to reduce production by 75%. Wurlitzer ceased production of any new models and limited their production to a cabinet called the Victory model. In all, around 10,000 of these cabinets were produced to accomodate old mechanisms, such as the model 500, 600 keyboard models and the 600 rotaries.

After gathering dust for three and a half years on the drawing board, Wurlitzer swept the nation by producing 56,000 new machines designated the model 1015. This has become a classic machine, complete with bubble tubes and rotating color wheels. For the more conservative locations, Wurlitzer produced the model 1080.

In an effort to protect the vendors, Wurlitzer began smashing all of the old trade-in machines. Other companies used the same procedure. This policy was adopted so that the old machines could not be resold, thereby protecting the vendor's market.

Through the late 50's and 60's the old 78 records slowly disappeared, but the 45 RPM machines came to fill the void. Seeburg introduced the "100 Selectomatic" and swiftly took over the biggest share of the jukebox business. Wurlitzer, Rock-Ola and AMI sat back and watched Seeburg to see what would happen with this new concept. By the time they jumped on the bandwagon, Seeburg had jukeboxes all over the country.

Competition and technology go hand in hand and so the jukeboxes began to be "improved". More chrome and more selections were the order of the day and



The beautiful Model 1080 was produced for more conservative locations at the same time as the Model 1015 in 1946. Both of these machines were on the drawing board for three and one half years. Also available was the Colonial Model 1080A which was billed as a "period masterpiece, rich in old world charm."

as mass production continued, the handcrafted beauty of the early machines was forgotten.

A few people with nothing more than an appreciation of past memories began to collect old machines and parts. They were able to find nice machines at prices so low, that today it is unbelievable. Still other people, who were natural-born wrench turners began tearing the old 78 RPM machines apart, and rebuilding them. An undercurrent of communication began to take place; perhaps it began at the flea markets and swapmeets, but the result was that information needed to

be organized.

Small newsletters started. Probably the most popular was the (now extinct) *Victory Glass*, published by Steve Loots in Des Moines, Iowa. These newsletters put collectors in touch with each other and a fraternity was born.

The law of supply and demand creates business, and many new businesses began as the demand for antique jukeboxes skyrocketed. There are several very large companies that specialize in complete restoration and sales. One of the best examples is the Antique Jukebox Company of Los Angeles, started by Tom Cantella in



One of the few counter model 81's on its original stand. This one is on display in the showroom of the Antique Juke Box Co. of Los Angeles, California.

1969.

Tom began by restoring one jukebox at a time as a hobby in his garage at home. In those days parts were no problem. People actually gave him old mechanisms and parts, just to get them out of the way. A little foresight paid off and Tom soon had enough to start collecting parts. When he began to run out of room, he rented a small building for storage and a small workroom. The jukebox "hobby" demanded more and more time until Tom finally had to make the decision to jump in with both feet. Today the Antique Jukebox Company is recognized as one of the largest facilities in the country for complete restoration.

From a one car garage, the company has expanded to 8,000 square feet of shop and storage area. The shop employs eight people and with other shops in the country doing the same thing with various numbers of employees, they affect the economy in a small way.

As the nostalgia craze continues, taverns and restaurants in the decor of the early 40's and 50's are opening. Homeowners are using the same decor for their dens and gamerooms. All of these factors are contributing to the survival of the antique jukeboxes, and the people who restore them. There is such a thing as Americana — an almost impossible feeling to define, that a lot of people are trying to preserve. It is true that in our mad dash to refine and improve things, we are letting hand-crafted products take a back seat. More than a few people have begun to collect the machines of this era in an effort to recapture part of the

*Continued on page 31*



Here is the rare Wurlitzer Simplex Model P30. One thousand were built in 1935. According to records, 996 were shipped; what happened to the other four? This machine has three coin chutes which accept nickels, dimes and quarters. Twelve selections were available; one side only was available for play.



# ARCADE MACHINES TODAY

ABOVE: This is a portion of the showroom of C. A. Robinson and Company of Los Angeles, California, a major distributor of arcade games.

*To get the overall picture of what is happening in the world of pinball and arcade games today, LOOSE CHANGE contacted Ira Bettelman of the C. A. Robinson and Company located at 2301 W. Pico Boulevard, Los Angeles, CA 90006 who is one of the largest distributors of arcade type games in the country.*

*Since trying to lasso Ira for an hour during business hours is somewhat harder than trying to organize a group sing at Grand Central Station, we made arrangements to meet with him after hours at a restaurant in Westwood, California. Ira arrived with Donald Osborne, the Western Regional Sales Manager from Atari, Inc. The following are excerpts from that conversation.*

**Loose Change:** How long have you been in the business of selling coin operated machines? And when did you begin specializing in games of the arcade type?

**Ira:** Well, we've been in the business for over forty years now. In the past we sold vending machines, music machines and games. It's only been recently that we've specialized in the game field. In fact, the swing to the video type of games really took hold in 1971.

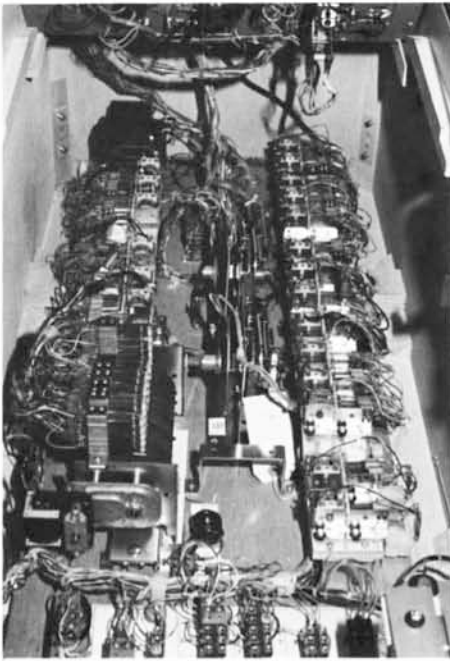
**L.C.:** Why the move to the video games? What factors contributed to the emergence of this field?

**Ira:** First, let's take a look at the history of the whole movement. In 1970, if you asked a kid where you could find pinball machines or arcade type machines the list would be fairly short: bowling alleys, beer bars, places like the Santa Monica pier. By 1973 the machines had moved into restaurants,

movie theaters and laundrys. Not only did the new businesses begin stocking new machines, but the "traditional" places, those in our first list, began to add machines. Something that broke a 20 year pattern.



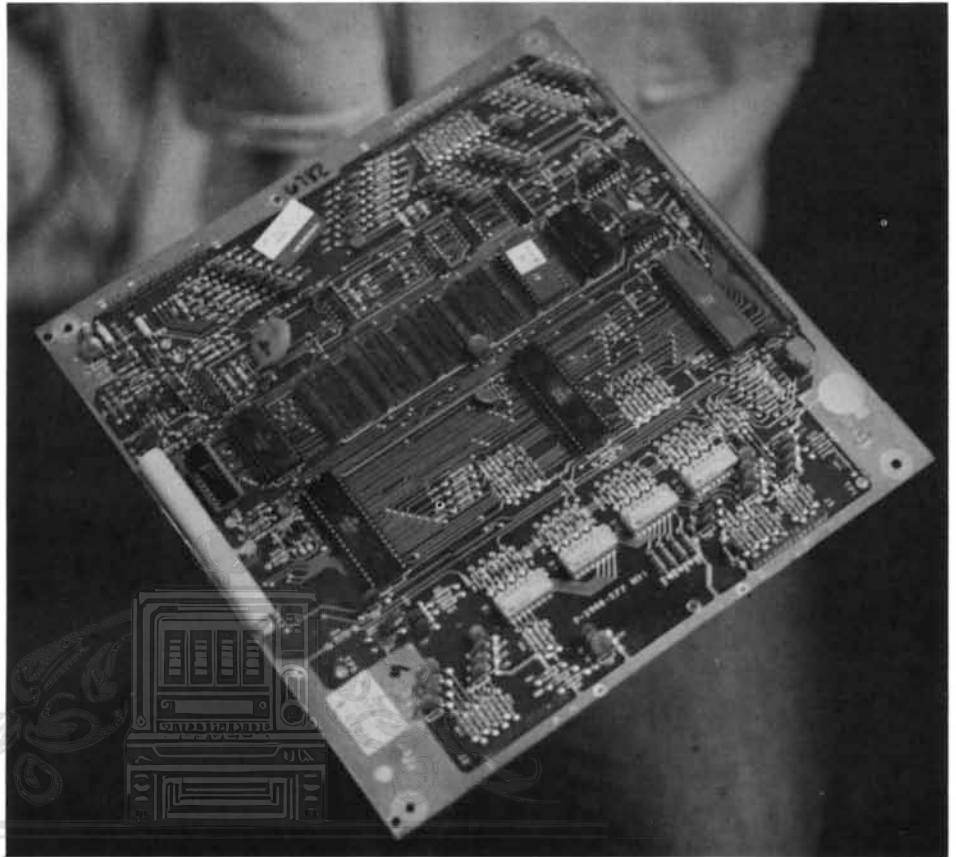
This Bally solenoid is the heart of the older type machines. The development of the microprocessor IC chip has made it an antique today.



If you were to raise the playing field of most pinball machines you would be confronted with this sea of wires and electrical goodies.

**L.C.:** What do you mean by a 20 year pattern?

**Ira:** Up until that time, the standard bar or cocktail lounge had four machines: a jukebox, cigarette machine and two pinball machines. Every year the owner would turn in his two old pinball machines and get two new machines. The pattern broke during '72-'73 when he added a pong game. For the first time he didn't just change games, he added one. It wasn't long before he added a second. Of course we're talking about the low table games. In fact, the cabinet has a lot to do with the social acceptance of the new video games. They are modern, and fit in with the decor. Everywhere



The latest in pinball technology is the replaceable circuit board. This board performs the exact same electronic function as the sea of wires on the left.

from the Playboy Club, to the "pub" section of a 747 is an appropriate location for this style game.

**L.C.:** You mentioned social acceptance. Why do you think the games have mushroomed in the places that you mentioned before?

**Ira:** Well, as I said before, the cabinet has a lot to do with the games being found in some places, but the public is looking for more and more things to occupy their leisure time. We want and

need a few laughs and giggles and that's just what the games provide. Let's look at the names of some of the pinball machines: Evel Knievel, Star Wars, Night Rider — at this time in history we're renouncing permanence. You might say that the social trends are merely reflected in the glass of the pinball and video games.

**L.C.:** Where are we going to see video and pinball machines next?

**Ira:** My best guess would be some of



Testing equipment for the new machines is quite complicated. Repairmen at C. A. Robinson specialize in electronic theory and application.



This is the same showroom on Pico Boulevard in Los Angeles that C. A. Robinson has today. However, all the machines from this 1943 photograph have been sold long ago — sorry, collectors!



