

PREMIERE PREVIEW

of

Bally

AUTOMATIC PAYOUT

SLOT-MACHINE

WITH NEW ELECTRO-MECHANICAL FEATURES
DESTINED TO REVOLUTIONIZE SLOT-MACHINE OPERATION

BALLY

BALLY

LONDON Amusement Trades EXHIBITION

NEW HORTICULTURAL HALL
Westminster, London

JANUARY 28, 29, 30, 1964

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 60618, U. S. A.



COIN MACHINE INVENTORY LISTS—USED EQUIPMENT

A Compilation of Phonographs and Amusement Machines Actively Traded On Used Coin Machine Markets—New Machines Are Listed Elsewhere in This Section

MUSIC MACHINES

AMI

D-40, '51, 40 Sel.
D-80, '51, 80 Sel.
E-40, '53, 40 Sel.
E-80, '53, 80 Sel.
E-120, '53, 120 Sel.
F-40, '54, 40 Sel.
F-80, '54, 80 Sel.
F-120, '54, 120 Sel.
G-80, '55, 120 Sel.
G-120, '55, 120 Sel.
G-200, '56, 200 Sel.
H-120, '57, 120 Sel.
H-200, '57, 200 Sel.
I-100M, '58, 100 Sel.
I-200M, '58, 200 Sel.
I-200E, '58, 200 Sel.
J-200K, '59, 200 Sel.
J-200M, '59, 200 Sel.
J-120, '59, 120 Sel.
K-200, '60, 200 Sel.
K-120, '60, 120 Sel.
Continental '60, 200 Sel.
Lyric, '60, 100 Sel.
Continental 2, '61, 200 Sel.
Continental 2, '61, 100 Sel.

ROCK-OLA

1436, '52, Fireball, 120 Sel.
1436A, '53, Fireball, 120 Sel.
1438, '54, Comet, 120 Sel.
1446, '54, HiFi, 120 Sel.
1488, '55, HiFi, 120 Sel.
1452, '55, 50 Sel.
1454, '56, 120 Sel.
1455, '57, 200 Sel.
1458, '58, 120 Sel.
1465, '58, 200 Sel.
1475, '59, 200 Sel. Tempo I
1468, '59, 120 Sel. Tempo I
1485, '60, 200 Sel. Tempo II
1478, '60, 120 Sel. Tempo II
1495, '61, 200 Sel. Regis
1488, '61, 120 Sel. Regis
1496, '62, 120 Sel. Empress
1497, '62, 200 Sel. Empress
1493, '62, 100 Sel. Princess

SEEBURG

M100A, '51, 100 Sel.
M100B, '51, 100 Sel.
M100BL, '51, 100 Sel.
Light Cab
M100C, '52, 100 Sel.
HF100G, '53, 100 Sel.
HF100R, '54, 100 Sel.
V200, '55, 200 Sel.
VL200, '56, 200 Sel.
KD200H, '57, 200 Sel.
L100, '57, 100 Sel.
201, '58, 200 Sel.
161, '58, 100 Sel.
222, '59, 160 Sel.
220, '59, 100 Sel.
Q-160, '60, 160 Sel.
Q-100, '60, 100 Sel.
AY100S, '61, 160 Sel.
AY100S, '61, 100 Sel.
DS 160, '62, 160 Sel.
DS 100, '62, 100 Sel.

WURLITZER

1250, '50, 48 Sel., 45 or 78 RPM
1400, '51, 48 Sel., 45 or 78 RPM
1450, '51, 48 Sel., 45 or 78 RPM
1500, '52, 104 Sel., 45 & 78 Intermix
1500 A, '53, 104 Sel., 45 & 78 Intermix
1600, '53, 48 Sel., 45 & 78 Intermix
1650, '53, 38 Sel.
1650A, '54, 48 Sel.
1700, '54, 104 Sel.
1800, '55, 104 Sel.
1900, '56, 200 Sel.
2000, '56, 200 Sel.
2100, '57, 200 Sel.
2104, '57, 104 Sel.
2150, '57, 200 Sel.
2200, '58, 200 Sel.
2204, '58, 104 Sel.
2250, '58, 200 Sel.
2300, '59, 200 Sel.
2304, '59, 104 Sel.
2310, '59, 100 Sel.
2400, '60, 200 Sel.
2404, '60, 104 Sel.
2410, '60, 100 Sel.
2500, '61, 200 Sel.
2504, '61, 104 Sel.
2510, '61, 100 Sel.
2600, '62, 200 Sel.
2610, '62, 100 Sel.

