

## Moloney Sees Boom In Beverages

**D**ISCUSSING the Bally Beverage Vender, which vends nickel cups of cold carbonated beverage, Ray Moloney, president of Bally Mfg. Company, stated that first announcements in the AUTOMATIC AGE have resulted in a deluge of inquiries from operators in every section of the country.

"Not since the early days of marble games," Moloney said, "have we seen such a terrific response to a couple of new announcement ads. It is obvious from the volume and tone of inquiries we are receiving daily that operators are keenly alive to the opportunity offered and are rushing to get in on the

ground floor. Jim Buckley and his sales department staff are working day and night closing up franchise deals; and I am not exaggerating when I say that we are going into the biggest boom this industry has ever seen.

"Moreover, the beverage boom is founded, not on the shifting sands of novelty and fad, but on the bed-rock of a product in constant daily demand. For example, Coca-Cola sales in 1937, according to published reports, totalled \$283,000,000. The sales curve is trending upward, and 1938 sales will probably top 1937. Although it is reported that five and one-half billion

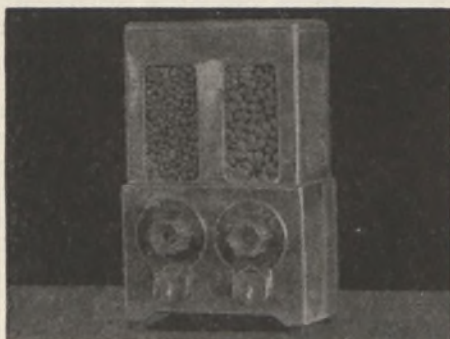


RAY MOLONEY

drinks of Coca-Cola were served in 1937, authentic surveys prove that the market has barely been touched. Today the patron must go to the drink; the Bally Beverage Vender brings the drink to the patron—and operators reap the profit."

### THE NEW ERA VENDORS

\$11.00



\$16.00



#### DO NOT LET THE LOW PRICE DECEIVE YOU

Our claim is that these are the best compartment Vendors on the market regardless of price. Many new features never found before on any Vendors at any price.

Being the largest operator of compartment Vendors in Western Penna., we know the needs of an operator. Two years in the making and by entire new method of manufacturing. Because of our low overhead we can offer you better Vendors at unheard low prices.

#### SLUG-PROOF—VENDS ALL PRODUCTS

The Penny mechanism is 90% slug proof, practically impossible for it to jam, one screw removes the mechanism from the cabinet, and adjustments are made without taking the mechanism apart. Vends all type of bulk merchandise such as pistachios, candy with charms and etc.

#### HERE IS OUR CHALLENGE

Order a sample machine, try it out for 30 to 60 days, if you are not satisfied, you may return the machine and receive your full purchase price back.

2448 TRANSPORT ST.

**THE PENNY KING COMPANY**

PITTSBURGH, PA.

L. O. Hardman—Sole Owner