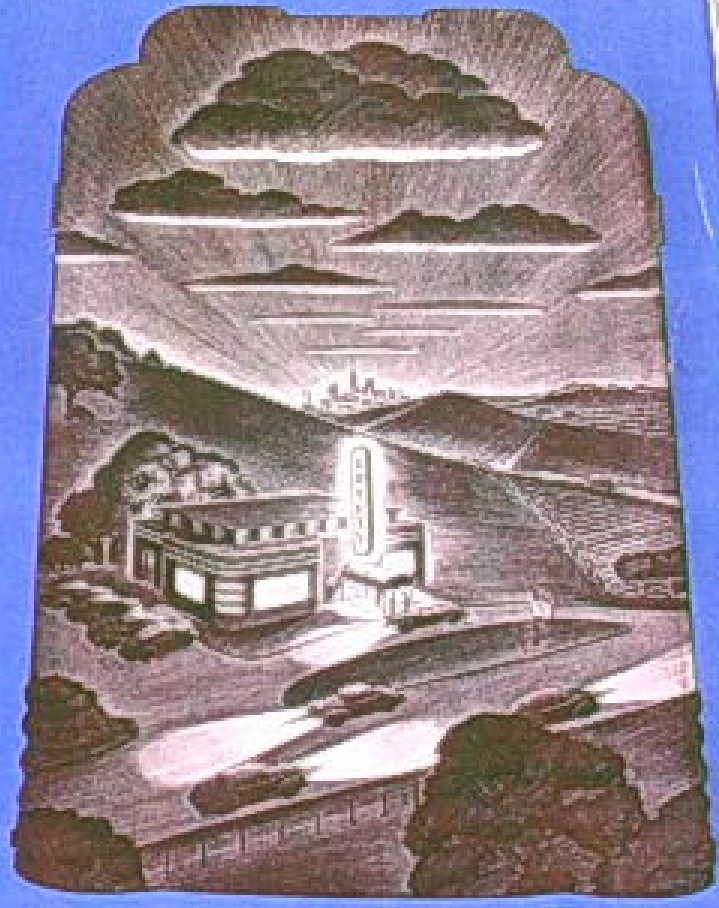


The Seeburg Illuminator - April 1940

PUBLISHED BY THE U. S. BUREAU OF COOPERATION IN THE INTERESTS OF THE PEOPLE OF SEEBURG

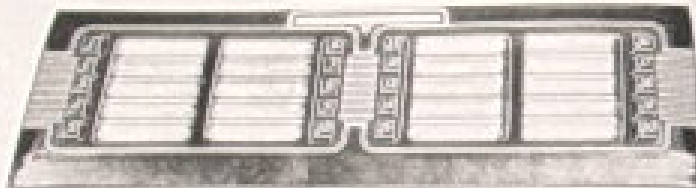


VOL. 2 NO. 7

Joe Seeburg's support of all music with Electric Selection . . . For no reason other than Seeburg is doing up operations, the greatest improvement in the music business. Time after time Seeburg has created new ideas . . . new merchandising plans for music operations. Now they've given us another first . . . another.

Seeburg Exclusive . . .

ELECTRIC SELECTION



Here's what it really means to us. First of all, it means . . .

HIGHER MUSIC EARNINGS—Electric Selection provides us with the *Home Choice* idea. When 2 records are put in the slot, and at the same time, the record is played only once, utilizing the 2 patterns, but both come out unchanged, in exact order for us!

COMPLETE AND POSITIVE PROFIT PROTECTION—Electric Selection provides us with an extra coin check on each insertion. Every coin inserted is recorded—our actual cash income is completely and positively protected!

INCREASED PATRON CONFIDENCE—Electric Selection eliminates theft of patron's choice. The advance button returns to pay-collection position after it is pressed, and no other player can remove that selection. However, it may be removed several times before it is played. This constant of knowing what their select makes players more confident in our machines . . . more eager and willing to play more records directly and for only Seeburg can give us this powerful *Home Choice* combination for building better music businesses.