PINGAMES

BALLY
Acapulco (5/61)
Barrel-O-Fun (9/60)
Barrel-O-Fun '61 (4/61)
Barrel-O-Fun '62 (11/61)
Ballerina (6/59)
Beach Beauty (11/56)

Beach Time (9/58)

Beauty Contest (1/60)
Big Show (9/56)
Can-Can (10/61)
Carnival (11/57)
Carnival Queen (11/58)
Circus (8/57)
Circus Queen (2/61)
County Fair (10/59)
Crossroads (1/56)
Cue-Tease 2P (7/63)
Cypress Gardens (6/58)
Double Header (7/56)
Funspot '62 (11/62)
Flying Circus 2P (6/61)
Golden Gate (6/62)
Key West (12/56)
Laguna Beach (3/60)
Lido (2/62)
Lite-A-Line (2/61)
Lotta-Fun (9/59)
Miami Beach (9/54)
Miss America (2/58)
Moonshot (3/63)
Night Club (4/56)
Parade (6/56)
Queens (Bch., Is., Trop.) (3/60)
Roller Derby (6/60)
Sea Island (2/59)
Shoot-A-Line (6/62)
Show Time (3/57)
Silver Sails (11/62)
Sun Valley (7/57)
Target Roll (1/58)
3-In-Line 4P (8/63)
Touchdown (11/60)
Twist (11/62)
U.S.A. (8/58)

CHICAGO COIN

Sun Valley (8/63)

GOTTlieb

Around Wld. 2P (7/59)
Atlas 2P (5/59)
Brite Star 2P (4/58)
Captain Kidd 2P (7/60)
Contest 4P (10/58)
Contl. Cafe 2P (7/57)
Cover Girl 1-Plyr (7/62)
Criss Cross 1P (3/58)
Dneg. Dolls 1P (6/60)
Dbl. Action 2P (1/59)
Fair Lady (12/56)
Falstaff 4P (11/57)
Fashion Show 2P (6/62)
Flagship (1/57)
Flipper 1P (11/60)
Flipper Clown (4/62)
Flipper Cowboy 1P (10/62)
Flipper Fair 1P (11/61)
Flpr. Parade (5/61)
Foto Finish 1P (1/61)
Flying Chariots 2P (10/63)
Gondolier 2P (8/58)
Hi-Diver 1P (4/59)
Kewpie Doll 1P (10/60)
Liberty Belle 4P (3/62)
Ltng. Ball 1P (12/59)
Lite-A-Card 2P (3/60)
Mademoiselle 2P (11/59)
Majestic (4/57)
Melody Lane 2P (9/60)
Mry-Go-Round 2P (12/60)
Miss Annabelle 1P (8/59)
Oklahoma 4P (2/61)
Olympics 1-P (9/62)
Picnic 2P (10/58)
Preview 2-P (8/62)
Qun. of Diam. (6/59)
Race Time 2P (3/59)
Rack-A-Ball 2P (12/62)
Rocket Ship 1P (5/58)
Roto Pool 1P (7/58)
Royal Flush (5/57)
Seven Seas 2P (1/60)
Showboat 1P (4/61)
Silver 1P (10/57)
Sittin' Pretty 1P (11/58)
Slick Chick 1P (4/63)
Spot-A-Card 1P (3/60)
Str. Flush 1P (12/57)
Straight Shooter (2/59)
Sunset 2-player (11/62)
Sunshine 1P (10/58)
Spr. Circus 2P (10/57)
Sweet Hearts 1P (9/63)
Sweet Sioux 4P (9/59)
Swing Along 2P (7/63)
Texan 4P (4/60)
Tropic Isle 1P (5/62)
Universe 1P (10/59)
Wagon Train 1P (4/60)
Whirlwind 2P (2/58)
Wld. Beauties 1P (2/60)
World Champ 1P (8/57)

KEENEY

Flash Back
Old Plantation (2/61)
Black Dragon
El Rancho Hacienda
Rainbow (6/62)
Go-Cart 1P (5/63)
Poker Face 2P (9/63)

PINGAMES (contd.)

