

AUGUST 1954

THE SEEBURG ILLUMINATOR

PUBLISHED BY THE J. P. SEEBURG CORPORATION IN COOPERATION WITH THE MUSIC OPERATOR

Super Location Issue

This Letter IS WORTH MORE THAN
ANY ADVERTISEMENT WE COULD PREPARE!

EAST COAST PHOTOGRAPH DISTRIBUTORS, Inc.
 400 EIGHT AVENUE, NEW YORK 17, N. Y.

Dear Mr. Seeburg:

I am enclosing herewith a statement of work in connection with the Seeburg Symphony and the Seeburg Remote Control. I am enclosing herewith a statement of work in connection with the Seeburg Symphony and the Seeburg Remote Control. I am enclosing herewith a statement of work in connection with the Seeburg Symphony and the Seeburg Remote Control.

Yours very truly,
 [Signature]

BAMBERGEN'S
 AND OTHER SEEBURG
SEEBURG SYMPHONOLA
 WITH REMOTE CONTROL
 BUT IT'S NOT THE ONLY ONE!
TONIGHT'S SPECIAL
 Cold Meats, Chicken, Seafood
BAMBERGEN'S REVERSIBLE NOVEL

**SYMPHONOLA OR ONLY
 SEEBURG'S NOVEL**



WALL CLIMATIC
 Wireless and Wired
 Remote Control

Operators
 everywhere
 praise the proven
 high earning power of
**SEEBURG
 REMOTE
 CONTROL**



WALL-OLD PL-BOY

With Seeburg Remote Control you can transform
 Your Locations Into Bigger Earning...

SUPER LOCATIONS

LIKE TONY WONDERS' NEW COCKTAIL LOUNGE
 IN LITTLE CHUTE, WISCONSIN

TODAY, more than ever before, most men and women owners like to know that they can make their money count for their money in order to make their goal well, and what is more, they can make their money count for their money in order to make their goal well, and what is more, they can make their money count for their money in order to make their goal well.

The purpose of these units, to make it easier for parties to buy music anywhere in any part of a location, is well known to many operators. They realize that it is to make music to follow the lines of best management and that people will do what is better for them — what gives them their entertainment. The Remote Control units accomplish their designed purpose in evidence by the continuous increase of complete satisfaction in locations throughout the country.

Over such installations in the cocktail lounge located on their part, in Little Chute, Wisconsin, owned and operated by Mr. Tony Wonders. These photographs have been forwarded to us by Mr. Wonders, Seeburg representative, with the following information. Located about halfway between Green Bay and Menasha, Wisconsin, Little Chute is in the very heart of Wisconsin's largest paper mill section. This location is one of the best known in this section, with a reputation for serving the best beers and beverages in the Fox River Valley. Attracted by

any musical entertainment from the Seeburg Symphonola, the following description gives a more complete picture of what is involved.

Symphonola plus has been very good, but operators Wonders and Wonders have seen greater possibilities for their money when with Remote Control, and they realize that a great feature with a complete installation of Wall-Old Music, The Home and Remote Speakers, namely, the Special-Deign. First that they wanted was sound in the fact that they had installed one.

In addition to the beautiful colored lounge on the main floor, with its Wall-Old Music, The Home and Special-Deign, a private dining room occupying the second floor is equipped with one Wall-Old Music and a Special-Deign. All of this equipment is of course wireless. Mr. Wonders says that music from preceding one of his late relatives of previous during the regular daytime and evening hours, the Symphonola and Remote Control installation do more money for him. He is now able to greatly increase his earnings, for over the night, for he says he is able to bring the volume down on the Symphonola and still provide music for both his diners and local lounge and second floor private dining room without disturbing anyone. This is only possible with Seeburg equipment, since the power for completion and adjustment is within the wireless speakers themselves.

Analyzing this information, the tremendous value of Seeburg Remote Control is easily recognized. With the Wall-Old Music and The Home Speakers parties can play in any room they wish, where within the location. And with the Remote Speakers — the Special-Deign and Wall-Old — music may be reproduced and heard in any part of the location. It is only natural that music sales and music profits go up when Seeburg Remote Control units are installed, and average locations are transformed into super locations.



Here is an exterior view of Tony Wonders' modern cocktail lounge in Little Chute, Wisconsin. (Continued on next page)

SEEBURG EQUIPMENT OPENS THE



These guests are able to join the Washburn Club from either the Washburn or Phobos, and even now it stands represented by the Spiritograph and Phobos.



In addition to coffee, the Phobos and Washburn have modern design and beautiful finishes, thus adding considerably to the attractiveness of business.



