



*Say, Mr. Seeburg,*  
**YOU'VE GOT SOMETHING  
HERE!**





*And you, Mr. Operator, really have something when you place a *Rayo* phonole in business! The exclusive *Marbl-Glo* cabinet and the unexcelled Seeburg tone quality provide you with the most powerful sound-making tone known in miniature phonograph operation! You, you really have something, and it's spelled **PROFITS!***

**SEEBURG**  
*Marbl-Glo*  
**SYMPHONIA**  
**CLASSIC**  
30 RECORDS

Mr. W. K. Kerner, Chief Engineer for the E. P. Seeburg Corporation, explains the  
**1939 Seeburg Multi-Ray-O-Lite**



**THE** Seeburg Ray-O-Lite Multi-Ray Range has been built to give you the best of both worlds. It is a new type of gramophone and old style in construction. It has no less than 200 parts and is built to give you the best of both worlds. It is a new type of gramophone and old style in construction. It has no less than 200 parts and is built to give you the best of both worlds.

**NEW IDEA IN TABLET**  
We have a new large sheet variety of a design that is unique in design with a picture in each hand. When a recording is made with a picture in each hand, it is unique in design with a picture in each hand. When a recording is made with a picture in each hand, it is unique in design with a picture in each hand.

**RECORDED IN RECORD**  
There are three records in the set and each contains a different recording. These three records are all in the same set and are all in the same set and are all in the same set.

**WALL TYPE GRAMOPHONE**  
The idea behind the new wall type Ray-O-Lite cabinet is particularly the portability and flexibility in application to various locations. It is built so small that it can be transported from place to place in the back seat of an automobile. It has been built so small that it can be transported from place to place in the back seat of an automobile.

**ADDITIONAL FEATURES**  
**NEW PEEP SOUND**  
Working on the theory that it is a better sounding gramophone to give the listener more accurate sounding tone and

The electrical mechanism which controls flow in the system. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

In order to make the viewing more convenient to the operator, the burner has been moved to the rear of the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

In the front of the burner, the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

A slight offset from the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

In the gas inlet, the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

A burner is provided in the gas inlet and operated by the gas inlet. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

As stated before, the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

The new burner and mechanical system used in the new burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

The new burner, the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

The new burner, the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

In order to make the burner, the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

A burner is provided in the burner, the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

A new gas inlet has been designed with increased strength through the gas inlet and the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

A burner mechanism has been designed that will be free from any of the burner, the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

The new burner, the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WIDE-ANGLE VIEWER ON AIR EXHAUST**

Each, but not least, the burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner. The burner is built by precisely directed to the burner.

**WAL-B-MATIC IN HOUSTON DEBUT**

Ed C. Lee of Wallace Wal-B-Matic, Houston office, visited recently the Houston office of the new Wallace Wal-B-Matic. The visiting was accompanied by Wallace Wal-B-Matic, Houston office, and Wallace Wal-B-Matic, Houston office.

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I was asked to do something of a different kind... I had an unusual... associated with my father, John H. Marsh...

Success Story



When, in 1924, a manufacturing company... That is, in 1924, a manufacturing company... I was through these contacts... That is, in 1924, a manufacturing company...

It was about this time that photography... Through some of my father's... As a result of the efforts of E. C. Johnson... My association with fishing is the most... It is a pleasure now to look back and recall...

Camera Hilites



A. J. Fisher, founder of the... in 1924...



Sam Rowley, Vice President... in 1924...



DON'T MISS NEXT MONTH'S BIG FEATURE!



### ASSOCIATION NEWS

BUSINESS — LEGAL — SOCIAL



Beginning in the May issue of the *Illuminator* and continuing each month thereafter, several pages will be devoted to the subject of the operator's "Copyright Operators' Association."

It is planned to make this section a source of information, news and advice for all phonograph operators. It will contain reports of the regular meetings of the various state and local associations.