WILLIAMS

Big Daddy 1P (9/63)
Big Deal 1P (2/63)
Black Jack 1P (1/60)
Casino 17P (10/58)
Club House 1P (10/59)
Coquette (4/62)
Crossword 1P (4/59)
Darts 1P (6/60)
El Toro 2P (8/63)
Fiesta 2P (12/59)
Four Roses 1P (12/62)
Four Star 1P (7/58)
Gay Paree (6/57)
Gldn. Bells 1P (9/59)
Gldn. Gloves 1P (1/60)
Gusher 1P (9/58)
Jig Saw 1P (12/57)
Jumpin' Jacks 2P (4/63)
Jungle 1P (9/60)
Kingpin (9/62)
Kings 1P (8/57)
Mardi Gras 4P (11/62)
Merry Widow 4P (10/63)
Music Man 4P (8/60)
Naples 2P (9/57)
Nags 1P (3/60)
Reno 1P (10/59)
Rocket 1P (11/59)
Satellite 1P (7/58)
Sea Wolf 1P (7/59)
Serenade 2P (5/60)
Skill Pool 1P (6/63)
Space Ship 2P (12/61)
Starfire (1/57)
Steeplechase 1P (11/57)
Swing Time 1P (5/53)
10 Strike 2P (1/58)
3-D 1P (11/58)
Tic-Tac-Toe 1P (1/59)
Tom-Tom 2P (1/63)
Top Hat (10/58)
Trade Winds (6/62)
Turt Champ (8/58)
Twenty-One 1P (2/60)
Valiant 2P (8/62)
Vagabond (10/62)
Viking 2P (10/61)

SHUFFLES—BOWLERS

BALLY

ABC Bowler (7/55)
Jumbo Bowler (9/55)
King Pin Bowler (9/55)
ABC Spr. Del. (9/57)
All-Star Bowling (12/57)
All-Star Deluxe (2/58)
Lucky Shuffle (9/58)
Star Shuffle (10/58)
Speed Bowler (11/58)
Club Bowler (2/59)
Club Deluxe (5/59)
Monarch Bowler (11/59)
Official Jumbo (9/60)
Jumbo Deluxe (9/60)
Ball Bowlers
ABC Bowl. Lane (1/57)
ABC Tournament (6/57)
ABC Champion (10/57)
Strike Bowler (11/57)
Trophy Bowler (4/58)
Lucky Alley (8/58)
Pan American (6/59)
Challenger (9/59)
Super Shuffle (12/61)
Big 7 Shuffle (9/62)

CHICAGO COIN

Shuffles

Triple Strike (2/55)
Arrow (2/55)
Cr. Cross Targette (1/55)
Bonus Score (4/55)
Hollywood (5/55)
Blinker (8/55)
Score-A-Line (9/55)
Bowling Team (10/55)
Rocket Shuffle (3/58)
Explorer Shuffle (6/58)
ReBound Shuffle (12/58)
Championship (11/58)
Double Feature (12/58)
Red Pin (2/59)
Bowl Master (8/59)
4-Game Shuffle (11/59)
Bull's Eye Drop Ball (12/59)
6-Game Shuffle (6/60)
Triple Gold Pin (2/61)
Starlite (5/62)
Citation (10/62)
Strike Ball (5/63)
Ball Bowlers
Bowling League (2/57)
Ski Bowl 6 Plyr (11/57)
Classic (7/57)
TV Bowling Lg. (11/57)
Lucky Strike (1/58)
TV (with rollovers)
Player's Choice (9/58)
Twin Bowler (10/58)
King Bowler (3/59)
Queen Bowler (9/59)
Duke Bowler (8/60)

Duchess Bowler (8/60)

