

# ARE YOU GETTING GENUINE MILLS BELLS-OR ONLY IMITATIONS?

Neither Service Games (Japan) Inc., nor Westlee, which use the following advertising, is a distributor of new, genuine Mills Bell-O-Matic machines!

OVER 90% . . .

of the world supply of MILLS BELL models are built in our Tokyo factory under the supervision of the most competent staff of Bell machine engineers, technicians and craftsmen in existence.

The **FINEST MILLS PRODUCTS** in the history of the industry are **MANUFACTURED IN JAPAN** for worldwide distribution.

## 90%

Yes... the quality, design and player appeal of our MILLS have convinced coin machine men around the globe that it's good business to install Service Games' Mills Bell machines.

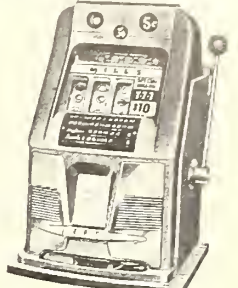
*Service Games (Japan) Inc.*

17-1 Chome, Nishi-Chiku, Shinjuku-Ku, Tokyo, Japan  
 Cable: SERVGAME TOKYO  
 TEL: 49-2134

**THESE ADVERTISED MACHINES**

ARE NOT NEW, GENUINE MILLS BELL-O-MATIC MACHINES. THEY ARE ONLY IMITATIONS OF THE GENUINE MACHINES PICTURED AT LEFT.

NEW MILLS 7-7-7  
 AVAILABLE FOR IMMEDIATE DELIVERY



• SALES AND RENTALS •  
 ON ALL TYPES OF MACHINES

**WESTLEE**  
 SWALDSCHULSTRASSE  
 TEL. 381333  
 FRANKFURT MAIN  
 TEL. 381455

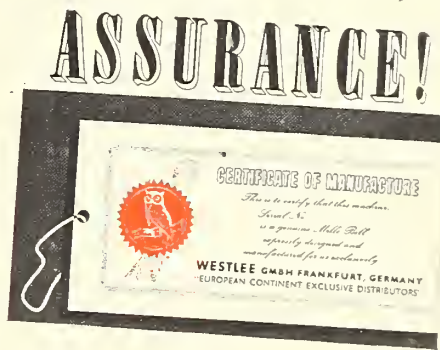
EVERYTHING IN COIN MACHINES

It will pay you well when buying machines to insist on **GENUINE MILLS BELLS** made only in Reno, Nevada, U.S.A., by Mills Bell-O-Matic Corporation and sold only through its authorized distributors.

No other machines made, in Japan or elsewhere, are backed by Mills' 50 years of continuous design and manufacturing experience.

OVER THESE YEARS MILLS HAS BUILT, AND CONTINUES TO BUILD, 100% OF THE GENUINE MILLS BELL MACHINES SOLD THROUGHOUT THE WORLD. Obviously, the quality reputation was built by genuine, American made, Mills Bell-O-Matic machines only. Why take a chance on unproven imitations when you can get the real thing?

**This is an unauthorized** copy of the **TRADE MARK** owned exclusively by Mills Bell-O-Matic Corporation, Reno, Nevada and Chicago, Illinois, U.S.A.



## Ask yourself—WHY

do these companies use the name Mills, copy our owl insignia used for 50 years and imitate our trade mark (which is a registered U.S.A. trade mark) when their machines are not manufactured by our company, but admittedly manufactured outside the United States.

The reasons are clear. *Genuine* Mills Bell-O-Matic machines are the world's best. They make more money; they provide the best in player enjoyment, have the best action, look better and

deliver longer trouble-free service. *They are backed by over 50 years of manufacturing experience.*

It is only natural that imitators copy the best. It is up to you **NOT TO BE MISLED BY REBUILTS, IMITATIONS AND COPIES.**

## YOU CAN BUY GENUINE NEW MILLS BELLS

Only from Authorized Mills Bell-O-Matic Distributors (for Export only)

Mills Bell-O-Matic has established Authorized Distributors throughout the world

In Europe, LEONARD HAIMES COMPANY, 35 Mercer St., New York City, maintains offices at 3 Cork Street, London W1, England and six Branch Offices on the continent for your convenience.

In the Far East, TRADESHIP, LTD., 369 Pine Street, San Francisco 4, California maintains sales and service offices—in Ottawa, Seoul, Pusan, Inchon, Tokyo, Hong Kong, and Saigon.



# MILLS

## BELL-O-MATIC CORPORATION

EXECUTIVE OFFICES: 4630 Fullerton Avenue, Chicago 39, Illinois, U.S.A. • PLANT: 50 Grove Street, Reno, Nevada, U.S.A.