This is quite a contrast with the modern testing equipment used today. This is C. A. Robinson's repair shop in 1940.

the fast food chains: McDonalds, Jack-In-The-Box, Bob's Big Boy (local West Coast food chain) and Burger King. That might seem a little strange now but just a few years ago when we first began selling machines to Las Vegas we really were not taken too seriously. Now look — the MGM Grand has an entire arcade, Circus Circus has quite a large number of machines, and it's growing.

**L.C.:** Don, is there something that you might want to add to these comments?

**Don:** It seems like Ira has summed up things quite well. He's hit the right tone when he said, in effect, that this whole field is really entertainment; in fact, it's very sophisticated entertainment. The public really hasn't been made aware of the high state of the art that today's games incorporate. Micro-processors are the heart of the industry now — the same technology that can land a lunar-command module within a few feet of a programmed spot is now giving us a very real and stimulating experience on the video and pinball games today, all for a cost of 25 cents.

**L.C.:** How about service — are the new machines difficult to service? Are the days of the garage mechanic gone?

**Ira:** The new machines have logic boards, memory boards, etc. and require quite a bit of electronic testing equipment to repair. In fact, service is a prime concern for our company. Having a game that needs repair is like having a sick employee — you just lost a key to making money. And that's just what the machines are — money takers, and if the machine isn't taking in money, you're going to be unhappy and the customer is understandably irritated. In fact, we have gone so far as to cannibalize one of our new machines to get one of our customer's machines fixed in a hurry. It's something we try to avoid at all costs.

**L.C.:** Any last words about your operation or suggestions to our readers?

**Ira:** As you know, after seeing the display room, if an individual is looking for an antique machine, we just are not in that business. But an interesting thing is happening. In fact, the footnote marking the end of an era might just be about a month away. That's when we'll take delivery on the last of the mechanical pinballs from

Bally. The new machines will all be solid state.

**L.C.:** What machine is that?

**Ira:** It first came out as the Kickoff 4, a four player pinball machine and then the Quarterback, a two player machine. After that machine, the rest will be all electronic. That just might make the Kickoff and the Quarterback a real collector's item 10 or 20 years from now.

If you're looking for a new pinball or video machine for your arcade, C. A. Robinson and Company has all of the latest machines from eighteen different manufacturers, although they specialize in selling to arcades and businesses rather than to individual collectors.

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# Is This The Record Return On Nickel Play?

by Richard M. Bueschel

It took a long time, but we're finally back in boom times for coin play. Pong, pinball, race and video games are in a renaissance, and with the encouraging legislation being suggested across the country, can payout games be far behind? The race is on for something new, something continually entertaining and exciting to the player and something profitable for the operator.

So what's new? We've been there before. A couple of times. But you've got to be an old-timer to remember it. Whenever the opportunity to operate opens up tenfold there's a mad rush for new ideas, new game principles and profitable producers. The time honored method has been to look backward, identify and pick up the best ideas of the past, and incorporate the available new technology to come up with a game that can corner all the action in an arcade.

It's been done before, and very successfully. Back in the early 1930s, when a coin operated game offered cheap entertainment for people that couldn't afford much else, plus a

chance to come out ahead, the flurry to probe the past for new game ideas was akin to a land rush. Manufacturers bought up all the old games they could find, poured over old trade advertising and patents, and figured out how they could add new play features—even the application of electricity—to game ideas then half-a-century old. But a lot of the old Victorian machines were never catalogued, advertised or even patented. They were often locally manufactured in small numbers and sold by the producer direct to the location. To get around this thwart, some of the more imaginative game producers even hired spotters to locate long forgotten games that seemed to offer a high potential for modernization and location success.

The story of the successful discovery of an outstanding performer of the past, and its adaption as a high potential new game was carried in the September 16th and 23rd, 1933 issues of *The Billboard*, and the September 1933 issue of *Automatic Age*. The manufacturer that picked up the old

machine was the Groetchen Tool and Manufacturing Company, then a highly-successful producer of counter games, and the machine they found and adapted was . . . well, they really didn't know.

They knew one thing: The machine was a producer! According to the stories in 1933, "More than thirty years ago an elderly man, mechanically inclined, had invented a coin-operated device making use of a very simple principle and a number of these machines were made and placed in some of the towns and cities of the northwest. But the inventor died, and the heirs to his property were not interested in amusement devices, so production ceased, and most of the machines soon disappeared or were forgotten."

But they weren't forgotten by the owner and proprietor of Lamm's Drug Store in Mankato, then a town of twenty thousand, in Southern Minnesota. Mr. Lamm had one of the old machines on his counter and kept a precise tally of its performance. The





The original Griswold WHEEL OF FORTUNE "Cigar Machine" in the author's collection. Awards were listed in cigars, but were more often made in merchandise or cash. The original "Gay Nineties" operator was greedy. The player's percentage on this particular Griswold machine was cut by clipping out the awards for "5" and "30".

Billboard story reported: "The proprietor asserts that he took possession of the store 27 years ago and that the machine was in the store when he bought it. He has kept a record of the earnings of the machine thru all the years, because he soon discovered that it was the biggest profit maker in the store, and today he exhibits that record to show . . . in the 27 years, the single machine has taken in a gross of approximately \$65,000. It has returned to the players more than 60% of the intake in merchandise awards, and at that, the druggist estimates that his profit has been at least a thousand dollars a year on the machine."

Not bad! That means that the machine was being played at the rate of over forty-eight thousand nickel-plays a year, at well over a hundred plays a day; and it was already old when Lamm started keeping records in 1906. The original report from his

spotter was enough to get Richard M. Groetchen, the founder and president of Groetchen Tool, on a train to Minnesota to see this marvelous discovery for himself. The story goes on: "In a certain Minnesota town (Mankato!) four of these machines were preserved on locations and have been in operation through the years. The Groetchen Tool and Manufacturing Company became interested in the machine early this year, and Mr. Groetchen made a trip to see what the device was like. He went in as a stranger and examined all the evidence before expressing his interest as a manufacturer. Then he tried to buy one of the machines, but an offer of \$100 would not interest the owners. Mr. Groetchen then obtained permission to make a model and drawing, and now the firm is ready to place on the market an improved device called SOLITAIRE which embodies the simple playing principle of the historic machines that have been on duty so long in the Northwest."

Had Dick Groetchen only known. He jumped too soon, and he could have had the whole thing free, and saved himself that winter 1933 trip to Minnesota. Now, after all these years, the wonder machine has finally been identified, and it's even older than Groetchen thought it was. Avid antique coin machine collectors have dug up three or four examples of an early counter game made by M.O. Griswold and Company, of Rock Island, Illinois. The oldest example of this machine, called the GRISWOLD WHEEL OF FORTUNE, is identical to the machine illustrated in the long ago issues of *The Billboard* and *Automatic Age*. According to the records, Milton O. Griswold went into the business of making coin-operated gambling and game machines in 1889, and applied for a patent on the GRISWOLD WHEEL OF FORTUNE on October 27,

September, 1933 AUTOMATIC AGE 141

### An Amusement Machine Earns \$65,000 In 27 Years' Operation

IN THE town of Mankato, Minn., where there are only 10,000 residents, an amusement machine was placed on the corner of Ed Lamm's drug store twenty-seven years ago. That was "way back in 1906" the same year that the editor of *AUTOMATIC AGE* was born, and before most of the present day operators knew anything much about coin machines. Yes, the machine is still there. Who knows what kind of a record it will hang up in the next 27 years?

Well, Mr. Lamm has a flare for statistics and is a careful bookkeeper. He kept accurate records of the earnings and pay-outs on this machine and on the basis of his figures, estimates that this little machine has earned a total of \$65,700 during its 27 years of operation in his store. This amount, after deducting pay-outs to players, is still so staggering that Mr. Lamm states that if he still had the profits which this machine has earned, he would give his drug store away. And so would we.



Interior view of Lamm's Drug Store. Inset shows the segregation little machine.



Groetchen's New "Solitaire"

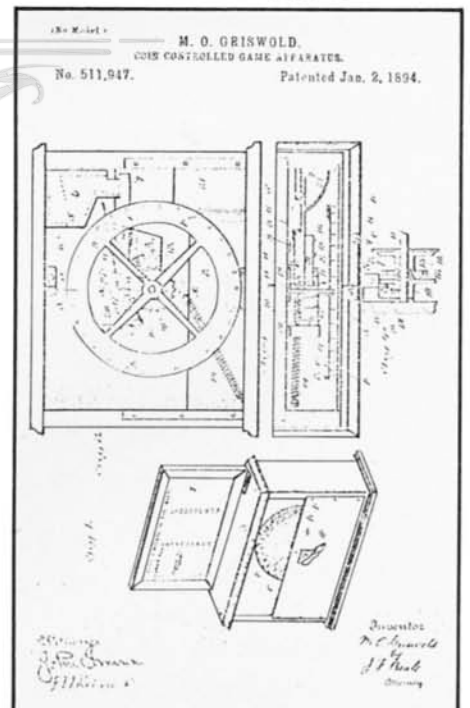
Mr. Lamm apparently owns this machine, so had a star for the operator who sold this machine outright. If he had leased it on a percentage basis his children could have been collecting handsome profits each week.

The above story was investigated by Mr. Richard Groetchen of the Groetchen Tool Company and has also been verified by Mr. Lamm of Mankato, Minn. Incidentally, the new "Solitaire" machine by Groetchen, announced in this issue, is patterned after the original machine and represents mechanical improvements and refinements. In that case, Mr. Groetchen might be all set for the next 27 years at least.

The original articles in *The Billboard*, and *Automatic Age* in September, 1933 tell the story of the discovery of the nickel machine that had \$65,000 in plays in 27 years.

1893, getting a patent on the device the next year. It was called a "Cigar Machine", because awards were theoretically made in cigars, whereas, in actual fact, merchandise instead of cash was usually given. Griswold made modified versions of the game

Continued on page 34



Patent drawings over eighty years old show the game principles of the Griswold "Cigar Machine". Patent is No. 511947, issued January 2, 1894 to Milton O. Griswold of Rock Island, Illinois.

September 16, 1933 *The Billboard* 59



**GROETCHEN—MASTER BUILDER OF SUCCESSFUL COUNTER GAMES SCORES A NEW TRIUMPH WITH SOLITAIRE—THE GEM OF COIN MACHINES**

Here is the Machine You Have Hoped For, the Sensational Money Maker You Always Wanted to Buy. SOLITAIRE is Setting a New Standard of Beauty in Coin Machines—Its Earnings Break All Established Records.

SOLITAIRE, our newest creation, has been tested in our laboratories and on location since February, both as to mechanical reliability and sustained earning power. NOW that we are fully satisfied, we offer you this great machine fully convinced that it is the Greatest Value—the Most Profitable Investment you can make this season.