Princess (4/61)
Gold Crown (3/62)
Royal Crown (8/62)
Grand Prize (3/63)
SHUFFLES—BOWLERS
UNITED
Shuffles
Clipper (5/55)
5th Inning (6/55)
Capitol (6/55)
Super Bonus (9/55)
DeLuxe model
Top Notch (10/55)
Regulation (11/55)
6-Star (10/57)
Midget Bowling (3/58)
Shooting Stars (4/58)
Eagle (5/58)
Atlas (8/58)
Cyclone (10/58)
Niagara (11/58)
Dual (1/59)
Zenith (6/59)
Flash (6/59)
3-Way (9/59)
4-Way (12/59)
Big Bonus (2/60)
Sunny (5/60)
Sure Fire (10/60)
Line-Up (1/61)
5-Way (5/61)
Avalon (4/62)
Silver (6/62)
Shuffle Baseball (6/62)
Action (7/62)
Embassy (9/62)
Circus Roll-Down (9/62)
Lancer (11/62)
Sparky (12/62)
Caravelle (2/63)
Crest (4/53)
Rumpus Targette (5/63)
Astro (6/63)
Ultra (8/63)
Ball Bowlers
Bowling Alley (11/56)
Jumbo Bowling (9/57)
Royal Bowler (12/57)
Pixie Bowler (8/58)
Duplex (11/58)
Simplex (5/59)
Advance (5/59)
League (10/59)
Handicap (11/59)
Teammate (12/59)
Falcon (4/60)
Savoy (5/60)
Bowl-A-Rama (9/60)
Tip Top (10/60)
Dixie (1/61)
Cameo
5-Star Bowling (5/61)
Classic (6/61)
Alamo (4/62)
Sahara (7/62)
Tropic Bowler (9/62)
Lucky (11/62)
Cypress (12/62)
Sabre (2/63)
Regal (4/63)
Fury (8/63)

WILLIAMS

Ball Bowlers
Roll-A-Ball (12/56)
6 Player
UPRIGHTS
AB Circus (5/56)
AB County Fair (3/57)
AB Circus Wagon (12/58)
AB Galloping Dominos (4/59)
AB Circus Play Ball (4/59)
AB Magic Mirror (11/59)
Horoscope (11/59)
AB Mermaid (3/60)
AB Jumbo (5/59)
B Sportsman (6/59)
B Jamboree (10/60)
B Super Jumbo (11/60)
CC Star Rocket (5/59)
GA Skeet Shoot (1/57)
GA Super Hunter (6/57)
GA Double Shot (4/58)
GA Wild Cat (12/58)
GA Spr. Wild Cat (7/59)
GA Twin Wild Cat (7/59)
GA Super Wild Cat (12/60)
Twin Trail Blazer (2/61)
K Big Tent (6/57)
K Spr. Big Tent (6/57)
K Shawnee (1/59)
K Big Roundup (3/59)
K Little Buckaroo (4/59)
K Del. Big Tent (5/59)
K Big 3 (5/59)
K Touchdown (9/59)
K Big Dipper (10/59)
K Twin Big Tent (1/60)
Criss Cross Diamond (1/60)
K Red Arrow (4/60)
Sweet Shawnee '60