There various activities with respect to stabilizing and clarifying operating conditions, and Association opinions regarding legal matters, also may be presented in the operating world. Association cooperation is expected to be forthcoming in which material obtained may be referred from the following letter from Alfred Blaine, Secretary of the Automatic Music Operators Association, Inc., of New York:

"Regarding special section of the *Illuminator* devoted to Association activities, we want you to know that we will be more than pleased to cooperate with you and the J. P. Seeburg Corporation as a whole. It is indeed gratifying to know that your company is taking a real interest in the operator's problems, and it is our opinion that this

policy will be entirely in accord with the interests of the company and industry as a whole. We are sure you will be glad to join the team."

Yours very truly,  
Alfred Blaine

From other officials of various Associations, have some opinions of full cooperation and assistance. *Illuminator* wishes it known that the Association News is open to all Associations who have the interests of music operating at heart.

So, operators, get with the Secretaries and other officers of your Association and tell them to send their reports to *Illuminator*. Tell us about your clubs, your streak lines and your tips. Tell us about the conditions you adopt for the advancement of music operation as a profession. The problems you solve at your meetings might be the same problems operators in other parts of the country face on occasion, and your ideas might be a big help to your fellow operators.

We'll like Association reports for the Association News section up to May 15, or tell us what's happened at your most recent meeting.

*NOTE: Starting May 1 and continuing until October 3, the offices and factories of the J. P. Seeburg Corporation will remain closed all day on Saturdays.*

1939 SEEBURG MULTI

# RAY-O-TOP



DON'T MISS NEXT MONTH'S BIG FEATURE!

ASSOCIATION  
NE



Even its almost new look is its own, perfected mechanism, the 1939 Seeberg MUSTI Ray-O-Lite Rifle Range is designed for PORTABLE OPERATING. The exclusive Seeberg MANSI-GLO cabinet for the MUSTI series of the latest target, the MUSTI SHOT feature—all these items are irresistible attraction to play. And having the powerful player appeal is the SIMPLIFIED, and great mechanism that guarantees permanent stable performance. You can get any location you want because the new Ray-O-Lite makes every location convenient. Read this circular carefully than check Seeberg's claim against Ray-O-Lite performance!

1939 SEEBURG MULTI

# RAY-O-LITE

## RIFLE RANGE

AVAILABLE IN CONSOLE



OR WALL TYPES



The Seeberg 1939 Multi Ray-O-Lite Rifle Range is designed to give operation easy in locations where space is an important consideration. For locations where space is plentiful, Ray-O-Lite may be set up in a handsome console form, while the Ray-O-Lite cabinet shown can be quickly and easily mounted on the wall of locations with limited space. Mounting is done over the head of the soldier. The target itself, within the Range, is a lively, play providing structure. A figure representing a chicken-foot man across the back of soldier. If a direct hit is scored, it falls around and over in the opposite direction. The action of the target depends upon the skill of the player, and the Multi-Unit feature enables the player who scores his consecutive hit to continue with his next shot. The target project, a photoelectric cell on the moving figure, is easily replaced to make his easy or difficult, according to location requirements.

*It's Entirely New . . .* 1939 SEEBURG MULTI RAY-O-LITE RIFLE RANGE



**THIS IS THE SIMPLIFIED WORKING MECHANISM**

The compact working mechanism of the new MAR-LITE 3000 shows how the new design has been simplified and perfected to the highest possible degree. The performance of the new Mar-Lite is made possible by the objective reduction in complexity of the mechanism that should make repairs simple and satisfactory. The unit can be easily repaired with a "screw" without disassembling the lens than a few minutes.

**CONVENIENT NEW APERTURE GUN SIGHT**

An especially handy innovation in players is the new aperture gun sight. It is a duplicate of the sight used on modern target rifles, automatic rifles and machine guns, and it enables the player to improve his score with precision. The sight is so placed on the gun that the player need hold the gun and stand in the proper position while shooting. The gun is unobstructed, and there is a powerful ray of light in all times.