SOLITAIRE Pays Off in Money—Beer, Cigars or Cigarettes. The New Mystery—Fruitful Sharing Reward Card Brings Unheard-of Profits. Also Pari-Mutuel Attachment not shown in picture. Buy SOLITAIRE—The Hit of the Season.

SOLITAIRE has a radically new mechanism, nothing ever like it. Pump operated reel stops positively on the dot. No noise, no rattle, absolutely silent, triple safety catches, cast from chrome nickel steel. The crystal play. Coin Chute takes up its Tor profit. Last coin visible. Coin return on side. Operator Churchill Cabinet. Finished in Hammered Gold, Beautifully Decorated in Color.

**GROETCHEN TOOL CO., 130 N. UNION, CHICAGO**  
SEE SOLITAIRE AT ALL LEADING JOBBERS



The first advertising for the Groetchen SOLITAIRE as it appeared in *The Billboard* in September 1933.

"Hey, Debbie, guess what I've got?  
You'll never believe it!"

"What? What!"

Guess, you'll never get it. I'll give you  
three chances!"

"I can't guess. Just tell me."

"You're just going to love it. He just  
gave it to me!"

"What? What! Come on, tell me.  
What did he give you?"

"You're just never going to believe  
it!"

"Show me!" I said to him.

My Dad went out to the car and  
opened the trunk. In it he had, I just  
didn't believe it, a slot machine. It was  
really in sorry shape, but it looked  
splendid to me. I, being born in Reno,  
have always had a special love for  
these playful one-armed bandits.

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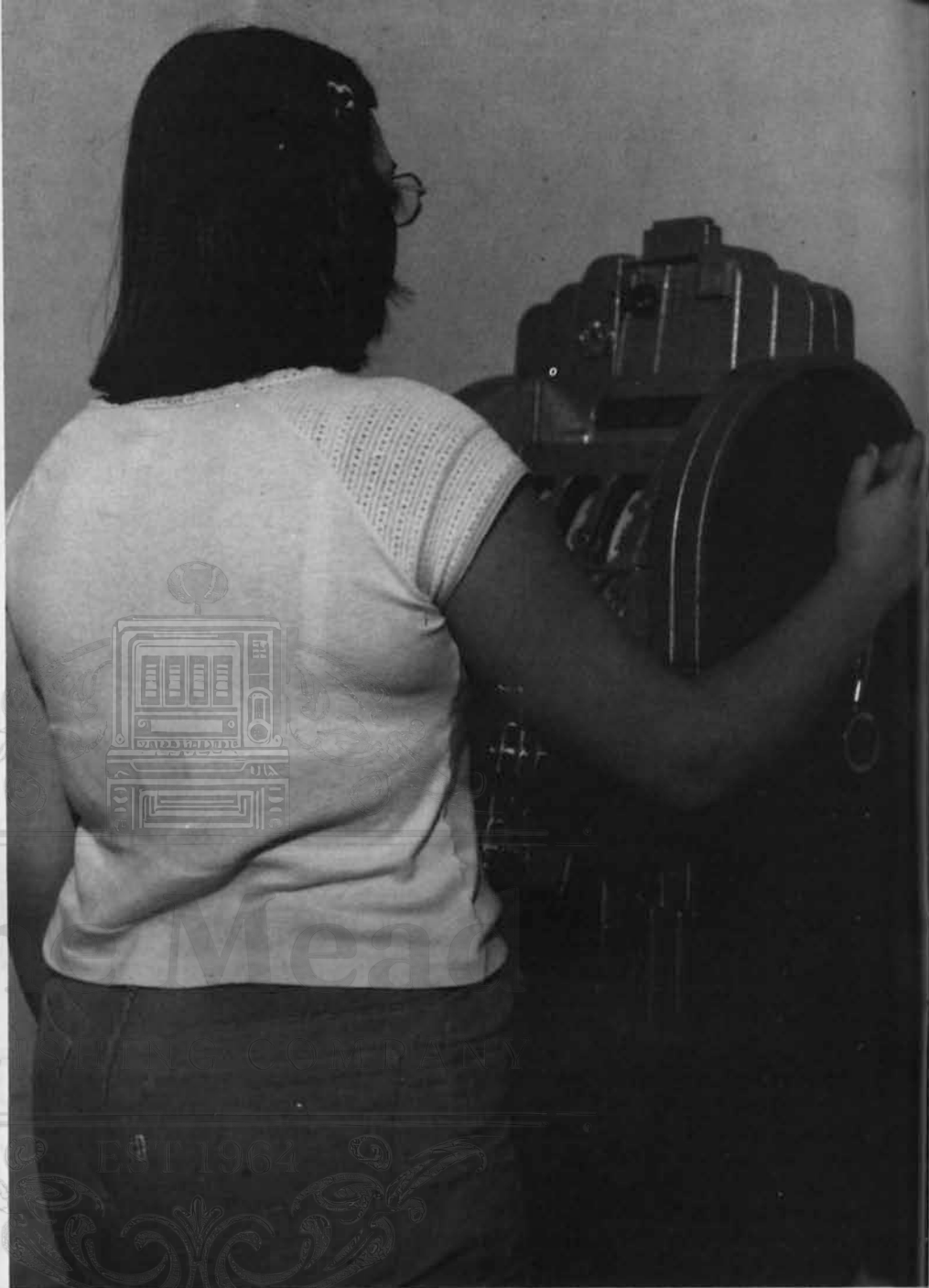
***"I'm unable to play these  
machines in casinos be-  
cause of my age."***

---

Although I'm unable to play them  
there due to my young and tender age, I  
enjoy standing on the sidewalks for the  
longest time just watching people play.  
Now I can play our own at home and  
not even worry about my money being  
lost.

Since then, we've acquired a Mills  
Vest Pocket (which we fondly nick-  
named "the little tightwad"), a little 5-  
reel trade stimulator that plays  
pennies and gives out gum balls, and  
several other antique coin operated  
vending machines. With all this, no  
one in the family ever has any change,  
and everyone is always asking one  
another if they have any nickels,  
pennies or dimes. The first thing we do  
when we walk in the door is usually to  
deposit our change in this mechanical  
menagerie.

I think a slot machine is really a lot of  
fun for the *entire* family. Anyone with  
enough strength to pull the handle can  
play, and that includes almost every-  
one. When Daddy brought home our



The young author enjoys playing her father's machine. "One more dime — one more time — I know there are three bars on this machine!" A funny story came with this machine: When it was opened up for the first time, a "bug" was discovered on the second reel. Evidently the previous owner had attempted to bug one of the two bars; instead, he missed the bar position on the star-wheel and succeeded in canceling the bell below the bar. Since this reel was loaded with bells, the net result had minimal consequences on the overall payout! The machine is a "Grey Front" 1933 Mills Extraordinary, also known as the "Century" model, named in commemoration of the "Century-of-Progress" theme of the Chicago World's Fair.

## Are Slots For Tots So Bad?

***Collectors and enthusiasts of slot machines in California are well aware of the new collection freedom they have been allowed. Unmentioned in most articles is the effect the new law has had on the families and friends of the collector. We asked Debra Lynn (not her real name), a teenage daughter of a new California collector, to tell us in her own words what she thought about the law and how it affected her personally. This article, in her own words, is her response to our question.***

first slot machine, my two-year-old sister insisted on a turn at pulling the handle before he pulled out the mechanism and began reconditioning it. Now that it runs real smooth, not a day goes by that it doesn't get played by some member of the family.

---

***"I think a slot machine is really a lot of fun for the entire family."***

---

Slot machines make really good ice breakers at parties. Set out a dish of change and if things are slow getting started, invite someone to play. Before you know it, everyone will be trying it out. Even if things do get off to a good start you can bet that before the night is over your dish of change will have been deposited in the slot machine. Friends and relatives who drop by for a visit, or who come over for drinks, dinner, barbecue or whatever will enjoy playing your slot.

There's no better way of saving money than in a slot machine. While there's a chance you may win—in the end you will lose. But, if it's your slot machine, you're really winning. After

---

***Slot machines are really a good ice-breaker at parties."***

---

all, you're the customer as well as the "house." You'll be surprised at how much money will accumulate in such a short time. Empty it out every so often and put it in the bank in a savings account. It can be your emergency fund, or the family entertainment fund. With the larger denominations such as quarter or half-dollar machines, you could easily save what you payed for the machine.

Having a slot machine in your home is a good teaching device. The player learns that it's just for fun, and that the game is all chance with the odds set against him. Therefore, he will realize that inevitably he will lose. Many people are under the impression that they can beat the machine, and it is

---

***"Having a slot machine in your home can teach your children the consequences of gambling."***

---

these people that have lost money (sometimes a lot of money) in casinos

and clubs in Las Vegas, Reno, etc. Having a slot machine in your home can teach your children the consequences of gambling. My four-year-old sister has already learned this lesson: when given a nickel, she will almost always buy a gum ball rather than chance it in "the little tightwad."

One of the biggest assets that a slot machine has (in California, at least) is the fact that it is an antique with play value. Unlike an antique chair, clock or desk, which is just to look at or sit on, a slot machine is entertainment—you can use it. A slot won't sit there gathering dust in the corner; in fact, you'll have to clean off the finger

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***"An old slot machine is an antique with play value."***

---

smudges from time to time. It has play value for almost every member of the family.

*Continued on page 30*



This little girl enjoys looking at all the colorful gumballs and trying to guess what color gumball her penny will buy. Who says the penny is a useless coin today? The machine is a Ford and is still manufactured by the Ford Gum and Machine Company of Akron, New York.



For a penny, this thirties vintage "Jiffy" trade stimulator has lots of play value for these little girls. Not only are they rewarded with a colorful gumball, they enjoy seeing the reels spin and stop one by one — hoping they will land on a "winning" combination.

# You Can Refinish Y



After spending a few self-satisfying hours refinishing the wood pieces and having the metal pieces replated and polished, you can expect breathtaking results like this! The mechanism appears to be the same as in the Mills Operators Bell. If it is not the same, then the parts share the same design. A good guess is that it was made about 1920. The serial number is 40554. Could this be the first style of the Jennings three-reelers? If any of the readers could add to the background of this machine, the author as well as *Loose Change* would appreciate it and share the information.

Most builders agree that if they had to put \$50 more into building a new house they would spend it on a bigger door knob for the front door!

The slot machine makers knew about eye appeal attracting people and so they were continually changing color schemes and casting designs. However, the insides of the slot machines basically never changed; they were just modified with additional parts to keep the players from "ripping off" the machine. If you have ever bought or sold a slot machine, it was most likely bought or sold on the outside appearance, the rationale being, "If it looks great and runs, it must be good!"