Black Dragon '60

K Twin Red Arrow (5/60)
K Flashback (6/61)
ARCADE
ABT 6 Gun Rifle Range
Air Football
Air Hockey
Auto Photo Model 9
Amer. Shuff. Situation (5/61)
B Undersea Raider
B Derby Gun (2/60)
B Bulls Eye Shooting Gallery (9/55)
B Big Inning (5/58)
B Heavy Hitter (4/59)
B Ball Park (4/60)
B Sharpshooter (2/61)
B Golf Champ (8/58)
B Bat. Practice (8/59)
B Skill Roll (B 3/58)
B Moon Raider (7/59)
B Target (10/59)
B Spook Gun (9/58)
B Skill Parade (1/59)
B Skill Score (6/60)
B Skill Derby (10/60)
B Del. Skill Parade (4/59)
B Table Hockey (2/63)
B Spinner (2/63)
Novelty
B Bank Ball (1/63)
Capitol Midget Movies
CC Bullseye Baseball
CC Basketball Champ
CC 4-Player Derby
C Goalee
CC Midget Skee Super model
CC Big League (5/55)
CC Twin Hockey (5/56)
CC Shoot The Clown
CC Stm. Shovel (5/56)
SS Batter Up (4/58)
CC Criss Cross Hockey (10/58)
CC Croquet (8/58)
CC Playland Rifle Gallery (8/59)
CC Pony Express (4/60)
CC Ray Gun (10/60)
CC Wild West (5/61)
CC Long Range Rifle Gallery (1/62)
CC All-Star Baseball (1/63)
CC Big Hit (10/62)
CC Pro Basketball (6/61)
Ex Gun Patrol
Ex Jet Gun
Ex Space Gun
Ex Pony Express
Ex Six Shooter
Ex Shooting Gal. (6/54)
Ex Star Shtg. Gal. (9/54)
Ex Sportland Shooting Gallery (11/54)
Ex "500" Shooting Gallery (3/55)
Ex Treasure Cove Shooting Gal. (6/55)
Ex Jungle Hunt (3/57)
Ex Ringer Ball (11/56)
Ex Pop Gun (9/57)
Ge Lucky Seven
Ge Sky Gunner
Ge Night Fighter
Ge 2-Player Basketball
Ge Rifle Gal. (6/54)
Ge Big Top Rifle Gallery (6/54)
Super model (12/55)
Ge Gun Club
Ge Wild West Gun (2/55)
Ge Sky Rocket Rifle Gallery (5/55)
Ge Championship Baseball (9/55)
Ge Quarterback (10/55)
Ge Hi Fly Baseball (5/56)
Ge State Fair Rifle Gal. (6/56)
Ge Davy Crockett (10/56)
Ge Circus Rifle (3/57)
Ge Motorama (10/57)
Ge Gypsy Grandma (5/57)
Ge Fun Fair (3/58)
Ge Space Age Gun (6/58)
Jungle Joe
Ke Air Raider
Ke Sub Gun
Ke Sportland De Luxe model
Ke Ranger (3/58)
DeLuxe Model (3/55)
Ke League Leader (4/58)
Ke Sportland Ke Two-Gun Fun (3/62)
Mid Red Ball (5/59)
Mid Joker Ball (11/59)
Midway Bazooka (10/60)

(Midway, contd.)

Midway Shooting Gallery (2/60)
Midway Del. Baseball (5/62)
Mid. Target Gallery (7/62)
Mid. Carn. Tgt. Glry. (2/63)
Mid. Slugger BB (3/63)
Mid. Rifle Range (6/63)
Mid. Raceway (10/63)
Mills Panorama Peek (11/54)
Munves Bike Race (5/58)
Munv. Sat. Trkr. (5/59)
Mu Atomic Bomber
Mu Ace Bomber
Mu Dr. Mobile
Mu Fly Saucers
Muto Lord's Prayer
Mu Photo (Pre-War)
Mu Photo (DeLuxe)
Mu Silver Gloves
Mu Sky Fighter
Munves (Squirts) (11/57)
Muto Voice-O-Graph Pre-War Model
Post-War Model
Mu K. O. Champ
Mu Drive Yourself
Mu Bang-O-Rama (4/57)
Philadelphia Toboggan Skee Alley
Scientific Pitch 'Em
Seeburg Bear Gun
Seeburg Coon Hunt
Set Shot Basketball
Southland's Speedway (6/63)
Southland Fast Draw '63
Telequiz
Un Jungle Gun
Un Carn. Gun (10/54)
Un Bonus Baseball (3/62)
Un Bonus Gun (1/55)
Un Star Slugger (7/55)
Un Spr. Slugger (4/56)
Un Pirate Gun (10/56)
Un Yankee BB (3/59)
Un Sky Raider (10/58)
Un Del. BB (4/53)
Wm. Major Leaguer
Wm. Big Lg. BB (2/54)
Wm. Jet Fighter (10/54)
Wm. Safari (2/54)
Wm. Polar Hunt (3/55)
Wm. Sidewalk Eng (4/55)
Wm. King of Swat (5/55)
Wm. 4-Bagger (4/56)
Wm. Crane (10/56)
Wm. Penny Clown (12/56)
Wm. 1957 Baseball
Wm. 10-Strike (12/57)
Wm. Ten Pins (12/57)
Wm. Shortstop (4/58)
Wm. Pinchhitter (4/59)
Wm. Vanguard (10/58)
Wm. Hercules (2/59)
Wm. Crusader (6/59)
Wm. Titan (8/59)
Wm. Del. Bat. Champ (5/61)
Wm. Extra Inning (5/62)
Wm. World Series (5/62)
Wm. Road Racer (5/62)
Bally Champion Horse
Bally Moon Ride
Wm. Official Baseball (4/60)
Wm. Major League (3/63)
Wm. Voice-O-Graph 1962
KIDDIE RIDES
Bally Champion Horse
Bally Moon Ride
Pony Twins
Bally Space Ship
Bally Speed Boat
Bally Trnrv. Trolley
Bert Lane Lancer Horse
Bert Lane Merry-Go-Round
B.L. Miss America Boat
Bert Lane Fire Engine
B.L. Whirllybird (3/61)
B.L. Moon Rocket (3/61)
Capitol Donald Duck
Capitol Elsie
Capitol Palomina Horse
Capitol See Saw
Chicago Coin Super Jet
Chicago Round The World Trainer
Deco Merry-Go-Round
Deco Space Ranger
Exhibit Big Broncho
Exhibit Mustang
Exhibit Sea Skates
Exhibit Space Patrol
Scientific Television
Scientific Boat Ride
Texas Merry-Go-Round
Exhibit Rudolph The Reindeer

