

for the hundreds of thousands of small locations...

Williams



Music Mite

The Only Low Cost **Selective** Phonograph  
Playing Ten 7-inch 45 RPM Records  
Using the Proved RCA Record Changer





Williams new MUSIC MITE — an expertly engineered, beautifully designed, sparkling phonograph — assures profitable operation because it does everything the standard size phonograph can do but costs less — much less — and can be placed anywhere. You can install MUSIC MITES in five locations at the same cost as one standard size phonograph!

Money — real money — was made in the music industry only with low cost, low overhead equipment that could be operated profitably in low average locations. MUSIC MITE presents a golden opportunity to recapture those locations and the profit-promise they hold. Small locations prefer having the phonograph "in person" instead of using cellar units. MUSIC MITE is a top performer that makes "personal appearances" everywhere! Now you can satisfy location demand for new music at a fraction of the usual cost.



# ONLY *Music Mite* OFFERS ALL THESE ADVANTAGES TO MUSIC OPERATORS

**SELECTIVITY** including "Cancel" button. Patron selects desired tune by pressing "push-type" selector button. Record selected is indicated by lighted number on panel board. Operator can program music to insure constant play.

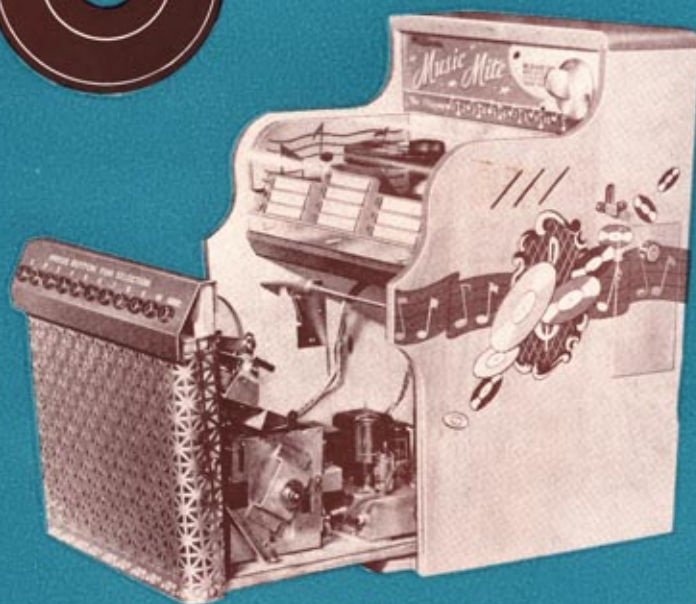
**CREDIT UNIT** Williams 5c drop type coin chute accepts up to 40 nickels at a time.

**SMART CALIFORNIA DESIGN** beautiful, hand rubbed, natural finish cabinet in modern motif with soft, glowing illumination and gold grille trim. Complete visibility through curved plexiglas dome of mechanism in operation intrigues the public.



**PROVED PERFORMANCE** MUSIC MITE was one year in the making and incorporates every up-to-the-minute engineering feature including a FINE TONE AMPLIFIER to which an auxiliary speaker can be attached, a LIGHTWEIGHT TONE ARM with crystal pick-up, VOLUME CONTROL and the famous RCA record changing mechanism — proved in millions of American homes for the past five years!

**SIMPLE TO SERVICE** easily understood mechanism requires no special knowledge. The exclusive "In-A-Drawer" mechanism permits entire mechanism to be pulled out at once for servicing from the front. MUSIC MITE is light — weighs only 50 lbs. — can be lifted by one person and transported by car instead of a costly truck.

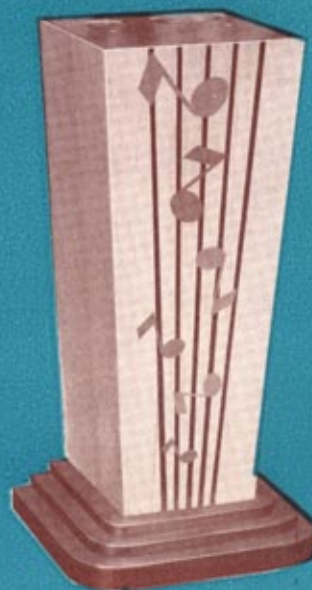


## MUSIC MITE SPECIFICATIONS

|                 |         |              |         |
|-----------------|---------|--------------|---------|
| Height          | 20 1/2" | Depth        | 13"     |
| Width           | 13"     | Weight (Net) | 50 lbs. |
| Shipping Weight |         | 55 lbs.      |         |

## PEDESTAL STAND SPECIFICATIONS

|                         |           |           |                      |
|-------------------------|-----------|-----------|----------------------|
| Height—32 1/2"          | Width—16" | Depth—14" | Weight (Net)—29 lbs. |
| Shipping Weight 34 lbs. |           |           |                      |



## PEDESTAL STAND (OPTIONAL)

for those locations where space doesn't limit installation to the bar or counter, you can set MUSIC MITE on this exquisite pedestal type stand. Decorated to complement the cabinet design of the phonograph, MUSIC MITE and its pedestal form one eye-appealing unit that captures patron attention in any location.



# Music Mite

Is Profitable in Thousands of Small Locations Like This One!



## Why 45 RPM Records

Because . . . the 45 RPM system is so much better that it will replace the 78 RPM system . . . the 7-inch discs are smaller, lighter, non-breakable and have finer, clearer, better tone quality . . . you can carry and stock them in 1/10 the space required for 78 RPM records . . . they give 8 to 10 times the number of plays of a 78 RPM disc, thus reducing your record cost appreciably . . . every major recording company — over 50 labels — presses all new releases on both 78 and 45 RPM discs simultaneously and have built up their standard libraries of old favorites, etc. with 45's . . . you can buy 45 RPM records from your present supplier or any music store.

**SEE--HEAR--START OPERATING MUSIC MITE  
TODAY! IT IS THE ONLY SELECTIVE COIN-  
OPERATED PHONOGRAPH THAT ASSURES  
PROFITABLE OPERATION IN UNTAPPED LOCATIONS!**



4242 W. FILLMORE STREET  
CHICAGO 24, ILLINOIS