The first thing an out-of-town prospective buyer will ask for is a picture with the question, "Does it work?" Few have ever asked me about the condition and completeness of the mechanism. I suppose what cannot be seen, most people will freely forgive and forget. What I am building up to is that if you want to get top dollar and a quick sale, spend a little time and a few dollars for supplies and refinish the outside. Most sales are made on emotion.

A lot of good buys can be picked up if you can learn to see through a poor appearance. Once you realize what little effort it takes to do the cosmetic touch, the hobby will take on new dimensions.

The accompanying photographs are of a Jennings machine which fostered this article. Regrettably, a "before" picture was not taken as I hadn't anticipated writing this article at the time refinishing was started.

When I first saw this machine, the case was covered with what looked like a heavy industrial grey paint. The mechanism would not work. In giving it a closer look, I noticed it had a curved glass over the reels, a wood front (one that Rock-Ola missed in converting to a jackpot machine), and beveled panels on the sides of the machine (the sides and bottom are made of five separate pieces of wood). The wood joints were loose. The gooseneck and handle had some rust and peeling of the plating. It

# Your Own Slot Case

by Allen Barr

was one of the oldest looking three reel machines (wood sides) that I have ever seen.

The following outline is devoted to re-finishing the case. The time it takes is suprisingly short. Most of the steps can be done in less than an hour and some of these can be skipped, depending on the actual condition of the case.

## Step One

Take off all metal castings, carriage bolts, handle and bushing.

## Step Two

Remove the metal base plate, payout and jackpot cups.

## Step Three

Separate the wood sides from the wood base. At this point, everything pertaining to the case should be reduced to parts.

## Step Four

Look the wood over for any splits or separation of the glued joints. If there is a partial separation, break the joint completely. To have true sides and right angle corners, the joints must be tight. The wood must be cleaned of all foreign matter before gluing.

To clean the joint prior to regluing, the sides being glued must be scraped down to the natural wood. If using sandpaper, wrap it around a flat wood block for even pressure. This will give the necessary control to avoid rounding the edges.

If, while trying to separate a partially separated joint, the wood splits or breaks (not in the joint), it is not necessary to do any cleaning or scraping as the wood in the break is fresh and ready for gluing.

Once cleaned, reglue with *wood glue* following the directions for use on the container. Use a professional product such as Weldwood plastic resin glue.

When gluing, be sure to use either blocks or strips of wood between the clamps and the parts being glued. This will help prevent marring the wood.



This close up view of the wood panel side pieces shows the detail which is characteristic of the Jennings machines. Each side of the machine is made up of five separate pieces of wood.

### Step Five

Now start stripping the finish from the wood using a recognized brand of paint and varnish remover. Just follow the directions on the container. It is normal procedure to have to repeat this stripping step several times before the wood is completely free of the original finish.

If, after having stripped the paint from the wood, you find that paint is still left in the soft grain of the wood, the following steps can be taken: (a) Apply some more of the paint and varnish remover (sometimes called "stripper") to soften the paint. (b) Using a fine wire bristle brush start brushing away from the grain of the wood. If you run your hand in the direction of the grain both ways, the smooth direction is going away from the grain. Go easy with the wire brush so that the soft wood fiber is not being scraped away.

### Step Six

At this point, check the wood again for any further repairs. I would like to caution the beginner here on the use of so called "wood dough" or "wood putty". **DON'T USE IT IF YOU CAN DO WITHOUT!** If you use any of these items to fill holes, cracks or other imperfections, and follow through with a *stain* and a clear finish, the patching will be noticeable. Although there are ways of using these products with

excellent results, they are beyond the scope of this article. Nail holes may be patched with acceptable results with these products; otherwise, they should only be used when patching a hole, gouge, crack or dent that is going to be *painted* over. Remember, the object of refinishing is to make the case look and feel original and what you do from this point on is what will be showing as the final result of your efforts. Fair wear and tear is acceptable and is what lends character to all antique items.

If you must use either a wood dough or putty, buy the type that contains the same wood as the wood being worked on (for example, light oak). The purpose is to keep the wood uniform in overall color. This will also help lessen light or dark blotches when staining.

If you wish to plug a small hole, the following procedure is simple and gives great results: (a) You will need a piece of wood dowel that is a size larger than the hole and about a half inch long. (b) Drill the hole to be plugged with a drill bit the same size as the wood dowel. (c) When ready to glue the dowel in place keep the wood grain of the dowel going in the same direction as the grain in the wood being plugged. (d) Leave the dowel extended about a sixteenth of an inch. When the glue has dried, it can be sanded flush with the wood for a near-perfect plug.

### Step Seven

If sanding is necessary, use 120 grit

sandpaper or finer. Remember, the wood was originally sanded smooth and all that is required now is fine sanding.

Prior to sanding, rub a damp cloth over the wood in all directions and let dry. This will cause the fine wood fibers to stand up for sanding. When sanding flat areas wrap the sandpaper around a block of wood to obtain uniform sanding.

### Step Eight

After final sanding, it is a good idea to stain your wood prior to applying a clear finish. Even a very light stain will help to bring out the natural wood color. Most slot machine cases I have seen are made of oak, walnut or ash which will help limit your staining decision. A walnut stain over oak will give good highlights to the grain. If undecided, start with a light stain. If you don't like the results use a darker one. The reverse (dark to light) will not work.

Wood darkens with age, with or without a finish, so it is advisable to use a darker stain on older slot cases and a lighter one on the newer ones.

If the case has a prior dark stain or blotch that can't be removed use a darker stain to bring up the lighter wood closer to the darker mark(s).

Do not sand the wood after the stain is applied as it will remove the layer of

*Continued on page 30*



This front lower view shows the quarter-sawed oak panels. This was typical of the material used by early manufacturers. Quality such as this is difficult and extremely expensive to find today. Notice the chipped and un-repaired lower left corner of the door panel — defects such as this give character to all antiques. Note that the award card indicates payout in "Trade Checks" rather than coins; the mechanism, however, pays off in coins.



This is what the case looks like with the mechanism removed. The long slender piece is the locking bar for the rear door.

## COLLECTING:

# Look Before You Leap!

by Stan Wilker

It would appear one of the true manias of our time is collecting things. The purpose of this article is not to explain this phenomenon or its social significance. Its scope will be confined instead, to a few "rules of thumb" that my wife and I have found through our own experiences have helped us to collect the objects we can both afford and enjoy the most.

I must say up front that the type of advice I am about to share will probably be of greatest value to the part-time collector having limited funds to devote to his or her favorite things. Antique dealers, or people who don't really care what they collect (so long as it represents a sound investment), or others who have virtually unlimited time and funds to indulge their every whim or desire, may find this article mildly interesting and even perhaps entertaining, but probably not much more.

Once you have decided what field of collecting interests you most, and before you have spent all your available money on it, take the time to read all

the information you can on the subject. Now days, there are books, pamphlets, magazine articles, specialty or trade publications, and other literature available for the asking which contain a wealth of information on everything that can conceivably be collected. This reading material can provide a welcome short-cut to a substantial amount of objective facts about your collecting interest. This information can also help you to spot the rarer items in your field and, perhaps, to separate the authentic from the reproductions.

Another excellent source of information are the many clubs and other organizations around the country which enable enthusiasts of every type to meet, to exchange ideas about their collections and perhaps swap or sell items they collect. Join the clubs of interest and carefully read all of their newsletters and other publications. In addition to their entertainment and social value, these groups, their gatherings and literature are one of the best available sources for what the "market" is on the items you collect.



The author explains the somewhat different operation of a Watling Rol-A-Top 5¢ "Fruit of Plenty" machine (circa 1935) to a friend. This machine features four front mint vendors and future play mechanism (both features are extremely rare). The future play mechanism informs the player what has been won (notice that there is no award card) and requires another nickel to be played before the machine pays.

Another unlimited source of knowledge and meaningful contacts is the classified section of your newspaper and other trade publications. Use it. A single "want" or "for sale" ad costing only a few dollars can bring you in rapid contact with people you might otherwise never meet and perhaps put you in a unique position to buy items not commonly known within your collecting community. Do not confine your ads to one single publication or to those normally read by fellow collectors. Occasionally an ad in a

*Continued on page 29*



Up to seven different bets can be placed on this machine at one time. In operation, a nickel is placed in a color coded slot. An operation lever is then pressed down. the roulette wheel turns and a small ball spins around the outer edge. The machine automatically senses where the ball lands and pays off from 10¢ to \$2.00, depending upon the winning color. The machine is a circa 1905 Caille Roulette and features a case constructed of Honduras mahogany and cast iron.

The Liberty Bell is a treasured relic of American independence. It was rung July 8, 1776 to announce the adoption of the Declaration of Independence. In honor of this very famous Philadelphia landmark, the first three reel slot machine was dubbed the "Liberty Bell." From the use of the appellation Liberty Bell, in reference to the early slots, evolved the generic term "bell slot machines". This designation was used by the industry to categorize

the popular three reel slot machine.

The bell slot came into existence in 1895, when an ingenious gambling device was created in San Francisco that was to be the backbone of the entire coin operated gambling industry. The inventor, a Bavarian immigrant named Charles Fey, probably chose the name for its synonymy with the freedoms and opportunities offered in America.

Charles Fey placed his first Liberty

Bell machine in a San Francisco saloon to test its worth. It was such an instant success that he quit his job to devote all his time into building more of these little money makers. Additional machines were placed on location as fast as they could be built.

As the lucrative business continued to mushroom, Fey found he could no longer operate out of his home. To accommodate the fantastic growth he set up his first shop at 406 Market



Here it is! The first Liberty Bell slot machine. It was invented by Chas. Fey in 1895. The machine was rescued by Mr. Fey from the great fire and earthquake of 1906 in San Francisco and is now on display at the Liberty Belle Restaurant in Reno, Nevada. It is interesting to note that the case design is simple and clean, without the frills and gingerbread of cases which were manufactured ten years later. Payout was in drinks, not money; seems that a winner of three bells would have to be carried home!

LOOSE CHANGE

Street in San Francisco. He remained at this address from 1897 to 1906 building Liberty Bells and inventing other successful slot machines. As more and more locations demanded Fey machines, prosperity at the Market Street address accelerated rapidly. Eventually Charles Fey & Company was to extend the operation of machines as far south as San Jose and across the bay.

Charles Fey would not sell or lease

east and would eventually be found throughout the world.

Although there was now manufacturing competition in the east, the Fey slot machine business was still thriving in the early months of 1906. Early on the morning of April 18, 1906, the city of San Francisco was rudely awakened by the violent shakes of a tremendous earthquake. The Fey residence, which the family occupied two months previous to the quake,

nickels found in the cash can of a slot buried in a pile of rubble on the ground floor. He mounted this souvenir of melted nickels on a casting that he was to treasure the rest of his life as a memento of the 1906 holocaust.