ELECTRIC SELECTION IS 1940'S MOST IMPORTANT CONTRIBUTION TO MUSIC OPERATION!



ELECTRIC SELECTION

The New Seeburg Play and Profit Builder

FIRST of all, manufacturing the product that we have introduced on these pages required and required the most advanced equipment. With a foundation in quality, accuracy and dependability in machine manufacturing, we have:

1. It is a matter of time and money to make a machine that is as good as the machine that we have made. It is the matter of time and money to make a machine that is as good as the machine that we have made. It is the matter of time and money to make a machine that is as good as the machine that we have made.

A matter of time and money to make a machine that is as good as the machine that we have made. It is the matter of time and money to make a machine that is as good as the machine that we have made.

Building records had to follow changes in design. Changes in design had to follow changes in design. Changes in design had to follow changes in design.

All of these developments had a long effect on the production of machines. First an individual location was made in volume, and each machine followed the same plan, after the introduction of Mark's new Seeburg Home Choice, making the Walk-Over, the Play-For and the Home Choice Model Possible.

You cannot wish this fast, but with the fact that Seeburg Equipment and Seeburg Operations had captured as a demand on the Home Choice in the nation, Seeburg engineers continued to look for additional means of adding the position of the customer and the operator. With the introduction of 1940's Home Choice, they presented the latest Seeburg feature which, as far as they were concerned, is the most important step forward of the year. This new advancement is Electric Selection.

As a music merchandising feature as well as a record feature, Electric Selection may well prove to be the most

important development in all the years of the music business. It is a matter of time and money to make a machine that is as good as the machine that we have made.

As is especially noted, in time that the machine has been introduced, it has been a success. It has been a success. It has been a success. It has been a success.

Another important Electric Selection feature is the *Home Choice* idea, which means additional income for the operator. From the Home Choice idea, we have a new idea in the jukebox. It is the matter of time and money to make a machine that is as good as the machine that we have made.

Added to the merchandising power and increasing of Electric Selection is a record feature of our particular innovation of Home Choice. Electric Selection provides a positive check on our coin every time we play a record, and a positive check on our coin every time we play a record.

Electric Selection means not a great of better than the Seeburg Line the most really complete for music money. Not only does Seeburg provide the variety of profitable machines, but also we have the most thoroughly developed merchandising feature in music money. A complete Seeburg installation may be the most important of a location, for it is with the fact of being that shows immediate and results in the success of an operating business!



**TOP SOFT EQUIPMENT
FOR THE YEAR 1960**

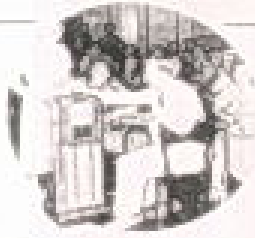
Seeburg's new line of soft equipment is the most complete and modern ever offered. It includes everything you need for a successful soft business. From the latest in soft equipment to the finest in soft equipment, Seeburg has it all. Seeburg's new line of soft equipment is the most complete and modern ever offered. It includes everything you need for a successful soft business. From the latest in soft equipment to the finest in soft equipment, Seeburg has it all.



SELL ALL THREE!
DATE PATRONS - TABLE PATRONS - BAR PATRONS

SEEBURG WALL-O-MATIC
for Booth Patrons

Seeburg's new Wall-O-Matic booth is the most complete and modern ever offered. It includes everything you need for a successful booth business. From the latest in booth equipment to the finest in booth equipment, Seeburg has it all.