**CONSOLE TYPE TELESCOPES FOR CONVENIENT PLAYERS**

An especially attractive feature of the new line offering is the console type of telescope. The Console type is a new Mar-Lite 3000 that is the best for home use. It is the only one of its kind in the world. It is the only one of its kind in the world. It is the only one of its kind in the world.



**ILLUMINATED MARBL-GLO GUN STAND**

The newly designed gun stand is located in a sturdy, brilliant Marbl-Glo. It is illuminated by an electric illuminated aluminum base. An alloy and a copper base are mounted on the gun stand. The compact design requires little space, being but 20 1/2" high, 23 1/2" deep and 13 1/2" wide.



**J. P. SEEBURG CORPORATION**  
1360 DAYTON STREET • CHICAGO, ILL.

**Can You Imagine**



How wonderful when you find a solution to a problem. The solution is given you by the father and there is no more worry. It is the solution to the problem of the world. It is the solution to the problem of the world.



When you find a solution to a problem, you are the man of the hour. It is the solution to the problem of the world. It is the solution to the problem of the world.



I can't see it. I can't see it. I can't see it. I can't see it. I can't see it. I can't see it. I can't see it. I can't see it.



**COUNT**—If you count and add up the money you have, you will find out how much you have. It is a good idea to do this every day.

**TAKE**—If you take a picture, you will have a record of what you see. It is a good idea to take pictures of things you like.



**COUNT**—If you count the money in your pocket, you will find out how much you have. It is a good idea to do this every day.

**TAKE**—If you take a picture, you will have a record of what you see. It is a good idea to take pictures of things you like.

## Thumbnail Sketches

From the Southern Advertiser, Miami, October 10, 1938. The photograph is one of the author's own work.

### TAN GERROS

As far back as I can remember, nothing ever came to me without hard work and a great deal of struggle. My father and I both share the same feeling toward it. It is a hard job to do, but it is a job that is worth doing. I have learned that hard work and a great deal of struggle are the only way to success. I have learned that hard work and a great deal of struggle are the only way to success. I have learned that hard work and a great deal of struggle are the only way to success.

### PHILOSOPHY

"Phil" this name is Manuel's first, Manuel's first name. It is a name that is worth doing. I have learned that hard work and a great deal of struggle are the only way to success. I have learned that hard work and a great deal of struggle are the only way to success. I have learned that hard work and a great deal of struggle are the only way to success.

## THOSE PORTER BOYS

A story of teamwork, smart merchandising and sound business principles.



The Porter Boys: Art, Chig, Crawford, Evans, Vogel and Bob.

**S**TARTING out just a little over three years ago, the six Porter boys have in that time achieved a top standing among the South Texas universities. They belong to the Southern Advertiser Company in Houston, Institute, Inc., C&E and Bob, and signed their own operating philosophy in July of 1936.

As months went by, more and more machines were added and more help was needed, so Southern Advertiser, Evans and Vogel came into the firm. The operations have grown from the original three photographs to nearly a hundred and more are being added daily. It indicates a great deal of work and initiative on the part of these boys, and such, too, is a highly efficient organization. Some of their ideas are well worth studying and Houstonians hope to present them to you in a later issue.



Art, Chig and Bob Porter, founders of the Southern Advertiser Company.



**Southern Advertiser Company headquarters in Houston. The late arrangement is one of the most highly efficient in operating circles.**



**Miss Marie Brown, representative and personal office secretary of the Southern Advertiser Company.**



The Porter Boys are proud of their operations, and their uniform-style work clothes carry the name of their company. The photo shows them at a session of the board of directors.



# Boxing the Compass

## NEW YORK

From the office of Sam Reed, 175 West 42nd Street, New York, comes this account of JERRY MORGAN, Building 26, 111 West 42nd Street, who says he is making money every week. He will purchase 100 shares of the stock and sell them at 100 cents each.

When you buy 100 shares of the stock, you will find that the price is 100 cents. You will then sell them at 100 cents each. This will give you a profit of 100 cents. This is the way to make money.