The earthquake and fire of 1906 not only destroyed Fey's shop, but a majority of the buildings that housed his slot locations (including the machines in those locations). Not to be dissuaded by what appeared to be total

# THE FABULOUS LOT MACHINE

The Mead  
by Marshall Fey

his machines but chose to operate them locally on a percentage basis. The monopoly of the bell slot machine could not last forever, for the fame of this mechanical marvel spread rapidly. A major catastrophe occurred when one of the Liberty Bell slots disappeared from a local saloon. The worst of Fey's expectations materialized when the machine surfaced at the Mills Novelty Company, contemporary manufacturers of coin operated games. Although the Mills factory was in Chicago, they had a branch office in San Francisco from 1899 to 1910. The tremendous success of Fey's Liberty Bell was no secret to Mills and it was not long before the mass manufacture of Mills' Liberty Bells began. Mills was soon to become the largest manufacturer of bell slots in the world, a position they would maintain for over fifty years. Following Mills, two other pioneers of the coin machine industry also maintaining branch offices in San Francisco at this time were to manufacture their own bell slots. They produced the Caille Liberty Bell and the Watling Liberty Bell. The bell slot had spread from San Francisco to the

received only minor damage. After seeing to his family's safety, Fey rushed downtown to his shop. Arriving at the 400 block of Market Street, he found bricks strewn about. A corner of the wall of his shop and large sections of neighboring buildings had collapsed during the quake. A section of the wall of the adjoining building crashed through his roof, scattering bricks throughout his shop.

Following the quake came the devastating fires. Within four blocks of Fey's shop, five major uncontrolled fires broke out. Later in the day all hope of saving this area of Market Street was abandoned. Charles Fey hastened to a nearby livery stable for his horse and buggy. Then he quickly returned to his doomed shop to salvage what he could. Fortunately, he did save his most prized possession, the original Liberty Bell slot machine and a few lesser valuables.

After the fire, Fey returned to find the handsome edifice that housed his shop in a complete state of ruin. The interior of the building had been completely gutted by the fire. All that he was able to salvage was a mass of molten

disaster, Fey personally built a new shop at 595 Jesse Street, with what little money and scarce material he was able to muster. Soon business was again prospering as Fey continued to invent, manufacture and operate slots.

Mills, Caille and Watling continued manufacturing similar iron cased Liberty Bells into the teens. Adding to this line as early as 1910, they each produced an Operator's Bell which was produced an Operator's Bell which used the identical iron case and mechanism. The major difference was the Liberty Bell used card symbols and the Operator's Bell had fruit symbols. The Operator's Bell continued to be produced until the thirties with various changes in front castings and the addition in the late teens of wooden sides and base.

Fey, Mills, Caille and Watling, the pioneers of the bell slot, were soon to be joined by Jennings, a former Mills Novelty Company employee. Pace entered the field in the early thirties followed by Bally's first bell in 1938. Today Bally has the distinction of being the world's largest producers of bell slots.

# THE LIBERTY BELL

Dimensions, 22x13x12 inches  
Gross weight, 118 pounds



Size, 22x13x12 inches  
Shipping weight, 118 pounds

**These Tests Tell the Story**  
"I have six Liberty Bells going. They bring me \$167.50 a week."

J. B. Keeney, Huron, S. D.  
"Liberty Bells work O. K. Send me two more by express."

Oshkosh Novelty Co.,  
Oshkosh, Wis.  
"The Liberty Bell is all you claim for it. Ship another at once."

Hutson Bros.,  
Welch, W. Va.  
"The Liberty Bell runs like a clock. It has taken off as much money in 15 days as our old one did in three months."

Russell & Heinlein,  
East Grand Forks, Minn.

♠	♠	♠	or	♠	♠	Wins \$1.00 In Trade
♠	♠	♠	or	♠	♠	Wins 80 c In Trade
♠	♠	♠	or	♠	♠	Wins 60 c In Trade
♠	♠	♠	or	♠	♠	Wins 40 c In Trade
♠	♠	♠	or	♠	♠	Wins 20 c In Trade
♠	♠	♠	or	♠	♠	Wins 10 c In Trade

© 1908 Mills Novelty Co. Chicago, U.S.A.

This advertisement of 1908 shows the Mills Novelty Company's version of the Fey Liberty Bell slot machine. Several years later this machine was further refined, and with the new fruit symbols to get around the growing body of anti-gambling laws, was introduced as the Operators Bell.



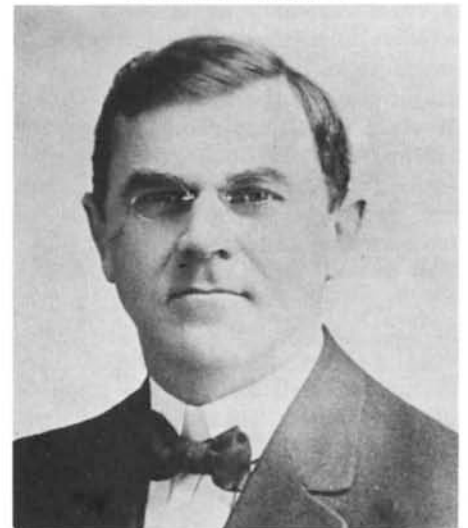
This cast iron cased Liberty Bell machine was manufactured by Caille Brothers of Detroit. It was a very close copy of the Mills machine. Notice that the playing card faces, Jack, Queen and King, are printed under each symbol; this made the confusing similarity of the symbols more clear to the player and operator alike.

As the gaming industry grew in subsequent decades, so did the sophistication of the slot machine. The original Liberty Bell machine with three reels containing ten symbols per reel, presented possible payout combinations totaling one thousand (10 x 10 x 10). By the time the casino era had arrived, the standard machine, now with twenty symbols per reel, had a greatly increased payout combination of eight-thousand (20 x 20 x 20).

By adding a fourth reel the possible permutations soared to an amazing one-hundred sixty-thousand! Fortunately for the player, the modern slot machine had grown more generous than its ancestral Liberty Bell. The average payout percentage has increased from seventy-five on the original bells to over eighty-five on today's more liberal machines.

Electricity made possible a new concept in slot machines that would revolutionize the industry. In 1963, the Bally Manufacturing Corporation of

*Continued on page 30*



Charles Fey, the inventor of the first Liberty Bell slot machine. This man was directly responsible for the ingenious device which became the backbone of today's casino gaming machine.

The most complete facility for expert repairs, parts and total restoration.

## WANTED

OLD RARE OR UNIQUE JUKEBOXES, ESPECIALLY WURLITZER  
AUXILIARY WALL SPEAKERS FOR 78-RPM JUKEBOXES  
ANY PARTS FOR 78-RPM JUKEBOXES

\*\*\*\*\*

## PARTS AVAILABLE

950 Deer Mirrors (Excellent Reproductions)

950 Upper Plastics (Pipes of Pan)

950 Lower Plastics

950 and Victory Grill Cloth

950 and Victory Back Door Murals

850 Peacock Glass

1015 Back Door Murals

1100 Side Pilasters

WE HAVE MANY OTHER JUKEBOX PARTS AVAILABLE

EST 1964

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City/State \_\_\_\_\_ Zip \_\_\_\_\_

# ANTIQUe JUKE BOX Co.

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# The Seeburg Model "A"

by Rick Valasek

The year is 1908 and in Elmhurst, a small town just northwest of Chicago, a major event is unfolding. The proprietor of the town's ice cream parlor is unpacking a huge box that has just been delivered. At first glance the instrument appears to be an upright piano, but upon closer inspection the patrons are amazed to discover that it is a brand new Seeburg Model A nickelodeon. The owner of the ice cream parlor is a wise businessman who already has visions of the proper young men in the elegant \$20 tuxedos

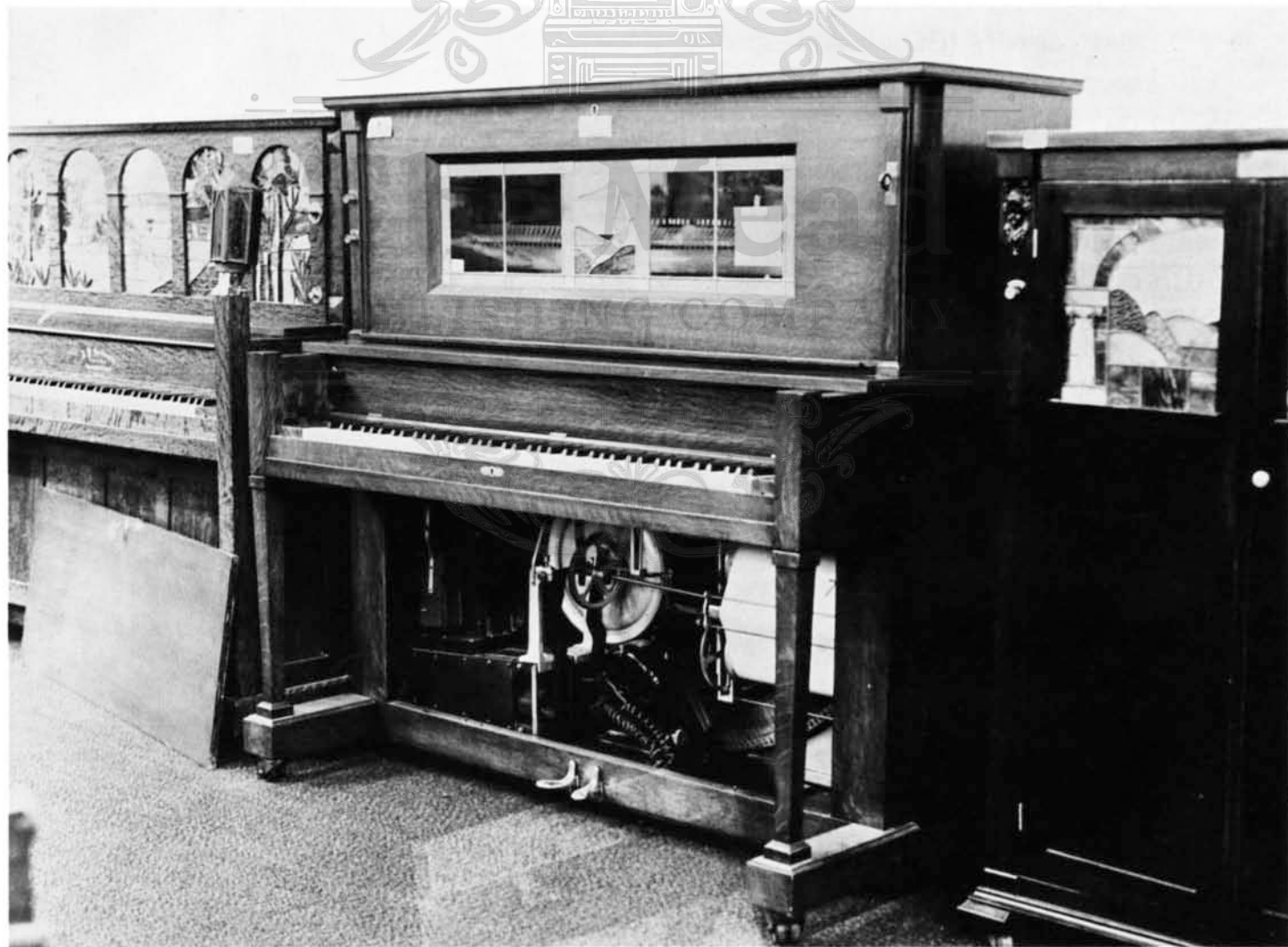
escorting young ladies into his establishment after an evening at the theatre. More importantly, he realizes that besides ordering one of his frozen delights these young men will want to impress their escorts by playing the nickelodeon, and with ten selections to choose from, visions of nickels dance in the owner's head.