chicago coin's NEW **FIRE CRACKER**

2-PLAYER PIN GAME



New "Firecracker Zone"
EXPLODES with
Scoring Action!

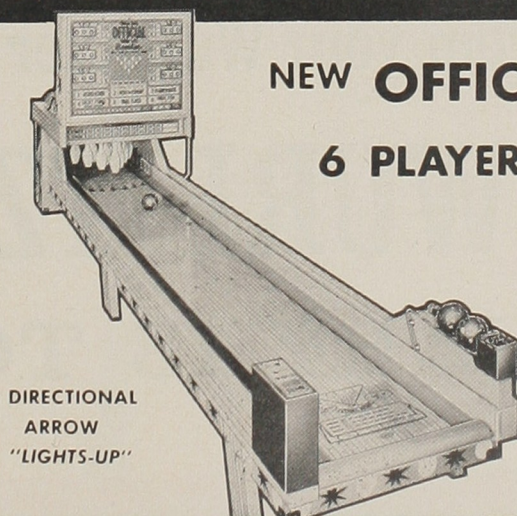
Available
Also in
2-Player
Added Ball
Model!

- Balls "Ricochet" in "Firecracker Zone" as if in perpetual motion — Exploding in and out of Action Holes — Back into "Firecracker Zone" for high score!
- New! Special Target "Live" at all Times!
- New! Score-frame has Stainless Steel trim on front, and protective metal corners at the back to prevent damage!
- New! Front hand-rests are made of Cyclac Plastic, from which telephones are made. It will not tarnish, has long life and re-mains clean!
- New! Exclusive "Lift-Out", Self-locking Playfield! Instant access to interior mechanism! No screws! No levers!
- Tilt adjustable for One Ball Tilt or Complete Game Tilt!
- Game adjustable to 3 or 5 Ball!
- Brilliant "Long-Life" finish Playfield!
- Match feature!

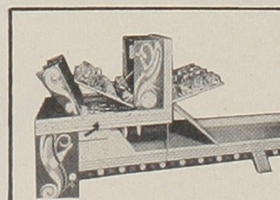
Now at your Chicago Coin Distributor!

