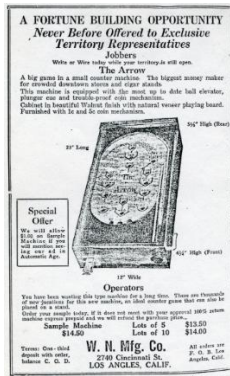


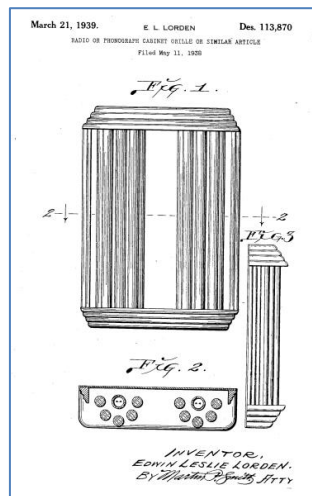
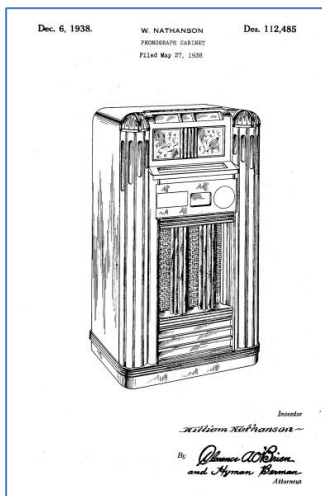
A. M. Amusement Co.

Wm. Nathanson, Los Angeles

The company at 2835 West Pico Street in Los Angeles was founded by William Nathanson, who was mainly known as appointed distributor for the Rock-Ola Corp. in 1939. William (*Werwel*) Nathanson was born on 15th April 1887 in Tal'ne between Kyiv and Odessa in Ukraine and immigrated to America in January 1908 as a tinsmith to live with his family. He was then naturalized as American citizen in April 1920 after his first wife Esther died in 1918, and lived with his second wife in Bloomington, Illinois, until around 1930. Then he and his wife Frances moved to Los Angeles to live with his brother Harry Nathanson and the family now living there, and the first record of Wm. Nathanson in the coin business was the introduction of The Arrow, an early pinball machine advertised in the "Automatic Age" magazine in 1932.



Prior to the appointment as Rock-Ola distributor for Southern California and Arizona William Nathanson and his employee, a musician/sound expert, Edwin Leslie Lorden filed two patents for a commercial phonograph cabinet and an illuminated front grille for the same, respectively. It is unfortunately not known if the phonograph was made in serial.



L. A. Games Co.

In the mid-thirties the Wm. Nathanson company was also distributor for Wurlitzer in Southern California and sold and replaced Jacobs' Light-up Grilles to modernize Wurlitzer 'Model 616' phonographs.

Come and Get 'Em!

While They Last:

| | |
|--|---------|
| Wurlitzer 616 | \$95.00 |
| Wurlitzer 716 | 95.00 |
| Wurlitzer 616-A | 110.00 |
| Wurlitzer 412 | 52.50 |
| Wurlitzer 312 | 52.50 |
| Wurlitzer P-12 | 42.50 |
| Rock-Ola—1935 | \$30.00 |
| Rock-Ola Regular (1936) | 35.00 |
| Rock-Ola Night Club (1936) | 35.00 |
| Rock-Ola Rhythm- King 12-record | 45.00 |
| Rock-Ola Rhythm- King 16-record | 85.00 |

Come and Get 'Em!

Wm. Nathanson
2835 W. Pico Los Angeles
Parkway 9191

Modernize Your Phonograph
with
Jacobs' Light-up Grilles
for Wurlitzer Model 616

Stock on hand for Immediate Delivery
at Factory Prices.

\$12.50 each

For details see advertisement on opposite page.

Wm. Nathanson
2835 West Pico St. Parkway 9191 Los Angeles

William Nathanson was very active in 1939 to organize operators in the state of California into an Association to affiliate with the International Association of Automatic Electric Phonograph Owners in Chicago. William (*Big Bill*) Corcoran (1885-1957) was the national representative for Northern California and William (*Bill*) Nathanson was the national representative for Southern California.



New and larger headquarters at 2738 Cincinnati Street were needed, same location as the W. N. Mfg. Co., and soon also an office in Mexico City was necessary. In the late thirties William Nathanson had some health problems and was recommended by family and friends to live in Mexico City for some time due to the better climate, and he became good friends with Frank Navarro, the Rock-Ola distributor for Mexico. In 1940 William Nathanson became exclusive distributor for Pfanstiehl Chemical Co. to distribute phonograph needles in Mexico, and in 1941 his company was also appointed Columbus Vending Co. distributor for Mexico. William Nathanson was active in the

commercial vending and music machine business for many years, and as a businessman he was also active in mining investments, the Sequoia Gold Mine Developing Project.