Looking back on this scene today, we can appreciate the fact that having a nickelodeon in your place of business was quite a money making device — especially when you realize that in 1908 the price of a pound of coffee was 19¢, three large cans of peas were 58¢,

or that a complete set of dishes for six could be ordered from the Sears and Roebuck catalog for \$2.33!

These machines were fabulous tributes to man's engineering efforts of that day. The machine pictured in this article is one of the hundreds of Model A nickelodeons that the Chicago based Seeburg Company produced.

The operation of the machine is quite complex. Once the nickel is deposited, it travels down a long chute to the accumulator (this device "counted" the nickels and played one tune for each nickel — you could deposit up to ten nickels at a time) which closed an



The nickelodeon in the center is a Seeburg Model A. The front panel has been removed to show the motor, bellows and roll mechanism. These machines were produced for theaters, ice cream parlors, saloons and dance halls. Because of the price (they sold for \$650 in 1918) very few were sold to private homes. The machine on the left is a Model C, and the machine on the right, without a keyboard, is a Model L. It is interesting to note that although all 88 keys are operational and can be played manually, the rolls were designed to play only 65 keys. Our special thanks to the American International Galleries of Irvine, California for allowing us to photograph this fine instrument and providing us with the necessary technical information.

# CLARK ROLLS

(For 65-Note Rewind Electric Pianos)

J. L. C. ROLL NO. A-10X

- 1 Down By The Old Mill Stream
- 2 I'm Gonna Meet My Sweetie Now
- 3 I Never Knew
- 4 I Wonder Who's Kissing Her Now
- 5 Three O'Clock In The Morning
- 6 Margie
- 7 Peg O' My Heart
- 8 Five Foot Two, Eyes Of Blue
- 9 Daisy, Daisy
- 10 I'd Love To Live In Loveland

This is a typical selection of songs that were available on a 10-song roll. At the end of the last tune the nickelodean would automatically rewind the roll to the beginning. These rolls are still being produced today. The clear glass bordered by opaque stained glass was not used on later models which featured all opaque art glass fronts.

electrical circuit to start the 1/8-horsepower motor. The small motor drove both the paper roll and the bellows pump. The roll passes over a series of valves which in turn activates a 65-note keyboard, a mandolin device and operates the pedals. Later models added an xylophone and a rank of pipes, and the Model H added bass drum, tympani, snare drum, triangle, tambourine and castanets to the piano and ranks of pipes. With the additional number of instruments the name of the instrument was changed from nickelodean to orchestration.

After the tenth selection was finished playing, a special bellows attachment would rewind the roll. By the way, these special rolls are still being produced today by John Malone of Turlock, California and Ed Fryer of

Flemington, New Jersey.

The exterior of this particular nickelodean is constructed of richly figured quartered oak and is immaculate. The clear glass is indicative of the Model A; later models featured opaque stained glass fronts.

Almost every part of these lovely instruments was mass produced including the ivory keys, and although several thousand were produced in the early part of this century only a few hundred exist today.

If you have been contemplating the idea of owning one of these rare treasures, this particular model is an excellent choice for a first time collector since it is a relatively easy instrument to restore.

One of the most satisfying experiences of owning an instrument

such as this one is when you drop the first nickel in, you can sit back, close your eyes and as the ragtime sound fills the room, you can almost taste the rich flavor of the hand cranked ice cream of that often forgotten era in American history.



The J. P. Seeburg Piano Company of Chicago is the same company that later produced jukeboxes and still operates very successfully today. One only has to listen to this fine instrument to know the reason why.

# The Bookshelf

This book review section is designed to give our readers some first hand knowledge of the book in terms of content, authorship, printing quality, typography and binding. Each book has been inspected and read by our editorial staff. The review is a subjective opinion based on our exposure to the book. If you would like your book reviewed, please contact our editorial offices at 21176 South Alameda Street, Long Beach, California 90810. Please send the following information: Publisher's complete name and mailing address, price, warranty information if any, where the book can be ordered from and shipping costs. We will review each book in the order that it is received.

**SLOT MACHINES — A PICTORIAL REVIEW** by David Christensen; The Vestal Press, P.O. Box 97, Vestal, New York 13850; 123 pp.; \$10.95.

In order to assist collectors, antique buffs and law enforcement agencies to date and identify slot machines, the Vestal Press has reprinted an expanded edition of the older saddle stitched version by the same title. The author and artist have recreated fifty of the most famous slot machines in exquisite pen and ink drawings of superb quality. Further enhanced by the professional presswork of Vestal Press, there is no excuse for anyone the least bit interested in slot machines not to have a copy.

One of the most factual and interesting prefaces to be found anywhere has been supplied by veteran coin machine writer, Richard Bueschel.

In addition to the drawings included in this presentation, many good photographs are included. Each drawing or photograph is accompanied by a brief description of the machine, its history of development, and in some cases, the reason for its demise.

Although this book has become already become a legend in its own time, many people are unaware of its existence; if you fall into this latter category, waste not another minute: buy it!

**THE FACTS OF SLOTS** by Walter I. Nolan; Gambler's Book Club, Box 4115, Las Vegas, Nevada 89106; 48 pp.; \$1.00.

For such a small booklet, both in size (4½ x 6½) and price, there is a wealth of interesting information in *The Facts of Slots*. The title is somewhat misleading, since one would expect such a title to be a sensational exposure of how the villain operator stands on either the win or lose button, or how the machine can be tightened by turning a simple screw. Indeed, the booklet does point out the foolishness of these myths; but more important, the entire history of the slot machine starting

with Charles Fey in 1895 is presented in concise and fascinating format.

Do you think that it is necessary to give instruction on how to play the slots? The author thinks so; and after reading this section don't be surprised if you find yourself taking his advice next time you play a casino machine.

Photographs of several machines and mechanisms are included and will no doubt be of interest to the novice collector.

Last, but not least, percentages, the theory of chance and the "normal" odds against winning are presented. A complete example in simple-to-understand language is presented so the reader can determine the exact mathematical odds of any machine.

Although the booklet is evidently intended for the novice, there is enough material presented to warrant space on a serious collector's bookshelf.

**JUKE BOX SATURDAY NIGHT** by John Krivine, Chartwell Books Inc., A Division of Book Sales Inc., 110 Enterprise Avenue, Secaucus, New Jersey 07094, 160pp., \$12.95. Supplied to *Loose Change* by West Coast Distributor: The Antique Jukebox Co., 2363 E. Olympic Blvd., Los Angeles, Calif. 90021.

Here is a book that will be a true asset to anyone's library. It is an impressive 9½ x 14 inches in size and the typography, printing and binding are of top quality. John Krivine, who is a collector himself, has presented an amazing piece of folk history.

The modern juke box emerged in the 1920s with the discovery that people would pay a nickel to a machine to hear their favorite tune. It was an important discovery, since it created a market for the rapidly growing 78 rpm record business, earned money for the operator and attracted people to bars, soda fountains and restaurants where the juke box was placed. By the early 1930s, the profitability and popularity of the juke box was well established and mass production was well under

way for companies such as Wurlitzer, Mills, Seeburg, Rock-Ola and AMI as well as several European manufacturers.

This industry, its history, the men and women involved, the factories, the workers, the advertising, and the varied models are what this book is all about.

One of the great attractions of these early model juke boxes is, of course, the casework, with its translucent plastic, chrome plated mouldings, garish revolving color panels and the famous bubble tubes by Wurlitzer. And no less than two hundred photos, at least fifty of them in full color are presented for the reader's pleasure. All of the popular models except the Wurlitzer 950 are here. History is abundant with concentration on the men who made it—N. Marshall Seeburg II, Fred Mills III (related to the Mills Novelty Company folks), Homer Capehart, David C. Rockola, A. D. Palmer, Fred Osborne and William Smith.

*Juke Box Saturday Night* is such a factual, interesting, informative, enlightening, stimulating, and fascinating book, that the reader, even if he knew nothing about juke boxes the day before, will be able to listen and speak intelligently about the subject after reading this book which is destined to be a standard reference guide on juke boxes.

**Perform a  
death-defying  
act.**

**Have your  
blood pressure  
checked.**

Give Heart Fund



## SAN DIEGO SEGA CENTER

*Continued from page 4*

Sega has earned an excellent reputation for creativity and innovative application of technology in this expanding field and the shopping mall family amusement centers are prime exam-



All of the machines at the new SEGA centers use tokens rather than U.S. coins. As you can see, they are a little larger than a nickel but smaller than a quarter.



Our sharpshootin' editor received some tips from SEGA Vice President, Malcolm Kaufman, and proceeded to knock 'em dead.

ples of their attention to detail and professionalism.

We were quite impressed at the number of video projection games (the action takes place on a very large screen) at the SEGA centers. They're a far cry from the "pong" type games of a few years ago. If you have the opportunity to visit one of these centers in your local area, we can guarantee that you'll have a delightful time — just make sure you bring plenty of loose change!

## LOOK BEFORE YOU LEAP

*Continued from page 21*

publication out of the mainstream of your interests can yield surprising and very profitable results. Some of our most outstanding and unusual "finds" have come from these sources.

By all means, seek out as many dealers as you can who handle the items you like to collect. Don't confine yourself to the more visible merchants in town. Attend as many swap meets and flea markets as time permits and don't be afraid to ask those you meet about other people who may share your collecting interest. Sooner or later, you will learn about a long list of people who, like yourself, are collectors in your field. At this point, do not make the mistake of relying on your memory or some haphazard method of keeping track of these people. Start early to keep neat records on who these people are, how they can be contacted, and what their specific interests may be. Then make it a point to contact as many as possible on a regular basis to keep your finger on the pulse of your collecting hobby and possibly be the first to know about the availability of the items of greatest interest to you personally.



This beautifully restored Bally Reliance dice machine operates on a nickel, simulates a real crap game and uses real dice. The machine pays two coins if a seven or an eleven is achieved on the first play; it pays two or four coins depending upon which point is made thereafter. The special gold award payout is worth \$5.00. This machine was manufactured about 1935.