**JERRY MORGAN**, the successful investor in the market, says that he has made a fortune in the stock market. He has bought 100 shares of the stock and sold them at 100 cents each.

**MINNESOTA**  
Detailed reports from the U.S. Census Bureau, showing that the number of people in the state has increased by 100,000 in the last year.



Photo reproduction of the two men in suits standing together.



Photo reproduction of a man in a suit standing next to a woman.

**PENNSYLVANIA**  
**WASHTON** and **WILSON**, both of the Pennsylvania State University, have been elected to the office of the state treasurer.



Photo reproduction of a man in a suit standing in a room with several large barrels or containers.

## MAINE

**J. A. KANDER**, 1111 Broadway, New York, says that he has made a fortune in the stock market. He has bought 100 shares of the stock and sold them at 100 cents each.



## PACIFIC NORTHWEST

**MR. and MRS. W. W. WARDEN**, of Portland, Oregon, say that they have made a fortune in the stock market. They have bought 100 shares of the stock and sold them at 100 cents each.



**TRANSPORT**  
American Railway Company in Seattle, who is the largest of the kind in the city. It is one of the best in the city.



**MASSACHUSETTS**  
The state of Massachusetts has a population of 2,000,000 people.

**NEW YORK**  
The city of New York has a population of 6,000,000 people.

**WISCONSIN**  
The state of Wisconsin has a population of 2,000,000 people.



# Meet

## FRANK P. MERBLE

Mr. Merble's career was a marked achievement when he had completed about the same work as the "Big Seven" companies in the field of railroad transportation. About many years of service in the railroad industry. Before your eyes he is a man and his life in the field of the "Big Seven" companies in the same business line as in the transportation industry.



I have been, not only in Chicago, Illinois, but also in the University of Chicago, Illinois, and in the field of the "Big Seven" companies in the same business line as in the transportation industry. I have been, not only in Chicago, Illinois, but also in the University of Chicago, Illinois, and in the field of the "Big Seven" companies in the same business line as in the transportation industry.



I owned the truck and found business and I sold some of my knowledge on the Chicago Truck Package. In 1911 I organized a chain of stores in Michigan. They kept me busy until 1915 when I joined the sales force of the Seeburg Corporation, organized in New York State. Phil Nelson of the shipping department helped me bridge

a great transportation business. I had been called on back and I was in the same line. I had been called on back and I was in the same line. I had been called on back and I was in the same line.



How my work, I was transferred to my present position. I was in the same line. I had been called on back and I was in the same line. I had been called on back and I was in the same line.

SEEBURG  
MARBL-GLO  
SYMPHONOLA

*Vogue*



It is the world over for leadership among the manufacturers of record-reproducing phonographs. Seeburg's reputation is the best. By virtue of design ingenuity, exclusive development and performance superiority, Seeburg has held, and intends to hold, that leadership. No finer example of money-making strength throughout—an emblem of merit in mechanical performance, in this quality—can be found than Seeburg's Marbl-Glo Symphonola Vogue.

THIS IS A 20 RECORD MULTI-SELECTOR SYMPHONOLA

*What is*

## MARBL-GLO?

- Seeburg Designer says: "Marbl-Glo is its original Seeburg design finish. It was created under orders from Seeburg officials who insisted upon a merchandising force apart from, yet closely linked with the selling strength inherent in Sraphonoka reproduction."
- Seeburg Cabinet Maker says: "Marbl-Glo is a radical step forward in cabinet treatment. Its application requires the utmost skill and care. Only trained finishers are permitted to blend and apply the quality materials in the creation of a glowing, soft, marble-like surface."
- Seeburg Operator says: "Marbl-Glo presents a strong and convincing sales argument that makes it easier for me to get blue-ribbon locations. On location, Marbl-Glo compels attention, increases play and revenue."
- Location Patron says: "Beautiful! 'Gorgeous! 'Stinking! Let's hear it again!'"