SEEBURG PLAY-BOY
for Table Patrons

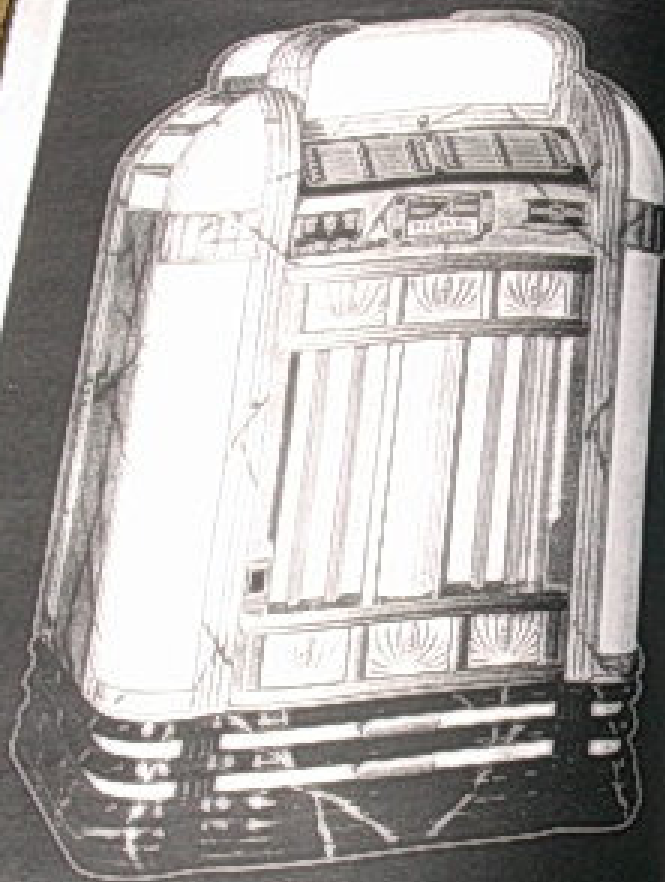
Seeburg's new Play-Boy table is the most complete and modern ever offered. It includes everything you need for a successful table business. From the latest in table equipment to the finest in table equipment, Seeburg has it all.



SEEBURG MELODY PARADE
for Bar Patrons

Seeburg's new Melody Parade bar is the most complete and modern ever offered. It includes everything you need for a successful bar business. From the latest in bar equipment to the finest in bar equipment, Seeburg has it all.

Seeburg Remote Control



AMERICA'S SMARTEST PHONOGRAPH

Sesburg Symphonola

Colonel

GIVES YOU THE INDUSTRY'S
MOST ADVANCED OPERATING FEATURES

ELECTRIC SELECTION
with the **BONUS OVER-RIDE**

What if phono after and not for the same recording of the same record
has several to record only once, calling the 2 gramms. and both can
be obtained in one place for one!

- MASTER CONTROL UNIT
 - SECURE DUAL-TONE COMPENSATION
 - CREDIT WHEEL
 - 20 RECORD MULTI-SELECTION
- Powered with Sesburg Control Unit
- BUILD PEAK — INCREASE REVENUE — PROTECT PROFITS**
with Sesburg Tunes!

ENTHUSIASM - PRAISE - SALES
 BEST MAKING OF YOUR
 BAKING EQUIPMENT BY
**GEORGE BREMNER
 COMPANY** - Philadelphia

Quality, dependability, economy, and service are the four main factors in the selection of baking equipment. The equipment that meets these requirements is the equipment that will give you the best results in your bakery.

GUESTS

When you have a large number of guests, it is important to have a large number of tables. The tables should be arranged in a way that will give you the best results in your bakery.

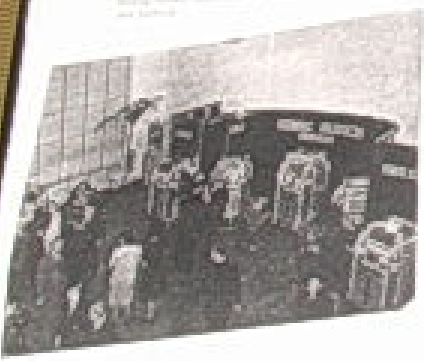
VISION

When you have a large number of guests, it is important to have a large number of tables. The tables should be arranged in a way that will give you the best results in your bakery.



DISPLAY

When you have a large number of guests, it is important to have a large number of tables. The tables should be arranged in a way that will give you the best results in your bakery.



Read what one executive wrote!

When you have a large number of guests, it is important to have a large number of tables. The tables should be arranged in a way that will give you the best results in your bakery.

