

London Coin Machine Show Is Successful

THE British Coin-Operated Machine Exhibition, held the last week of February, attracted twenty-six exhibitors of machines and accessories and was well attended by buyers, according to reports published by *World's Fair*. An inaugural luncheon held on Tuesday, February 26, attended by leading coin machine people, officially opened the exhibition.

Following are listed the exhibitors and a brief mention of products shown:

The Amusement Equipment Company, of Wembley, showed four machines, the Radio Rifle; the Hercules Crane, a seven-sided affair with the grab covering the entire field and neon lighting installed in the "roof;" Drivatest, automatic machine for giving driving tests to automobile operators; and the new Wishing Well, a very flashy looking machine with a non-stop flow of water from a miniature bucket into a well.

The Exhibit Machine and Merchandise Company displayed the famous Novelty Merchantman.

B. Firman and Company from Nottingham displayed parts for machines and a number called Pushapenny.

Doubleday on Stand 4, displayed new style totalisators in handsome cases. These totes all possess jackpots and award tokens.

A. J. McDonald and Sons produced a brand new British table, Lights o' London. The main idea is for the player to manipulate the "pedestrian" (a ball) safely across the two safety lanes into winning pockets. Traffic lights flash during the process of manipulation. There is also a direct win tunnel, and a recording device to show the number of wins.

Brenner and Sons exhibit consisted of a new skill machine—the Escalator. The player has to steer a steel pillar with balls on its top through projections. If successful, the number of balls left at "journey's end" run off into a channel; the number in that channel denotes the value of the prize.

An array of machines by the British American Novelty Company, included a new shooter, The Clown, in an attractive cabinet. The patron sees a head of a laughing clown, complete with a row of metal teeth which he endeavors to shoot down with a pistol. If successful in knocking over the lot his penny is returned.

Cinematograph pictures and revolving Mills Century mechanism gave life to the Samson Novelty Company's display on Stand 8, which included Mills Century, Q.T. Vender, Q. T. Payout Table, Cannon Fire and different models of Cinespect.

The E. W. Bryan of Kegworth display included the Walden Goliath hand operated crane, the Bryan Bumper, Trickler, Rippler and Payramid.

Scott, Adickes had new American tables by Exhibit Supply and Genco.

Brecknell, Munro and Rogers, Ltd. change-giving machine proved to be one of the biggest attractions. A pneumatic crane proved attractive and the same applies to a new pin table called "Noughts and Crosses." Every time a ball enters a pocket a light appears on the indicator at the base of the field. Other exhibits here were Rollemon, and three different types of Skill Adda.

Fred Hardinges showed Treasure Ship, a British made crane on which two players can play separately at the same time; A.B.T. Auto-Dart; A.B.T. All Stars with its twenty-two

miniature football players; and A.B.T. International table.

The Burrows family had Stand 13, and a fine array of machines. Ice Hockey appears to have been the big hit. Other machines included Pace Comets; Pace's Races; the new Saxony Handicap — a table game on which two players play a competitive horse race game by means of balls and plungers; Gottlieb's latest, the Turntable with a revolving disc, starting holes, kickers, bridges, and runways.

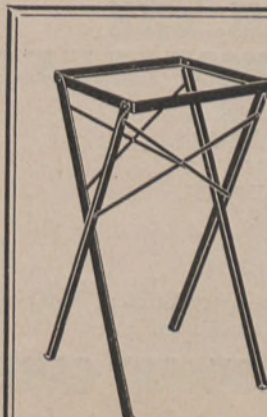
Goddard Novelty Company had Stand 14 whereon they showed a new table, the Sensation which has four base kickers, and center, left and right gates, which are opened by shots into the corresponding holes. Other exhibits here were Beacon, Major League, Esquire, Live Power and Golden Arrow.

Fred Bolland at Stand 15 displayed Fortune Card Machines; Marvel coin repeats; Airport coin repeats; Signal Grips; Caille Commercials, old and new styles; Spares; Fortune Cards; and Cock and Hen Machines.

S. Capaldi and Company with Frank and Jack in charge introduced the Magic Finger, Mutoscope Reel's alternative to the digger. In place of the usual grab there is a polished metal flexible "finger" which moves forward while the player endeavors to control it from side to side so that it pushes the desired prize into the chute. At the end of each play a metal band pushes the swag back while the table revolves. Two red hot Bally productions were Sky-scraper and C.O.D.

One of the most attractive looking stands in the whole show was that of the Premier Tobacco Company with a display of White Abbey cigarettes.

Surmounting the display on Stand 18 was "Sal," telling the world that



The National Stand!

Weight only 17 lbs. Price, \$1.75 each in small lots. Cash with order. In lots of 25 or over, \$1.50. 1/3 cash with order, balance C.O.D. Carried in stock for quick shipment.

The Finest Adjustable and
Collapsible Slot Machine
Stand Made

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