

Nickels Piled Up Into Millions of Dollars Under the Management of this Organization

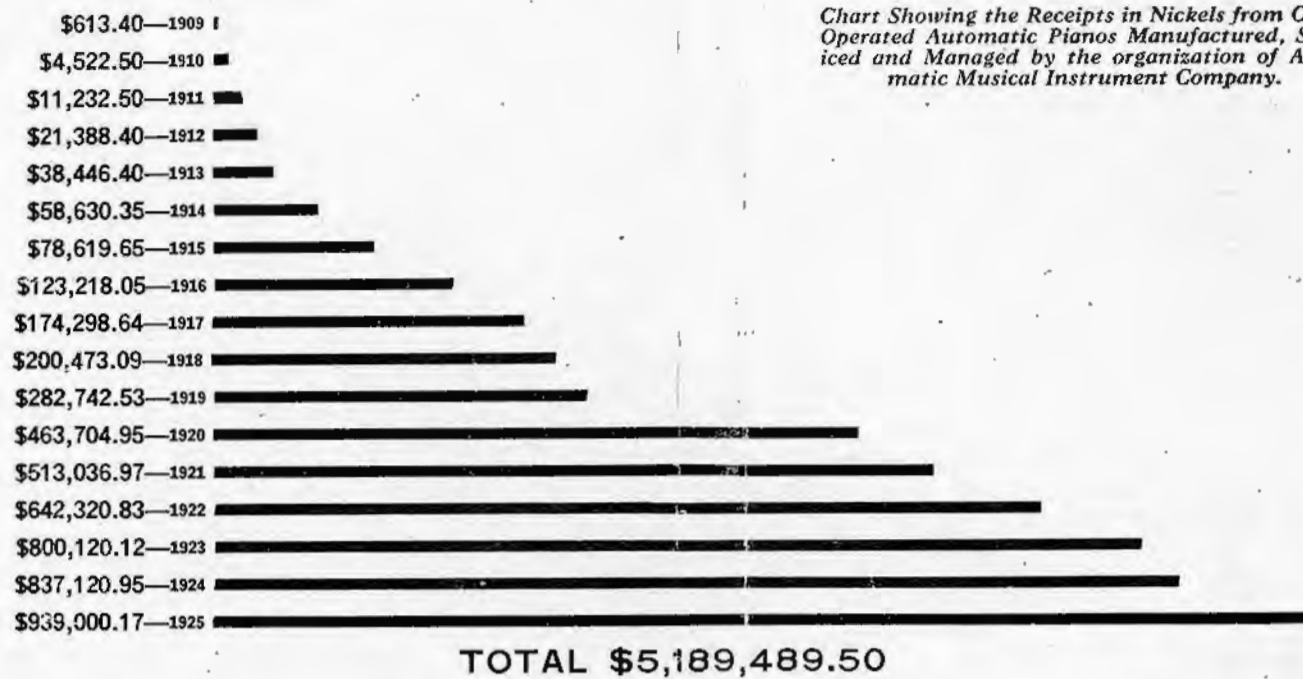


Chart Showing the Receipts in Nickels from Coin-Operated Automatic Pianos Manufactured, Serviced and Managed by the organization of Automatic Musical Instrument Company.

THERE are two essentials to making profit from coin-operated musical instruments. The first is a manufacturing problem. The second a problem of management and service for the operating instruments.

By the mastery of both these essentials on an extensive scale, the Automatic Musical Instrument Company has gained a distinctive place for itself in American Industry, as a brief reference to the history of the Company will show.

The business of Automatic Musical Instrument Company (formerly National Piano Mfg. Co.) was founded in 1909. The present management of the Company took charge of the business in 1911, when the real growth of the business began.

From the outset the Company operated in conjunction with an auxiliary company. This auxiliary company purchased instruments from the fundamental company and contracted with the fundamental company to handle all financing, installation, servicing, collections and business management in consideration of a percentage of the receipts.

Thus it has been the responsibility of Automatic Musical Instrument Company (National Piano Mfg. Co.) to produce a coin-operated musical instrument that would stand up and meet all of the exacting requirements of its field; to handle all financing for the auxiliary company, that it could pay for the instruments as produced; to find location for the musical instruments; to service these instruments and keep them in tune and repair; to collect all coins from the instruments; and after deducting their percentage for this service to pay over the balance to the auxiliary company as surplus profits, free and clear of all expense.

It will be noted that all problems relative to efficiency of management, manufacturing and service in connection with the two-company arrangement have rested entirely on Automatic Musical Instrument Company (National Piano Mfg. Co.) and that all credit for knowledge, skill and organization ability are therefore due to the organization of Automatic Musical Instrument Company.

The chart adjoining tells the story of these operations, showing the growth of the business under this method of operation.