LITTLE THINGS



THAT MAKE A BIG DIFFERENCE

The Classic Light

Think you know all the classic lights? Not so fast! The classic light is a thing of beauty and a thing of power. It is the light that makes a difference. It is the light that makes a difference.

In Your Locations
MELODY PARADE
 THE LIGHT THAT MAKES A DIFFERENCE!

Think you know all the classic lights? Not so fast! The classic light is a thing of beauty and a thing of power. It is the light that makes a difference. It is the light that makes a difference.



SEEKING DEFINITE CONTROL



20 RECORDS

ENVOY M

A NEW LOW PRICED DELUXE SYMPHONOLA WITH DOLLAR FOR DOLLAR VALUE THAT SURPASSES ANY AND ALL PHONOGRAPH BUYS IN THE HISTORY OF THE PHONOGRAPH BUSINESS. *Be sure you see your Seeburg distributor immediately — he has the good news for you.*

*National Advertiser



Interior view of dining room at a top spot location in the West.

Remote Control

These pictures illustrate the complete equipment for a remote control location. The dining room is shown in the foreground, the kitchen in the background. The dining room is shown in the foreground, the kitchen in the background. The dining room is shown in the foreground, the kitchen in the background.

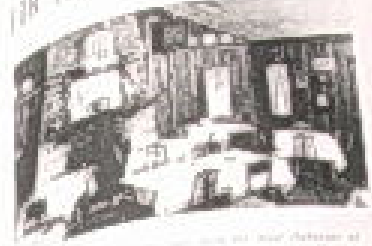


A large and brightly lighted room of location, with an open fire place in the background, makes a complete dining room. Remote Control equipment, setting every table.



Just another type of location is illustrated by the popular location in Boston, Massachusetts, where the famous Grand Flat Six sets in the environment of its own place.

A TOP SPOT ATTRACTION FOR TOP SPOT LOCATIONS!



Interior view of dining room at a top spot location in the West.



Exterior view of a top spot location in the West. The building is a top spot location in the West.

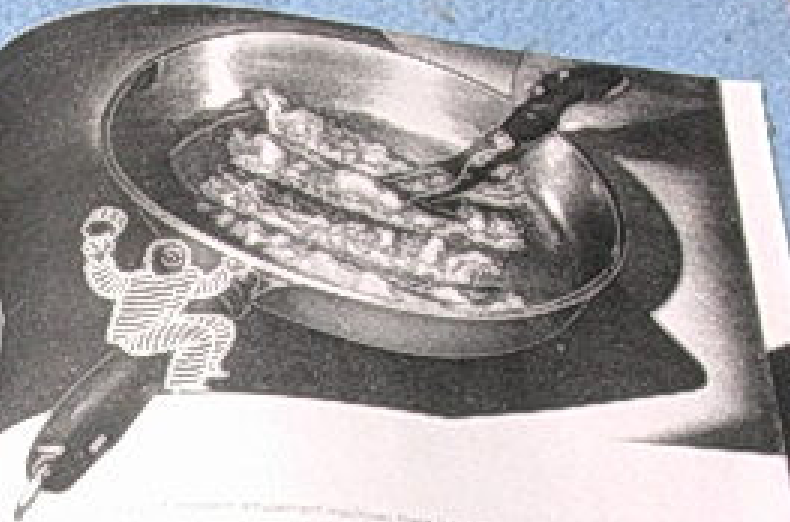


JAILBIRD

brings home the Bacon!



Jailbird is available in cabinet or console base models, to meet requirements of all locations. The console model is easily portable since the cabinet telescopes into the console base and both may be transported as a single unit.



Jailbird's unique atmosphere makes this a no-nonsense game of strategy and luck, and long-held as Seeburg's Big O-List Life Saver. Today's interpretation of the classic game is the inspiration of everything on our list for another classic. It's an abundant source in action and appearance and its simple design is a masterpiece of design.