We have all encountered, at one time or another, people who seem to collect everything. Their house and all other available storage space is crammed to the ceiling with a hodge-podge of every conceivable item imaginable. Generally, such people, when asked, have

*Continued on page 32*

## SOMETHING NEW!

From the publishers of Juke Box Saturday Night

# PINBALL MEAD PORTFOLIO

by Harry McKeown

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Los Angeles, California 90021

## The Fabulous Slots

*Continued from page 4*

Chicago introduced a machine which, though basically mechanical, had an electro-mechanical circuitry which enabled multiple coin play. It also contained a motor driven hopper to make possible automatic payout of

jackpots.

Among the many new machines these new innovations made possible were the five reelers, the five line pay and the fifteen coin multiplier. A decade later, the Jennings Manufacturing Company of Reno developed a machine with a completely transistorized circuitry that may introduce a vast possibility of future machines yet to be conceived.

## Refinish Your Slot Case

*Continued from page 21*

wood holding the stain and leave light spots. This will cause unnecessary work in having to re-apply stain to the lighter areas.

### Step Nine

Consider the results before applying any finish. If you want to achieve the original look, use either shellac or varnish. Varathane or liquid plastic finishes are very good, but they do leave the surface extra smooth with a "bar top" finish. If you do want to use one of these, however, I would suggest the satin finish (gloss is too shiny).

One coat of whatever you use is sufficient. More than one and the original look is lost.

When applying the finish, do it in a well-lighted and ventilated room. Use a good brush and apply the finish evenly over the surface. Try to keep from going over the same spot as much as possible, avoiding a build-up of the finish.

When the finish has completely dried, rub your hand lightly over the finished surface checking for smoothness. If you feel that dust has settled while drying try this for removal: Rub furniture past wax thickly over the surface. Using a pad of steel wool ("O" or finer) which has first been covered with wax, proceed to rub the surface gently. Allow the wax to dry and then polish. This will remove the specks without scratching the finish.

### Step Ten

Now it's time to reassemble the case, unless you now think it's time to polish, plate and/or paint the castings (that's another article!). When installing screws, carriage bolts and the like try to match up the fasteners to their original holes; they'll fit better and the wood will accept them easier. Just snug up the fasteners on the outside of the case so that the wood and its new finish gets used to them; in about a week you can tighten them a little more; then in a week or so you can seat them down to their original tightness.



The Operator's Bell of 1910/1915 was almost identical to the Liberty Bell machine except for the fruit symbols which are still in use today. This machine was built by the Watling Company.

## Slots For Tots

*Continued from page 17*

I will be leaving soon to start my first of eight years of college. I will miss my family (yes, even my two brothers and my baby sisters), my home, the dogs,

the cats and just guess what else? Yep, you guessed it — our wonderful mechanical menagerie. It's just one more reason I'll look forward to coming home at Thanksgiving, Christmas and Easter. Maybe I should start saving my spare change now!

Next Month

**"Those Wonderful Watlings"**

**DON'T MISS IT! SUBSCRIBE TODAY!**

## Victorian Casino auction

Continued from page 5

lovely restored curved-top Wurlitzer IX was only bid up to \$7,000.

Early arcade machines, non-payout trade stimulators and vending machines were popular items. Prices received seemed to indicate that condition and appearance were more important factors than was rarity. This is not really surprising; the collecting of coin operated machines is largely an aesthetic hobby where appearance counts most.

The next Victorian Casino Antiques auction has been set for February 3-5, 1978. Based strictly on items already scheduled for auction, it should be outstanding; a selection of early cast iron gambling and trade stimulator machines will be available for the first time at an auction.

The irresistible combination of outstanding machines, the presence of fellow collectors and the raucous and shimmering glitter of Las Vegas makes these auctions a "must" for the avid collector.

# BUY



# SELL



# TRADE

Condition is unimportant! All types of Jukeboxes, Coin Machines, Vending Machines, Back Bars, Saloon Bars, Pool Tables, Arcade Machines, Music Boxes, Pinball Machines, Wooden Ice Boxes, Furniture and Records.

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## The Jukebox

Continued from page 10

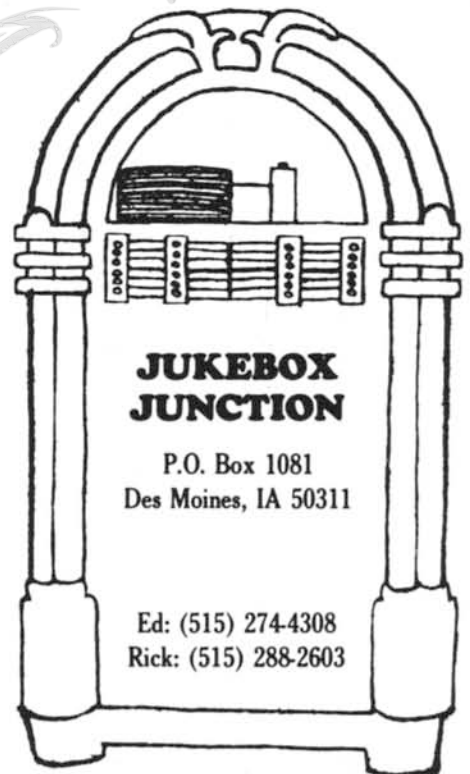
memories of our first push towards nationwide manufacturing.

Old jukeboxes are becoming harder to find, and because of piped-in music systems, places to place jukeboxes are just as difficult to find. Wurlitzer quit making the jukebox in 1974. There are only three manufacturers left in the country today. Who knows? Perhaps one day, all jukeboxes will be collector's items!

there's  
treasure



In Loose Change Advertising



## LOOK BEFORE YOU LEAP

Continued from page 29

only a vague idea of what they possess and no real understanding of the significance of any individual piece. My advice, therefore, is to exercise self control by limiting yourself to no more than two or three collecting fields and by even specializing within these fields. The advantages are enormous. First, you can take the time to be an expert in the specialties you have chosen to collect, and consequently, multiply your enjoyment of each item. Second, by becoming an expert, you will become a more knowledgeable buyer and trader of the items you have chosen to collect. Third, you will conserve your funds and be ready when the best opportunities to invest present themselves.

Look for and buy the best quality items you can afford. The items of superior quality increase in value more rapidly than the more common items, and also are more desired by other collectors if an opportunity to trade presents itself. Do not substitute quantity for quality. Generally speaking, quantity alone is much less interesting to any collector and is not an efficient use of money unless you have an immediate buyer at hand ready to pay cash for that quantity.

Once you have armed yourself with reasonably good knowledge of the field you have chosen to collect, trust your own taste. It is no fun to collect items that others find to be attractive unless you personally also feel the same way



Here is another gem in the author's collection, a Watling Treasury with twin jackpots and mint venders. The knob at the lower right side, near the front, dispenses a roll of mints when turned after each play.

about these items. Further, there is an excellent chance that items you are drawn to collect will also have the same magnetic appeal for others. Occasionally, your tastes may differ from those of the majority; however, even so, you will (at the very worst) be stuck with pieces that you will enjoy having around, notwithstanding their real value in the marketplace.

If you keep the preceding "rules of thumb" constantly in mind when you have a yen to collect, I am certain you will be a success at it; more importantly, however, you will reap the greatest personal satisfaction from the experience. Good hunting!

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## FOR SALE

Penny arcade diggers (claw machines) manufactured by Mutoscope Reel Company showing statues of Empire State Building. Many moving parts—rare collector's item—construction scene in background. Also antique coin machines from English pubs—payout, beautiful wood. Send \$2 plus large SASE for list plus two colored pictures. Ralph Bounty, 79 Butternut Lane, Stamford, Connecticut 06903.

Set of Jennings Standard Chiefs, 5¢-10¢-25¢. \$825 each. Allen Barr, 7359 West 89th Street, Los Angeles, Calif. 90045. (213) 645-1199.

Bus Fare Machine. For further information contact M. Weir, The Little Acorn, 214 Frost Pond Road, Glen Head, New York 11545.

Slot machine reel tapes, decals, finger springs, award cards, etc. Send \$1 for list to Jay Mihelich, 1622 Mills, North Muskegon, Michigan 49445. (616) 744-9214.

Reproduction Watling and Mills Gold Award Tokens (gold plated). Also have Mills '777' Special Award Token. \$1.50 each or 10 for \$12. Mills and Watling decals: \$1 each. G.A.M.E.S., 6626 Valjean Avenue, Van Nuys, Calif. 91406.

IMP Gumball Slot Parts: Original reel tapes (cigarette or fruit) - \$4.00 plus SASE; Original award cards (cigarette or fruit) - \$4.00 plus SASE; Candy Bar Reel Tapes - \$4.00 plus SASE; Also have parts for Advance, Columbus, Acorn, Atlas, Silver King, Regal, Northwestern 33,39,40,49,60, Victor Topper, Model V, Universal, Baby Grand, Asco, Ajax, Toy Joy, Oak, Master '23. Other original never used IMP parts as well as many other parts and machines. Barry A. Goodspeed, 500 West King, York, PA 17404.

Regina Decal for music boxes. Beautiful reproduction—like the original. \$6. I also have player pianos. Marvin Yagoda, 28585 S. Harwich Drive, Farmington Hills, Mich. 48018. (313) 851-8158.

Mills Ferris Wheel. Will sell or trade. Ron Dolenga, 909 West Third Street, Spring Valley, Ill. 61362.

Dime Pace Bantam in absolute mint condition. \$1,000.00. Color photo for \$1. Chuck Treuter, 17074 Raccoon Trail, Strongsville, Ohio 44136.

Gigantic listing of 78 R.P.M. collector's records from the 30-40-50's era. Big Bands, C/W, old time, etc. Stored over 30 years. I've got coin goodies. Put some nostalgia on your old jukeboxes. Over 825 performers. \$2.00 refundable plus \$1.00 postage. Also have some jukebox parts. Send SASE for your needs. Ehmman Service, 980 West 5th Street, Winona, Minnesota 55987.

## FOR SALE

Mills 1937 Nickel Cherry Brown Front. All original including cashbox, lock, paint and reels. Very good condition. \$895. Photo - \$1.00. Jerry Gularowsky, 37 Meadow Lane, Clifton, N.J. 07012.

Madam X 1¢ fortune teller napkin holders. \$25 each. List of slots, jukes, old gambling equipment, etc. \$1. Jack West, 821 Vine, Cincinnati, Ohio 45202.

Old Silver King peanut machines from 1930s. Glass teardrop globes and ruby red glass domes. Used but in excellent condition. 1¢ and 5¢ and many with decals. \$45.00 each and add \$3 each for postage. Will consider trade for arcade machines. Also interested in buying old gambling and amusement items. Smith, 1806 Shields, Sherman, Texas 75090 or phone (214) 893-3626.

