Seeing the Show

A Trip Down the Exhibit Aisles at the 1935 Coin Machine Exposition
Reveals 150 New Machines — Array of Merchandise

BOOTH 1A
Churchill Cabinet Company
Chicago
Represented by O. Gullicksen and S. T. Gullicksen, exhibiting a miniature model of the Churchill plant and their facilities for manufacturing cabinets for coin machines.

BOOTH 1
L. & R. Manufacturing Company
Chicago
Represented by Mr. Robin, showing a new type amusement machine.

BOOTH 2
International Mutoscope Reel Co., Inc.
New York City, N. Y.
Represented by William Rabkin, William R. Beasley and Earl Winters. Products Exhibited—Checkers, pin table with registrar; Magic Finger, new merchandiser; Electric Traveling Crane; Photomatic, automatic photograph machines.

BOOTHS 3-4-5
D. Gottlieb and Company
Chicago
Represented by Dave Gottlieb, Nate Gottlieb and A. Dalkin. Showing two new surprises in amusement machines.

BOOTHS 6-7
The Northwestern Corporation
Morris, Ill.
Represented by W. E. Bolen, W. R. Greiner, Miss Penelope (Penny) Merchandiser.

BOOTHS 8-9-10
A. B. T. Manufacturing Company
Chicago
Represented by H. J. Fisher. Products Exhibited — Autodart, ticket vending table; Winner, pin table, automatic totalizer; All Stars, pin table, football playing field; Rocking Horse, automatic novelty; Pay Off, one shot pin table; Penguin, pay-off table; Horse Race, pin table; Coin Chutes and full A.B.T. Line.

BOOTH 11
Greetchen Tool & Mfg. Co.
Chicago
Represented by Karl Klein, Sales Manager and Jos. Fitzgerald. Products Exhibited—Dice-O-Matic, dice machine; Four-Some, 4-player dice machine; Turf Classic, pari-mutuel horse race game.

BOOTH 12-13
Advance Machine Co. Chicago
Represented by A. E. Gebert, G. A. Gill and F. C. Cook. Products Exhibited were selection from the Advance line of more than 100 models. About 50 machines especially selected from the Advance line, for vending shelled nuts, ball and stick gum, electric shocker, matches, postcards, pictures, amusement, pencils, novelties, toilet locks, sanitary napkins, candy, apples, cigarettes, and various other types of vendors.

BOOTHS 14-15
Pace Manufacturing Co., Chicago
Represented by J. O. Bates, sales manager and assistants. Products shown included a complete line of Pace Bells and Venders, Pace Ban-tam scales, etc. A separate exhibit was conducted at the Congress Hotel in the offices of Paces Races.

BOOTH 16
Star Electro Hoist Co. New York
Represented by H. A. Rankow and Edwin Fish, exhibiting their Electro Hoist, in the New Majestic Model.

BOOTHS 17-18-49-49A
Rock-Ola Manufacturing Corporation
Chicago
Represented by P. S. Bennett and a dozen or more assistants. The new Rock-Ola machines include Flash, Gold Rush, Multi-Selective Phonographs, as well as Army and Navy.

BOOTHS 19-20-47-48
Bally Manufacturing Company
Chicago
Represented by Jim Buckley, Ray Moloney, Herb Jones and others. New Bally hits include C.O.D.; Ranger, electrical pistol practice machine; Traffic, a brand new example of pin game construction; New Motorless Digger; Skyscraper; Planetelius, Horoscope machine and others.

BOOTH 21-22-45-46
Genco, Incorporated
Chicago

BOOTHS 23-24
J. P. Seeburg Corp.
Chicago

BOOTH 25-26
Watling Manufacturing Co.
Chicago
Represented by John Watling, Tom Watling and others, showing the full Watling line of machines and scales.