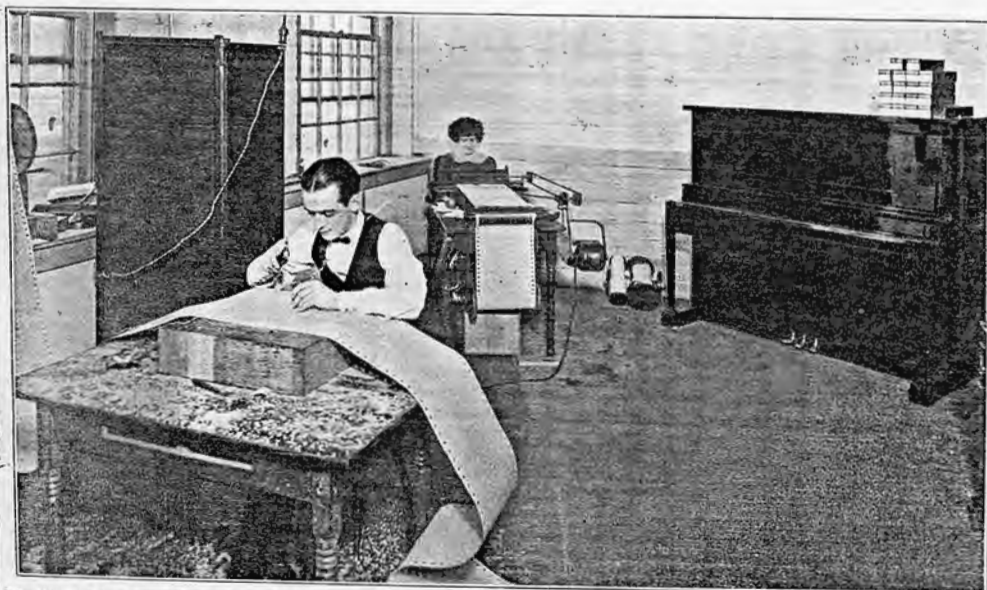
The figures show the receipts in nickels from coin-operated musical instruments manufactured, managed and serviced by this Company for each year over a period of seventeen years. Beginning with a few instruments, there are now over 4,000 of these instruments being managed and serviced by Automatic Musical Instrument Company.

So successfully has this business been handled in every particular by the organization of Automatic Musical Instrument Company that (in addition to its own profits from the sale and servicing of the instruments) it has turned over sufficient surplus profits to the auxiliary company to buy ample new instruments to liberally cover depreciation and to pay regular dividends to all stockholders at the rate of 12% per annum, with numerous extra dividends, aggregating a grand total of \$2,376,809.25 in dividends.

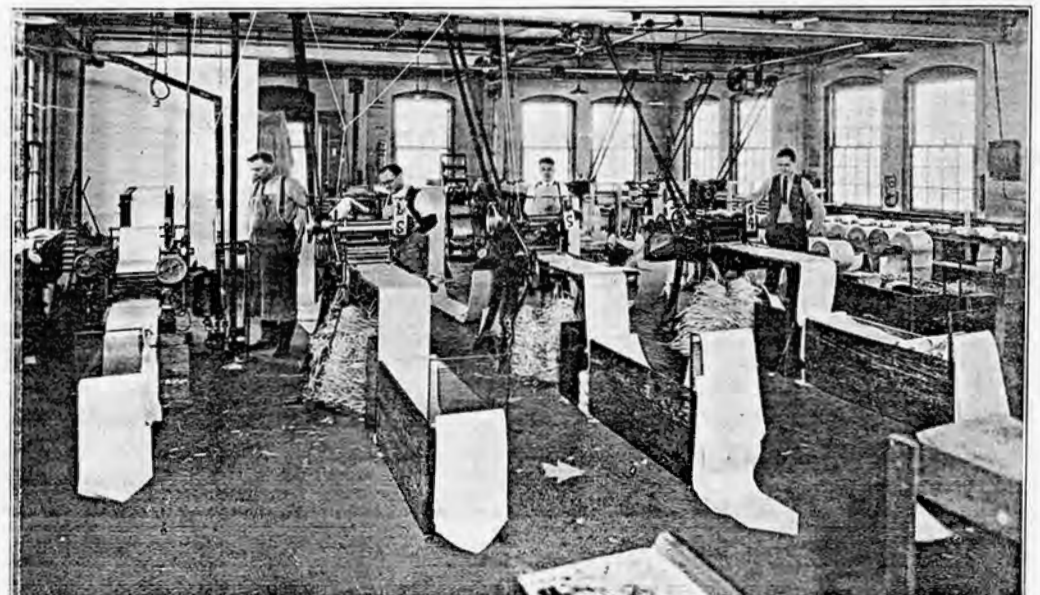
Attention is particularly called to the notable consistency and evenness of the growth, receipts and profits of the business. As administered by Automatic Musical Instrument Company, this business runs with a regularity that is astonishing—rarely found in any business—and is entitled to the distinction of being one of the most seasoned and conservative businesses in the United States.

The results shown in the accompanying chart were all obtained from a single type of musical instrument, a 5-cent coin-operated Automatic Piano, the designs and patterns on which are owned by Automatic Musical Instrument Company. The facts are here presented, because of their bearing upon the merit and future of the new instruments announced on the following pages. "By their fruits ye shall know them". From these facts the new instruments may be judged with the assumption that practical knowledge of the business is built into them.

NOTE:—For the management and servicing of the Automatic Pianos, Automatic Musical Instrument Company receives 50% of the gross receipts from the Pianos. Provision has been made whereby the stockholders of the auxiliary company may exchange their stock for stock of Automatic Musical Instrument Company.



Making Master Music Rolls in the Plant of Automatic Musical Instrument Company. From these "Masters" the Music Rolls are manufactured in Quantity as shown in the picture to the right.



Making Music Rolls in the Plant of Automatic Musical Instrument Company. Thousands of Rolls are Furnished Weekly for Servicing the Automatic Pianos, all of which are made in the Plant.

Source material courtesy of John H. Perschbacher.

Reassembled in 2017 by the mechanicalmusicpress.com from sectional Xerox type copies made circa the 1980s.