

Magic Music Inc. – Columbus, Ohio

55 East Spring Street

The company in Columbus was established in the spring 1940 by Richard Burton Wiggins (1907-1973), who had been connected with the coin machine industry since late 1926. Wiggins came from the Standard Device Corp. and the Richards Mfg. Co. in the autumn 1938 to become a travelling representative for O. D. Jennings & Co., and a year later in the autumn 1939 Wiggins established headquarters in Columbus Ohio, to distribute products from O. D. Jennings & Co.. Richard (*Dick*) B. Wiggins was by then known as a former operator, designer, and mechanical engineer responsible for development of the first reliable slug rejector used in most slot machines in the late 1930s.

The new “Magic Music” company with facilities at 55 East Spring Street for the manufacture of coin-operated wired music systems, said to be the first reliable wired systems, was based on more than a year of experimental work followed by eight months of testing in Phoenix, Arizona, by Dick Wiggins and the chief engineer Charles Pfund (1896-1979), who was responsible for all electrical details. There were three wired music models made for operation: The ‘Magic Grandeur’, the smaller ‘Magic Symphonette’, which were both consoles, and the ‘Magic Walette’ for use on counters or walls in smaller locations. The first installations of the machines in Columbus were in place late April or early May 1940.

The management of the Magic Music Inc. factory facility was finally taken over by O. D. Jennings & Co., when Richard B. Wiggins decided to join the Baker Novelty Co. in May 1941. In July 1939 Dick Wiggins married Lydia Martha Sommerfeld (1913-2003), who was secretary to Harold Baker, head of the Baker Novelty Co. at 1700 Washington Blvd. in Chicago, and in 1941 Dick and Lydia Wiggins moved to Chicago.



Richard Burton Wiggins
19/11 1907 – 2/4 1973

(passed away in Burbank, CA)



Charles Pfund
26/6 1896 – 3/5 1979

Wauseon Union Cemetery, Fulton County, Ohio
(Birth registration: Chas. Pfund)

Wired Music Now A REALITY
 THE NEW TREND IN MUSIC

Unlimited record selection! Unparalleled cabinet beauty! Unequaled tone! Highly fused colored glass in cabinets reflects outside light, gives color large changes with every move of the patron. Electric lighting unnecessary! Natural wood finish.

Here's what Wired Music Means: Music produced at the central studio, wired to and amplified at the location where the patron has inserted the coin. A hundred and ten selections listed at the location. (Unlimited selection available)

MAGIC GRANDEUR

THREE Gorgeous Models

The Magic Grandeur Model is a large, handsome machine—a complement to the finest location. The Magic Symphonette, slightly smaller, is another beautiful, colorful floor model. The Magic Wallete is designed to be played on the wall or counter. Each is superior in its field—a triumph of cabinet individuality. Designed by Dick Wiggins.

Remote control wall boxes, with auxiliary speakers and microphones, are available. Automatic bookkeeping keeps an accurate, unimpeachable record of all coins deposited — makes delivery impossible — eliminates money counting on premises.

Territory now being allotted. Wire for full details.

MAGIC MUSIC INC. Columbus, Ohio
 FACTORY 35 E. SPRING ST., SALES OFFICE ROWLANDS BLDG.
 TELEPHONE ADAMS 1733

STUDIO PANEL

Magic Music Inc. – Long Beach, California

416 East 4th Street

The company in Long Beach was managed by Johnny Ross Winn (1903-1984), who was registered as self employed owner and operator of the wired music systems. *Johnnie* Winn was a multi talented businessman, and an interview well written by Sue Boyce can be found in the April 1984 issue of the Loose Change magazine. It is uncertain, if the wired music machine pictured with the known actor Phil Harris is the Wiggins 'Magic Symphonette' or a newly designed 'Magic Music' console made by Johnny Winn at the facilities in Long Beach. Also a picture can be found of a smaller 'Midget' counter model, and it is uncertain, if that one is an original 'Magic Wallete' model made by Wiggins (maybe a later Jennings version). It seems that Johnny Winn also used Seeburg 'Select-O-Matic' library units for his wired music system in the late 1940s. With the interview from 1984, conducted a few months before Winn passed away, is a photo signed by the young talented singer Lena Horne.



Johnny Ross Winn
 2/1 1903 – 8/6 1984

REGISTRATION CARD—(Men born on or after February 17, 1907 and on or before December 31, 1921)

REGAL NUMBER: 212
 JOHN ROSS WINN
 JOHN ROSS WINN

RESIDENCE: 3615 Gardena Ave - Long Beach - California

DATE OF BIRTH: Jan 3 1903
 PLACE OF BIRTH: Missouri

NAME AND ADDRESS OF PERSON WHO WILL ALWAYS KNOW YOUR ADDRESS: Mrs. Ann M. Winn - 3615 Gardena Ave - Long Beach - Calif

PLACE OF EMPLOYMENT OR BUSINESS: Magic Music Inc. (self employed) - 416 E 4th St - Long Beach - Calif

STATE OF MISSOURI

JOHN ROSS WINN

(passed away in Phoenix, Arizona)



(Left: John Winn, Second from right: Phil Harris)



(Lena Horne)

"They Speak for Themselves!"