Sale or Trade: IMP cigarette label, bubble gum slot machine in good condition. Early coin-op arcade shock machine pat'd. Aug. 8, 1916 by Advance Machine Company, Chicago, Ill. Good condition. Want antique radios and horn phonographs in any condition. Richard Cane, 8391 N.W. 21st Street, Sunrise, Florida 33322.

Vending Machines: Two column 1¢-5¢ Lawrence. Large capacity for nuts or candies. Rustproof aluminum mechanisms. Used a month and then stored away for decades. Original paint is like new. Excellent for dens or operating. \$30.00. 1¢ ballgum with game inside MultiVendor. \$30.00. Sabelle 25¢ Perfume Vendors, new \$20.00; Nips 25¢ perfume vendors, chrome plated, brand new \$30.00. 10 or more 20% discount. Morris Meyers, 5321 Fleming, Richmond, CA 94804. 234-0664, 234-5990.

Orchestral Regina Cherry. Excellent condition. \$5,500.00. Atomic Bomber arcade machine, built 1940. \$450.00. Charles Hardebeck, (812) 527-2212.

Brown Front, Caille Victory and miscellaneous games. Rick Frink, 2977 Eager, Howell, MI 48843. Call after 6:00 p.m.

Gypsy palmist - \$650. Columbus Triple Mint - \$750. Ice Cream Wagon D.C. Disc Player - \$100. Holcomb-Hoke popcorn machine on roll-a-round stand - \$2,500. M. Casey, P.O. Box 5143, Abilene, Texas 79605. (915) 692-7899.

Watling Rol-A-Tops - 5¢, 10¢, 25¢ and 50¢ - some with mint vendors, gold award feature. 5¢ Jennings Dutchess; unusual 5-reel draw poker machine with cast iron case, maker unknown (c. 1900). Stan Wilker, Box 2546, Rancho Palos Verdes, CA 90274. Evenings: (213) 377-7780.

Arcade gumball and slot machines, trade

## FOR SALE

stimulators and counter games. The Antique Pavilion, 2074 Pacific Coast Highway, Lomita, California 90717. Phone (213) 530-5066. Open daily 10 til 6, Sunday 12 til 5.

1. Jennings \$1 "Eldorado" in a walnut upright case: \$1,400. 2. Jennings 5¢ Victory Chief. All wood case. Rare: \$850. 3. Mills 10¢ Diamond Belle: \$850. 4. Pace ¾-Size 5¢. Rare and unusual: \$850. 5. Jennings \$1 Standard: \$800. 6. Mills 5¢ Diamond Belle: \$850. 7. U.S. Marshal 5¢ gun. Shoot at bad guys in Silver Dollar Saloon: \$250. 8. Gold metal popcorn machine: \$175. Above machines have been restored and are ready to place in your den or game room. Also have many gum balls and other amusement machines. We have some slot machine parts and can do your repair work to make your machine operational again. Yellow Bird Antiques, John and June Reely, 1209 Indiana Avenue, South Pasadena, CA 91030. (213) 256-8657.

Rare original Fountaine Fox Toonerville Folks cartoon strips, a few dailies and Sundays. Priced from \$150. Send for price list and xerox of art. Possible trade for tin wind-up toys and Barney Google memorabilia. Stanley Fried, 22 Entrance Road, Roslyn Heights, N.Y. 11577.

My entire collection for sale! Includes 5-Jacks restored, \$400; M/1015 Wurlitzer, all original, \$2,000; Seeburg C w/xylophone, mint restored, \$7,200; Princess Doralina fortune teller, wax head with real human hair, very rare with cast iron legs, \$6,000; Pulver Cops & Robbers, \$400; Diamond Dye Box, \$500; Old wooden cigar store indian, \$1,500; Jennings Silver Chief (10¢) and Little Duke (1¢); Matching pair stained glass windows from drug store w/Rx in center, \$350 for the pair; and miscellaneous advertising and other arcade machines. Jeff Deal, 3368 E. Tuscarawas Ave., Barberton, Ohio 44203 or phone (216) 753-0200. Don't miss this one!

Limited supply of Mills (Novelty Co., Chicago) authentic style and color decals for slots, trade stimulators, arcade, pins, gumballs and etc. machines. Sample - \$1.00; 12 - \$10.00; 36 - \$25.00; 100 - \$40.00. Mint condition. Shipping and handling charges included. I also buy/sell/trade anything coin operated regardless of age of condition, especially gumball and peanut machines. Write Marshall Larks, 8444 N. Lawndale Ave., Dept. LC, Skokie, Ill. 60076 or call (312) 679-4765.

## MISCELLANEOUS

Pinball machines - bowlers - games - sales - service and rentals. Reconditioning of games by a 20 year veteran of service and route operations. We have parts for old games. Send us a list of your needs. Send S.A.S.E. for latest list of old pinballs for sale.

## CLASSIFIED ADVERTISING, CONTINUED

### MISCELLANEOUS

G.A.M.E.S. For Your Home, 18706 Ford Road, Detroit, Michigan 48228, (313) 593-4777.

GOOD LUCK *Loose Change* from Yeager Restoration, 7090 West 5th Ave., Lakewood, Colorado 80226. "Restoration is my hobby"

We have many items of duplication that we will trade or sell. Coin operated and other. Will answer only with stamped return envelope. Sanford Bernstein, 100 Lindberg Ave., Allentown, PA 18103.

### WANTED

Old wooden cased chocolate and gum machines and also display cases with product advertising, any related item such as signs and advertising clocks. Condition important. Please send photo if possible. Describe and price. All letters answered. Howard Fertig, 24 Berkeley Place, Livingston, New Jersey 07039. (201) 992-9247.

Original parts list and service manual for 1936 Pace Comet. Scott Fawcett, 8739 Hudson River Circle, Fountain Valley, CA 92708. (714) 968-5000.

Caille 5¢ Eclipse or Centaur cast iron counter slots (all unrestored). Also 3, 4, and 5 reel gumball slots. Dice and card game, trade stimulators, or any other coin operated chance device. Please state condition and price - photo if possible (will return upon request). Bill H. Whelan, 23 Palmdale Avenue, Daly City, CA 94015 or call evenings (415) 756-1189.

"Master Target Practice" penny shoot; "Master" five reel gum ball slots; "Roll'em" electrical dice game; "Master Prophylactic Vendor"; anything and everything "Master". Literature, decals, parts. Buy-Sell-Trade. I do repairs and restorations on "Master". Dave Flick "The Mastermind", 6222 Conant Street, Long Beach, CA 90808. The nation's most serious collector of "Master" vending items!

Upper center red plastic for Wurlitzer 850; also coin mechanism for 700 Wurlitzer. Ron Dolenga, 909 W. Third Street, Spring Valley, Ill. 61362. Phone (815) 664-2082.

Cast iron mutoscopes, cigar store figures, Zeno, Pulver and Baker Boy gum machines, Minstrel Magic, Circus and Wild West posters, carousel horses. Paul Rifkin, 21 Page Avenue, Asheville, N.C. 28801. (704) 252-1333.

Coin operated weighing machines, all types, any quantity. Write and send photo, if possible, to: Chris Steele, 154 West Lakeview, Columbus, Ohio 43202 or call before midnight (614) 262-4576.

Front door, back door, award card and award card frame for Mills Puritan Bell trade stimulator. Mike Pinkosky, 395 Cannon Drive, Stratford, Conn. 06497 or call (203) 375-6238.

Buy-Sell-Trade: Old penny arcade machines, vending and coin operated music machines. I refinish and restore machines for trades of other machines. Tim LaGanke, 14054 Sweetbriar Lane, Russell Twp., Novelty Ohio 44072. (216) 338-8745.

Watling Treasury, Pace Kitty, Watling Cherry Front Rol-A-Top. Prefer unrestored machines. Also want various Gold Award tokens and VENS

### WANTED

mint wrappers. Chuck Treuter, 17074 Raccoon Trail, Strongsville, Ohio 44136.

Coin-operated gambling and amusement machines and related literature. Frank Radford, 229 Crestmere Place, Memphis, Tenn. 38112. (901) 458-9835.

All antique coin-op machines wanted. Paying top dollar for what you have. Melvin Getlan, 100 North Central Ave., Hartsdale, New York 10530. Call collect (914) 428-2600.

Lower front casting for Silent FOK, 1932 model. Also set of Cherry Front Castings for ROL-A-TOP. Need cabinet for Jennings Victoria, no jackpot style. Dave Evans, 7999 Keller Rd., Cincinnati, Ohio 45243. Phone (513) 381-1313 days, or 891-6841 evenings.

REWARD! Top cash for Jukeboxes. Early Iron & upright machines. Early Arcade, music, nickelodeon, popcorn machines. Anything coin operated. Juke Box Johnny, Rt. 1, Ixonia, WI 53036. (414) 567-3836.

Want Slot Machines and coin operated devices restored and unrestored. Bernie Berten, 9420 S. Trumbull Ave., Evergreen Park, ILL 60642. Phone (312) 499-0688.

WANTED! Mech. for my Mills Check Boy Case., O. V. Fuhlrodt, Box 243, 119 So. Third, Victor, Colorado 80860.

WANTED! A 5¢ Watling Treasury or Roll-A-Top. Also, an award card for a Caille Royal Jumbo and a Caille Banker and an instruction card for a Mills Cricket to copy. If you have any of these signs please contact me, you won't be sorry. Richard Fague, 452 4th Ave., San Francisco, CA 94118.

Top cash for Jukeboxes Early iron and upright machines. Early Arcade, music, nickelodeon popcorn machines. Anything coin operated. Juke Box Johnny, Rt. 1, Ixonia, WI. 53036. (414) 567-3836.

## Is This The Record Play?

Continued from page 15

until World War I came along. After his death, the firm continued making vending machines as the Thomas-Kerns Company, not Inc., throughout the 1920's.

Had Groetchen, or others had their wits about them back in the thirties, they would have checked the patent records for 1894 and found patent No. 511947, issued on January 2, 1894. Patents only have a life of seventeen years, and after that, the devices are in the public domain. It's always been that way, and still is. That means on January 2, 1911, the Griswold game was there for the taking—twenty-two years before Groetchen made his big offer of a Century.

Now let's suppose that the original owner of the Mankato Drug Store put the Griswold machine on his counter the year it first came out, say in December 1893. At the rate of play it experienced in its last 27 years that would put the total handle for its forty years at about \$96,000, with earnings of \$40,000. That may be the all time record for a nickel merchandiser.

As for Groetchen's SOLITAIRE, it never laid a glove on the performance of the original Victorian Griswold machine. Groetchen cut the player percentage to 50% down from the original 60% and barely got a two year run with the game. It soon disappeared in the overpopulated counter game maw of the middle thirties.

Maybe it's time to bring it back again for a third coin-collecting go-around.

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