SEE AMERICA'S HOTTEST LINE OF COIN OPERATED GAMES

SEE
chicago coin's
NEW
SPOTLITE
PUCK BOWLER
with Spare-Lite Feature
AT YOUR DISTRIBUTOR



NEW OFFICIAL "SPARE-LITE"
6 PLAYER BOWLING GAME

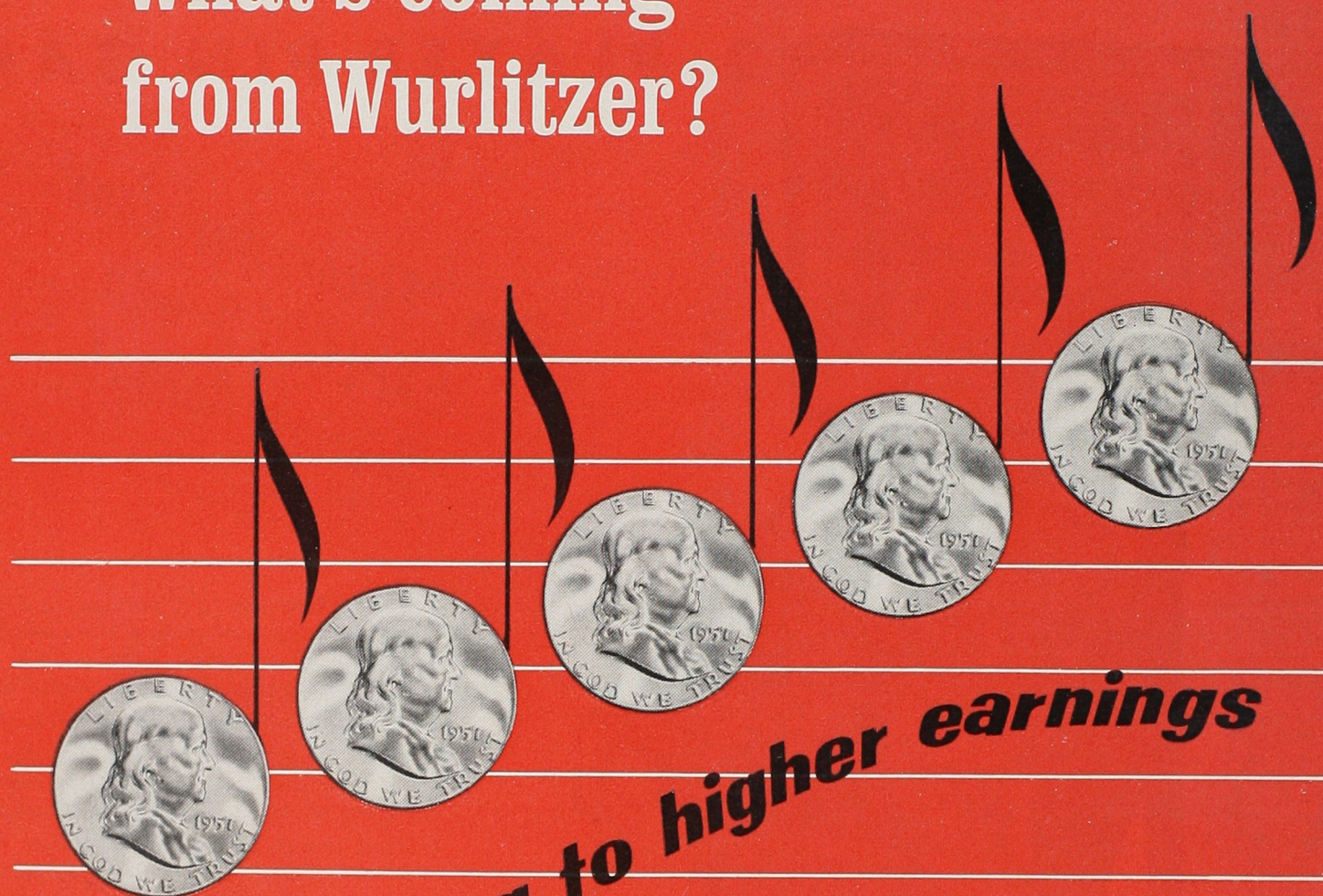


NEW! "SWING-AWAY"
Servicing — Provides
INSTANT ACCESS to
Interior Mechanism
without moving Game!

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

Chicago Dynamic Industries, Inc.

what's coming
from Wurlitzer?



