

# The Bell

THAT LOOKS LIKE A TABLE!



BY ART COOLEY

**(Read what Art Cooley has to say about the machine with the appeal of a Bell yet with an entirely different appearance.)**

Here is something operators have been looking for—a real Bell Machine that looks like a table.

Flasher is a regular Mystery Bell with a Bell reward, the Bell appeal, and Bell action emphasized through light.

Flasher has a five-way coin detector which not only eliminates the slug problem, but makes possible the use of the Milco coin device in territory where other checks must be eliminated.

A glance at the illustration will give you a fair idea of what Flasher looks like, but to really appreciate the machine it must be seen in action—with the lights flickering from one Bell symbol to another—with the suspense which follows the lighting of the bells or bars.

In the Flasher Table no balls, pins, or ball-lifters are used. When a coin is deposited and the handle pulled down, lights flicker across the six-inch bell characters set in the large mirror covering the entire playing field. The lighted characters correspond to what the players usually see when reels are spinning in a Bell. When the play is completed, the three characters which would ordinarily appear on the window of a Bell remain lighted. If these correspond with the reward card, rewards are paid automatically. The Flasher uses a special gold award token to take the place of the jackpot. It gives the operator an exceedingly flexible machine with which to meet competition as the value of the gold award token can be set at almost anything within reason which the operator feels is necessary to offer in the way of a special inducement.

The entire backboard of the Flasher consists of a large, illuminated reward card, which lights up at the time the handle is pulled down.

Here is a special machine with all the appeal of a Bell, with all the Bell's lasting quality, and still without the appearance of the ordinary Bell. It should be exceedingly well suited for use in hotel lobbies, exclusive clubs, and other semi-private locations where a Bell may not be desirable.

There has never been any doubt in any operator's mind that the Bluefront Mystery Machine will outlast any other coin machine ever manufactured. In the Flasher Table we use the same mechanism as in the Mystery Bluefront with such changes that are necessary to control the light-up panel which takes the place of reels. Here is a machine with real Bell appeal to be used when trying to get Bell earnings where Bells cannot be operated.

We have shipped out a large number of Flasher Tables to date. Reports indicate that its earning capacity and long life will exceed even that of the Ten Grand, thousands of which are still being used more than two years after we stopped building the machine. There must be fifty to sixty good locations in every territory where no Bells are being used, but where Flasher Tables could be operated with the same ease as any other automatic pay table.

## FLASHER

—A TABLE!

—A GAME!

—A BELL!





The boys in the Pin Table Department were confabing on an appropriate name for the new Mills "no-ball" table when suddenly Miss Dolly Flasher, one of Mills' prettiest girl employees walked through the room. "Ain't Dolly a beauty?" whispered one of the boys in rapt admiration. "Yes, and so is this table!" retorted Foreman Hans Steffansen. It was a *natural* —to name one beauty after the other. And so that is how Flasher got its name!