AT BOOTH 32

MAGIC MUSIC MIDGETS
AN INDIVIDUAL WIRED MUSIC WALL BOX

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WIRED MUSIC CONVERSION UNITS NOW AVAILABLE

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WRITE — WIRE — PHONE FOR COMPLETE DETAILS

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MAGIC MUSIC, INC.
416 E. Fourth St. Long Beach, Calif.
Phone: 634-61



(Midget - Wallyette)

Recordall Sales Corp. – Los Angeles, California

2619-25 Santa Fee Avenue

The Recordall Sales Corp. was headed by Marcellus Howard Stearns (1895-1959) alias Howard Oliver Stearns (used his father's name Marcellus). The 'Rhythm Air' wired music system with an external all-in-one control board was manufactured and operated from the autumn 1940 in mainly California like many other systems. Local competition came mainly from the Magic Music Inc. managed by Winn (1903-1984), Rodney Pantages Inc. headed by Rodney Alexander Pantages (1905-1986), and the Voca-Tele Co. incorporated by Erle Miles Burnham (1879-1943) known from the Cinematone Corp. (*Penny Phono*). Nationwide the competition very soon came from major manufacturers like O. D. Jennings & Co., the Rock-Ola Mfg. Corp. (*Mystic Music*), AMI (*COS*), Wurlitzer, and of course the 'Multiphone' system developed by Kenneth Carl Shyvers in Seattle. Multiphone is well described in the story published by John A. Bennett in 2021 (ISBN 978-1-66781-111-6).



M. H. Stearns
6/8 1895 – 7/10 1959



Rose Hills Memorial Park, Whittier, CA
(Whispering Pines Lawn)

GET A LINE ON "Rhythm-Air" WIRED MUSIC AT ITS BEST

Only Recordall's "RHYTHM-AIR" Has All These Features

- TWO-WAY TALK with leg or holding key. Rewinds music playing for requested records.
- Accurately calibrated METER—controls, cuts into existing talk.
- REVERSE!—Shuffled records.
- AUTOMATIC!—Shuts record.
- EJECT!—Shuffled records.
- NO RECORD!—Shuts record.
- 14 RECORDS!—Shuffled records.

RECORDALL SALES CORPORATION
2619-25 SANTA FE AVENUE
LOS ANGELES, CALIFORNIA

This story is based on the article “Wired Music Systems of the 1940s” by David Brenner published in the Gameroom magazine in May 1994.

Gert Almind/07-24



SERIAL NUMBER 885	L. NAME (Print) Rodney Alexander Pantages	ORDER NUMBER 1315
A. ADDRESS (Print) 2423 Nottingham Ave. Los Angeles, Calif.		
B. CITIES Los Angeles	C. AGE IN YEARS 35	D. PLACE OF BIRTH Seattle
E. OCCUPATION CR 2479	F. DATE OF BIRTH 10/16/05	G. COUNTRY OF BIRTH U. S. A.
H. NAME OF PERSON WHO WILL ADVISE YOU ADDRESS Mrs. Lois Pantages		I. RELATIONSHIP OF THAT PERSON Mother
J. ADDRESS OF THIS PERSON 540 No. Vermont Ave. Los Angeles, Calif.		
K. EMPLOYER'S NAME Hollywood Pantages Theatre Corp.		
L. PLACE OF EMPLOYMENT OR BUSINESS 6233 Hollywood Blvd. Los Angeles, Calif.		
I AFFIRM THAT I HAVE VERIFIED ABOVE ADDRESS AND THAT THIS IS MY CURRENT ADDRESS.		
REGISTRATION CARD U. S. G. FORM 2		

Rodney Alexander Pantages (Forest Lawn Memorial Park, Glendale)
16/10 1905 – 2/12 1986 (Terrace of the Daybreak)



(Pantages Maestro)

PHONOGRAPH OPERATORS

Now! YOU CAN GIVE YOUR LOCATIONS 1001 Selections!

Revolutionizing the coin-operated phonograph field, VOCA-TELE gives the customer not one or two dozen, but AS MANY as 1,000 or more different musical selections to choose from.

CORGEIOUS CABINETS
Moderate, fluorescent lighted. Blends into the swankiest cocktail lounge.

UNLIMITED CHOICE
One record library serves 20 to 50 locations, giving the patron thousands of selections to choose from. Constant attention by girl "operators" assures quality reproduction.

DOUBLES and TRIPLES INCOME

VOCA-TELE actually increases location income as much as 500% and costs operators no more than ordinary automatic phonographs. The friendly "personal touch" multiplies play tremendously.

PATENTED AND GUARANTEED

VOCA-TELE equipment is fully patented and protected, and is guaranteed for one year.

IMMEDIATE DELIVERY ANYWHERE

REGARDING EXCLUSIVE TERRITORIES, WIRE OR AIRMAIL.

VOCA-TELE COMPANY
1197 North Highland Ave., LOS ANGELES, CALIF.

"Wired Music" System

Now's new VOCA-TELE works. All VOCA-TELE location cabinets are connected by direct telephone wire to central office where a check girl presses over all turntables and records. Customers make selections over microphone atop console, and, without pressing a single button, he gets his favorite tune. Magically VOCA-TELE backs up its slogan, "The old 7-11-11-11."

"THAT'S RIGHT, SIR! YOU SAY IT, WE PLAY IT!"



(Automatic Hostess)



(Jennings Telephone Music)



(Rock-Ola Mystic Music)

UNITED STATES PATENT OFFICE
 185,818
 DESIGN FOR A MUSIC BOX
 Kenneth C. Shyvers, Seattle, Wash.



Kenneth Carl Shyvers
 12/12 1899 – 28/1 1976
 Ella Louise *Shepard* Shyvers
 10/12 1895 – 25/4 1982



Forest Lawn Cemetery, Seattle,
 King County, Washington