

A Gottlieb
FLIPPER
SKILL GAME

**NOW! ANOTHER GOTTLIEB
4-PLAYER MONEY-
MAKER!**



CLOWN

**NEW LIGHT-BOX ANIMATION!
A PUPPET CLOWN with SPARKLY EYES!**



Hit one-point values anywhere on the playfield and the clown jumps up and down; his eyes sparkle like a star! Dynamic action plus cute clown antics attracts players 16 to 60.

- "Spinning-Numbers" indicate target value and "Shoot-Again" feature
- Hitting all letters in C-L-O-W-N allow targets to score 10 times the value of "Spinning-Numbers"
- After hitting C-L-O-W-N second time, targets score 100 times indicated value
- Two top rollovers, 2 side targets and 2 kick-out holes activate "Spinning-Numbers" feature
- Pop-bumpers and bottom rollovers light in rotation for high score
- Bumper Rings protect playfield under pop-bumpers
- Sturdy metal "Jewel-Posts" ● 3 or 5 ball play
- Stainless cabinet trim ● Match feature

Ask
your distributor
for a feature
demonstration!

D. Gottlieb & Co.

1140-50 N. Kostner Avenue • Chicago, Illinois 60651

That Extra Touch of Quality



New "Hard-Cote"
Finish Extends Playboard
Life to an All-Time
High!

Printed in U.S.A.



Williams and United
offer

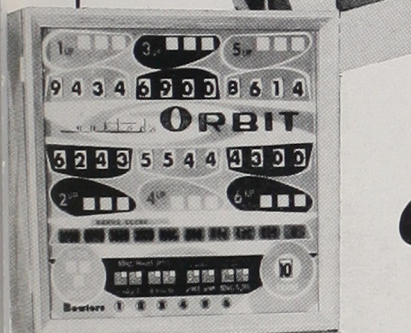
NEW 4-PLAYER REPLAY

WHOOPEE

TWO LANE "CENTER TRAP" BALL ACTION



- Target Values Increase 100 to 500 Points When Balls Go From Lane to Lane
- Score Specials When all 5 "Trapped Balls" Move to "Lit" Lane
- Two Shooters At Bottom of Playfield Shoot Balls Back Onto Playfield For Extra Play and Scores
- 4 SCORING DRUMS FOR EACH PLAYER**
3-or-5 BALL ADJUSTABLE
- Number Match • Plastikote Finished Playfield
- Stainless Steel Trim • Slug Rejectors
- Twin Chutes (opt.)



united's new
Orbit and POLARIS

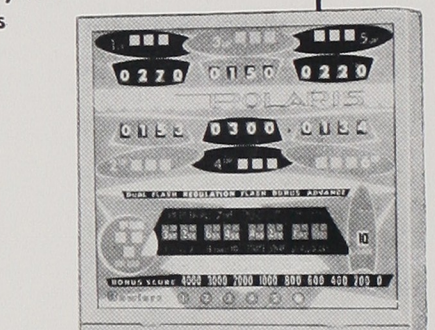
SHUFFLE ALLEY

BOWLING ALLEY

BOTH FEATURE 6 WAYS TO SCORE

- EASY-NORMAL STRIKE ADJUSTMENT LOCATED IN BACK BOX FOR OPERATORS CONVENIENCE
- STANDARD 10c PLAY. MULTIPLE COIN MECHANISM OPTIONAL AT EXTRA COST