Jailbird's unique When Jailbird enters the field of action in the Mars-Duo cabinet, the player pulls the trigger, sends up out of the side to shoot at him and the resulting heavy play is protected by Seeburg's compact perfected mechanism, by the reliable trigger action, by the convenience of play for the patron. You can depend on Jailbird to bring home the Bacon!



Jailbird is 34 1/2" high, 19 1/2" deep, 31" wide. The console base, extra or slight additional cost, is 37 1/2" high, 17 1/2" deep, 40" wide. It is attractively designed in Mars-Duo with a decorative coat of translucent material. The compact, convenient unit stands in Mars-Duo is only 34 1/2" high, 19 1/2" deep and 15 1/2" wide.

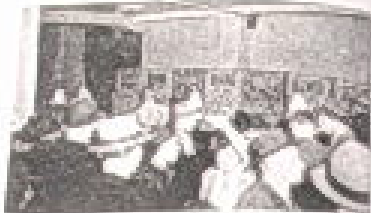
WELLES THE SHORT SUBJECTS

SHOW-STOPPER!



It is a Seeburg Symphonola... (text is small and partially illegible)

ADD SECOND OPERATOR



... (text is small and partially illegible)

ON DISPLAY



... (text is small and partially illegible)

SYMPHONOLA BUILD-UP

**WE ARE PLEASED
To Announce
The Installation of a
SEEBURG SYMPHONOLA**

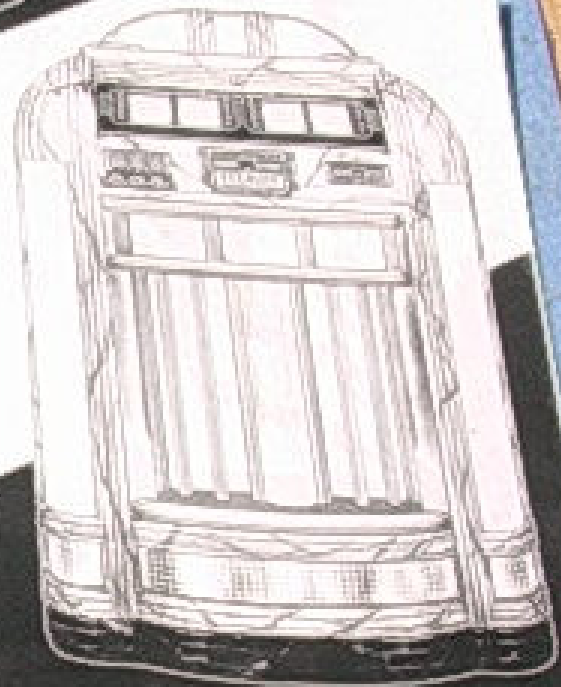
... (text is small and partially illegible)

**The Year Entertainment
FETTER'S CAFE**

... (text is small and partially illegible)

20 Records

**A NEWLY CREATED
SEEBURG SYMPHONOLA
-
OUTSTANDING COLOR
ILLUMINATION!
SUPERIOR
ENGINEERING!**



E N V O Y

The Seeburg Symphonola... (text is small and partially illegible)

Among the Seeburg features are: a Super Double Speaker... (text is small and partially illegible)



*Go Yowie
from
Missouri!*



• If, like the proverbial man from Missouri, you have to be shown before you are convinced, let us make a suggestion. An opportunity awaits you to see for yourself the efficiency-in-action of Seeburg Symphonias and auxiliary Seeburg Equipment. You can investigate at first hand the singular effect of Symphonias beauty and performance upon location patron and location receipts. You will see for yourself the way in which photograph revenue is boosted by Seeburg Wall-O-Matics, Play-Berry and Melody Parade—the Seeburg Remote Control Group. You can see for yourself how Seeburg Auxiliary Speakers add appeal to automatic music, and you will learn why Seeburg products are Leadership Equipment for the operating fraternity. No matter what other line you now operate, you can investigate Seeburg's money-making possibilities without obligation on your part. Just visit the nearest Seeburg Distributor and tell him you'd like to see a typical Seeburg installation in operation. We think you'll be "down"—and convinced!