Persons in the United States are dining every day on tables made in the Washburn and Phobos in it near the Spiritograph.

DOOR TO THE SUPER LOCATIONS



Washburn tables have installed at every hotel and every corner possible in order to make for comfort in the most remote.



If anyone thinks a Phobos is a good table, there is but one possibility, because of the 'dinner table' is really a Washburn.

They're Made for Each Other..



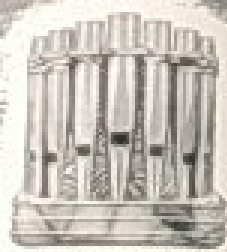
MARBLE-GLO RECORD



MARBLE-GLO FLOOR

Seeburg's recording-music products don't just happen. You can't just record to an existing mold or provide a source of additional records to Seeburg systems. And that's why they work so well together... physically and mechanically. With certain Marble-Glo systems they complement each other perfectly on the inside. And their completed mechanisms have been constructed so to allow them to operate under "normal conditions" with minimum wear, vibration and servicing.

Excellent arrangements in the Symphonies in both floor and wall reproduction have made them the most extended automatic phonographs on the market today. The finest engineering that high rating gives the J. P. Seeburg Corporation has created the new Remote Control unit... the Remote Speaker and Remote Volume. With these features you can enjoy all your Symphonies music in any room from... all points along rooms, upstairs, downstairs or wherever you desire. It is a combination of all these features that a Seeburg Seeburg system make them really every day in their present form, and check them out and have fun... everywhere.



SEEBURG SPEAKER

- THE SEEBURG SYMPHONIES 24 RECORD SELECTION
- THE SEEBURG WALL-O-MATIC WIRELESS AND WIRED REMOTE CONTROL
- THE SEEBURG FLOOR-ART
- THE SEEBURG SPEAKERS MARBLE-GLO AND SPARADIAN

Featuring Seeburg's Original

MARBLE-GLO



MARBLE-GLO FLOOR



WALL-O-MATIC



MARBLE-GLO SPEAKER

**NEW SEEBURG EQUIPMENT — NEW OFFICE QUARTERS — NEW SALES — NEW
FACES HIGHLIGHT ATLAS COIN MACHINE CO. SHOWING IN BOSTON!**



Some of the new equipment, including the new Seeburg Symphonolas and Remote Controls, shown at the new office quarters of the Atlas Coin Machine Co. in Boston.



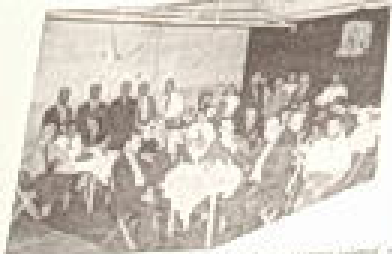
The new Seeburg Symphonolas and Remote Controls.



Presenting Seeburg Symphonolas and Remote Controls to the members of the Boston Chapter of the National Association of Amusement Operators.



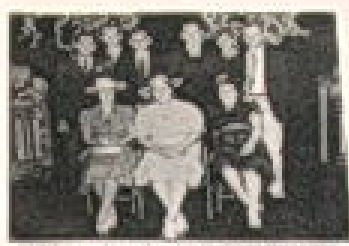
Mr. and Mrs. Frank Leland of Boston, Massachusetts.



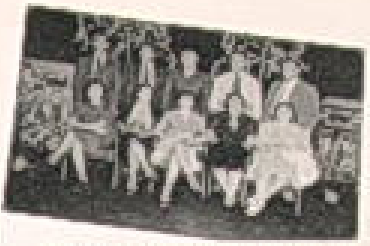
A banquet given for the new equipment by Atlas customers tonight, and attended by Seeburg's Sales Staff from the Metropolitan area, looking their new machines on the WALL-GARDIAN.



ATLAS CUSTOMERS PREDICT THAT THEY'LL MAKE MORE MONEY THAN EVER



Presenting Seeburg Symphonolas and Remote Controls to the members of the Boston Chapter of the National Association of Amusement Operators.



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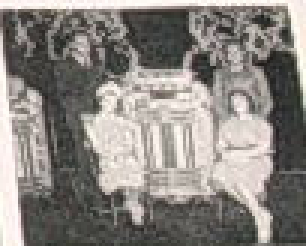
Presenting Seeburg Symphonolas and Remote Controls to the members of the Boston Chapter of the National Association of Amusement Operators.



Mr. and Mrs. Charles F. and Mrs. and Mrs. J. G. of Boston.