..... *A swing to higher earnings*

Learn all about it from your Wurlitzer distributor during
NATIONAL WURLITZER WEEK
JANUARY 13 TO 18

THE WURLITZER COMPANY • 107 YEARS OF MUSICAL EXPERIENCE • NORTH TONAWANDA, N. Y.

UNITED'S NEW SKIPPY SHUFFLE ALLEY

Features

Fascinating **HIGH SCORES** by Popular Demand

Big 4-REEL Scoring
IN THE
THOUSANDS
IN
Dual Flash • Flash • Advance

3-REEL Scoring
IN
REGULATION
AND
REGULATION CHAMP

FLUORESCENT
LIGHTING

EASY TO SERVICE

Designed by the
ORIGINATOR
of Coin-Operated
SHUFFLE ALLEYS
and
BOWLING ALLEYS

HIGHEST RESALE VALUE

ORDER FROM YOUR
UNITED DISTRIBUTOR
TODAY!

1
TO
6
CAN
PLAY

Handicap Feature
EASY STRIKE OR NORMAL STRIKE

Standard 10¢ Play
**MULTIPLE
COIN MECHANISM**
(OPTIONAL AT EXTRA COST)

RUGGED
Pilfer-Proof
CONSTRUCTION

8½ FT. LONG
2½ FT. WIDE
SHIPPING
WEIGHT
(CRATED)
465 lbs.

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

UNITED MANUFACTURING COMPANY • 3401 NORTH CALIFORNIA AVE., CHICAGO 18, ILLINOIS • CABLE ADDRESS: UMCO

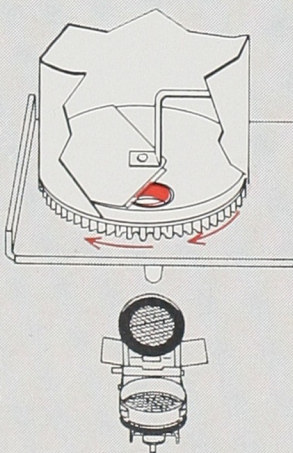


Exclusive ROCK-OLA feature takes the guesswork out of profit yield per cup

Perfect coffee flavor is a sure bet!

Only Rock-Ola gives you four ways to "turn" perfect flavor into more profits . . . with these four exclusive inter-changeable measuring cups. As you know, accurately measured coffee throw ends waste. With this exclusive Rock-Ola feature you get more cups of coffee per pound, more profit. You know in advance the *exact* profit yield per cup!

Here's how it works: The Coffee Hopper is a simple revolving unit. When a coffee selection is made, fresh coffee is automatically dropped into brewer; there it is brewed at a pre-set time adjustment for proper extraction and dispensed. Upon completion of vending cycle measuring cup is refilled in coffee hopper, excess



coffee is "cleaved" away. An accurately measured cup of fresh coffee is now ready for the next vend cycle.

To vary coffee throw . . . vend more cups per pound, simply change measuring cup at the bottom of the hopper. The 45 cup per lb. measuring cup drops 9.9 grams each vend, the 52 cup per lb. measuring cup drops 8.7 grams each vend, the 58 cup per lb. measuring cup drops 7.8 grams and the 63 cup per lb. measuring cup drops 7.2 grams. Adjustable brewing time feature assures proper extraction regardless of cup quantity selection.

That's all there is to it! No augers, no impellers . . . nothing to break down, no waste! Like all Rock-Ola coffee vendor features, *simplicity is the key to top profit!*



ROCK-OLA MODEL 1403-S

This exclusive feature is only one of the top profit makers on the Rock-Ola Model 1403-S Coffee and Hot Drink Vendor. Rich, flavorful coffee is always the case . . . four ways: black, black with sugar, with creme, with sugar and creme; extra creme and sugar buttons are a standard feature. Plus, hot whipped chocolate and hot whipped soup. Modular skirt conversion kit available when used in full line vending bank. Model 1403 (no soup) also available.

PUT THIS PROFIT PRODUCER TO WORK FOR YOU NOW!

Look to

ROCK-OLA

for advanced products for profit

ROCK-OLA IVI CORPORATION, A subsidiary of Rock-Ola Mfg. Corp.
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