lighted
strike and spare
indicators



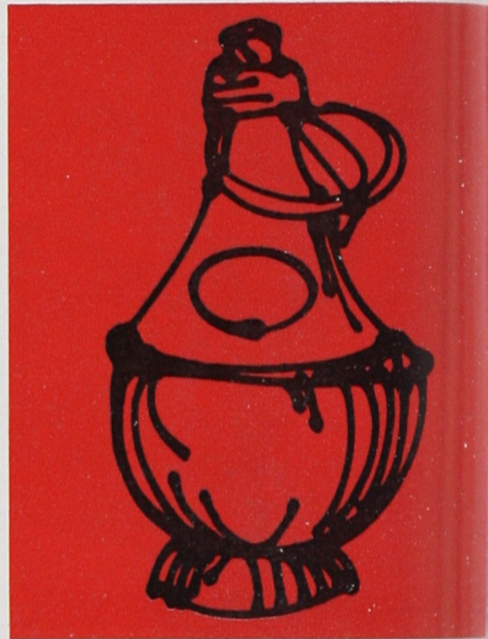
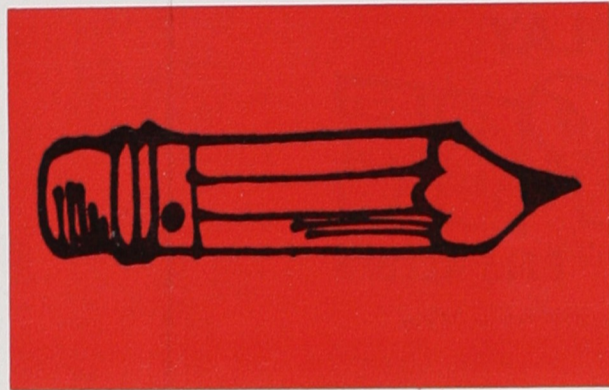
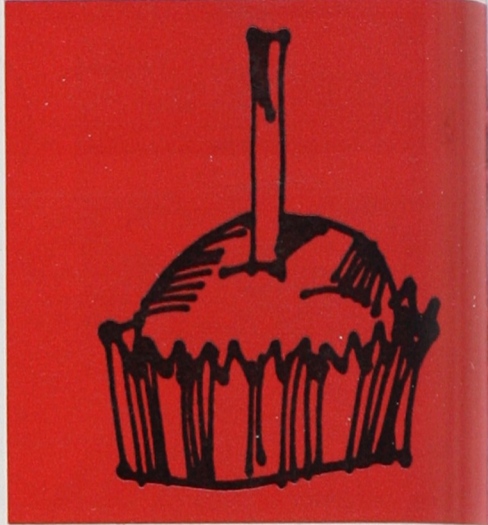
2½' width
8½' length

13' and 16'
standard lengths
4' and 8' sections
available



Williams ELECTRONIC MANUFACTURING CORP.

3401 NORTH CALIFORNIA AVE. CHICAGO, ILLINOIS 60618
Cable Address: WILCOIN, CHICAGO



Model 424

Full Dimensional Sound—Add Full Dimensional Stereo Sound to Princess Royal at any time. Takes just minutes to install. Compact—high-styled. "Steps-up" locations without investing in a completely new unit.



Princess Royal—Full Dimensional Sound system installed. 100 selections, stereo-aural. Beautiful, compact . . . at home anywhere. For locations where the ultimate in sound and compactness is required.



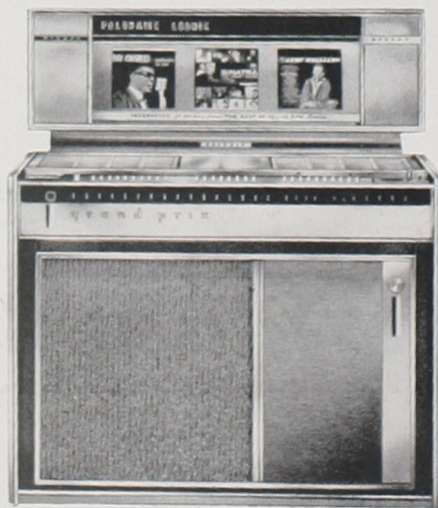
some things never become obsolete

And one of them is a Rock-Ola phonograph. Rock-Ola has never designed phonographs to put you on the spot through obsolescence. Most Rock-Ola parts are interchangeable—model to model; designed and built to keep service calls at a minimum and eliminate breakdowns and repairs. Also, think of the inventory saved! Because of this, Rock-Ola phonographs are always as up-to-date as the newest on the market. We make the kind of phonographs that keep you happy. Our mail and sales tell us so.

New Princess Royal, (Shown Above) Model No. 424—plays 100 selections of 33 1/2 or 45 RPM, 7" albums or singles, stereo or monaural intermixed, for programming in any bank, in any sequence. Famous Rock-Ola quality. The only really new compact unit!

Look to **ROCK-OLA** for advanced products for profit

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800 North Kedzie Avenue • Chicago, Illinois 60651



Remote Speaker Wallbox—gives personal listening pleasure and volume control. Permits programming of LP's or singles, 33 1/2 or 45 RPM records on any page in any sequence. Reproduces stereo. Famous Rock-Ola simplicity. Model No. 500—160 selections; Model No. 51—100 selections.

The Grand Prix—Prestige stereo-aural phonograph—160 selections 33 1/2 or 45 RPM records, 7" LP albums or singles in intermix. Full Dimensional Sound, stereo-aural. Your key to plushest sound and increased take. Model No. 425.