It seems that William Nathanson sold out most of his commercial phonograph business late in 1945, divorced his wife Frances, and then concentrated on the Airfan Corp., manufacturer of commercial air conditioning, located on Cincinnati Street. His brother Harry Nathanson, also living on Cincinnati Street, passed away on 12th February 1945.

The businessman and investor William Nathanson, who also wrote many articles about the coin-op trade in magazines, passed away on 19th March 1961.

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Gert Almind, Nov-2024



William (Bill) Nathanson
15/4 1887 - 19/3 1961

Home of Peace Memorial Park
East Los Angeles, California



Edwin Leslie Lorden
11/7 1893 - 26/12 1984

Forest Lawn Memorial Park, Hollywood Hills
Los Angeles County, California
Eternal Love, Map E18, Lot 3699, Space 1

ROCK-OLA

announces the appointment of

WILLIAM NATHANSON

as exclusive distributor for Southern California and the State of Arizona for their new 1939 Phonographs.

Mr. Nathanson will carry a large stock on hand for immediate delivery of both the ROCK-OLA LUXURY LIGHTUP and the STANDARD Model Phonographs.

There is a very attractive and liberal allowance on your old phonographs! See

WILLIAM NATHANSON

2833 WEST PICO ST., LOS ANGELES

New and larger headquarters will be announced shortly by mail.

WANTED FOR CASH! PHONOGRAPHS

WURLITZERS

Model No. 800s — 1940

Model No. 500s — 1939

ROCK-OLAS

Super Walnut

Master Walnut

Monarchs

Ambassador 16 Record — 1937

Super Rockolite

Master Rockolite — 1940

Rock-Ola de Luxe — 1939

Windsors — 1939

Write or call

Wm. Nathanson

2738 Cincinnati Street
Los Angeles, California
Phone: ANgelus 7852

San Juan de Letran 38
Mexico, D.F.

SIX STAR PICTURES

ONLY HEADLINERS OF NATIONAL REPUTATION ARE
FEATURED IN THESE

TWO NEW REELS

—4 SUBJECTS EACH—

FOR SOLO-VUE and CONVERTED PANORAMS

PER REEL—\$36.00—IN SOUND

REEL #1:

Burlesque Girls in their Famous
Dances

REEL #2:

Internationally known Feature
Dancers

These subjects have proven to be such outstanding entertainment that a separate company is providing burlesque theaters with 35 mm. prints for theater projection. SOLD UNDER MONEY BACK GUARANTEE. You are the judge. If you do not believe them to be the best you've seen, return them for full refund.

SEND FOR CATALOG OF 25 REELS

Wm. NATHANSON

2738½ CINCINNATI ST.

LOS ANGELES 33, CALIF.

IT'S *Money Making Time*
FOR ROCK-OLA
 OPERATORS WITH
Luxury Lightup
PHONOGRAPHS

"JIM" BOYLE OF OKLAHOMA SAYS:
 "These cheers for the new 'leather-touch' selector keyboard and the new improved automatic! They've both made pulls."

B. D. LAZAR OF PENNSYLVANIA SAYS:
 "Operators instantly approve the new 'front door' accessibility to mechanism and coin box on the new 1939 Rock-Ola phonographs."

WILLIAM NATHANSON OF CALIFORNIA SAYS:
 "The tone is superb! Never heard anything like it before in phonographs or any other musical device. That clear, balanced tone is true-as-steel. Well, well! The customers hear it!"

W. R. HAPPEL OF WISCONSIN SAYS:
 "The folks like Rock-Ola's new 1939 phonographs especially because they can enjoy the light-up without seeing when they sit in the room!"

A. J. LABEAU OF MINNESOTA SAYS:
 "What a convenience for the location and what a time-saver for the operator in the new double coin box with automatic coin divider on the Deluxe Model!"

FISHER BROWN OF TEXAS SAYS:
 "Rock-Ola's new 1939 Luxury Lightup Model is unapologetically one top in play-appeal and in money-making opportunities!"

H. G. HYDE OF FLORIDA SAYS:
 "Congratulations in giving us the 99¢ slug-proof coin chute on the new 1939 model. The Lightup coin chute will aid the play."

1939 ROCK-OLA DELUXE MODEL
 ★
1939 ROCK-OLA STANDARD MODEL
 ★
ROCK-OLA
 MFG. CORP., 80 N. KEDZIE AVE., CHICAGO

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2738 Cincinnati Street, Los Angeles (February 2019)



March 1939 (left to right): William Nathanson (1887-1961) (Rock-Ola distributor for Southern California); Gerald Jack Nelson (1894-1956) (Rock-Ola General Sales Manager); and kneeling, Irving Fred Webb (1906-1965) (Manager of Rock-Ola Phonograph Division), engaged in a good talk about features in the new line of Luxury Lightup phonographs.