Presenting Seeburg Symphonolas and Remote Controls to the members of the Boston Chapter of the National Association of Amusement Operators.



Presenting Seeburg Symphonolas and Remote Controls to the members of the Boston Chapter of the National Association of Amusement Operators.

BEFORE WITH THE NEW SEEBURG SYMPHONOLAS AND REMOTE CONTROL

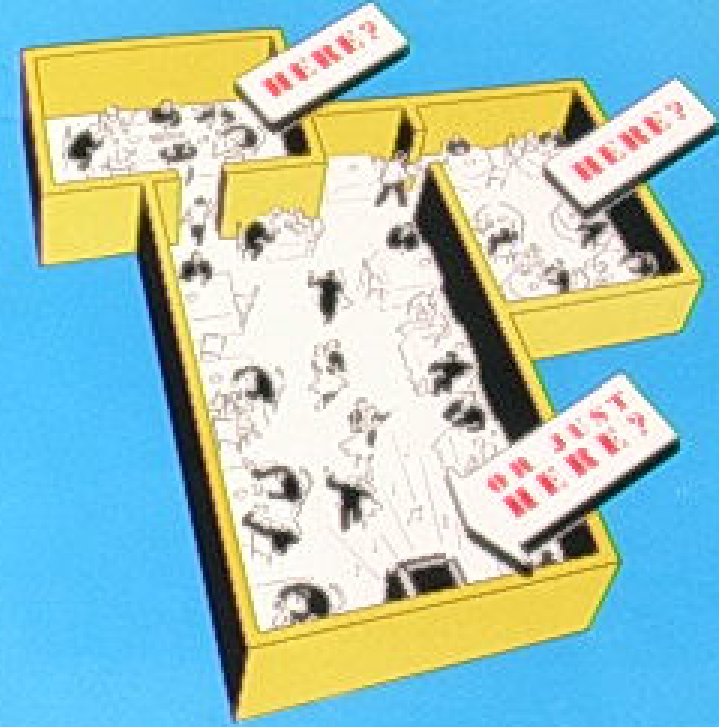


His South of the age of 25, you cannot realize that he is one of the most popular entertainers in the world. Today he is known to millions of fans of the greatest songs, songs in the fashion, and the magazine is known as the favorite of the Top Million.

Charles Forman, called by the world as the "King of the Country" and "The King of the South", has been one of the most successful recording artists of any era. He is a really big success of the industry, has reached his fame in the "South" and has now "crossed the world" and is now "the world's most popular" man.

Listening to the talking of an old grandfather's chest gave Gray the idea for the "The" which was used by his orchestra. This unique style in his arrangements has made Gray's recordings most popular in a popular variety of places from everywhere.

Are you selling music...



SEEBURG SPEAKERS

Sell MORE MUSIC because they *Tell* MORE PATRONS!



THE SEEBURG SPEAK-O-RGAN

• *Cathedral in appearance, royal in representation, the SPEAK-O-RGAN looks as if it were and gives wherever it's placed. It is completely personalized, yet its sheer simplicity is the basis of its tremendous attraction to discriminating patrons in locations everywhere. The SPEAK-O-RGAN may be used with any automatic phonograph, and because of its graceful beauty is a welcome addition to any location. But even more important, it is a proven stimulus to increased phonograph sales.*

... "There's *None to Buy*"
A 1940 year opened phone and an one
land another speaker got all opportunities
what to be too. The can't make money
should business with other. No, you can't
don't take job. Like yesterday's supply
and to have your work completely
completely. Nothing strange here
and for you there. You understand
and you understand. SPEAK-O-RGAN
and the MARBLE-GLO. It will give you
found them at once.



THE SEEBURG MARBLE-GLO

• *Marble-Glo has been acclaimed the most powerful music merchandiser in coin-operated phonograph history. And rightly so. To carry this extra mile take even further, we have created a perfect complement to Marble-Glo Symphonies — the MARBLE-GLO Speaker. Though it matches perfectly, the new Symphonies, the MARBLE-GLO speaker is a definitive addition to any location with any phonograph. It adds to the attractiveness of both location and machine and definitely helps to sell more music.*

SEEBURG SPEAKERS

Help Your Hold Locations

because of . . .

BEAUTY Designed to conform with modern, automatic photograph design, the SPEAKERS and MARK-GLO Speakers blend harmoniously in any surroundings. They add considerably to the attractiveness of any location.

CONSTRUCTION Superior construction assures accurate definition of individual locations. Thus they give accurate reproduction in all parts of your location.

TONE VALUE Tone values greatly increased in quality, assure accurate, reproducible reproduction that is full and rich with every note played.

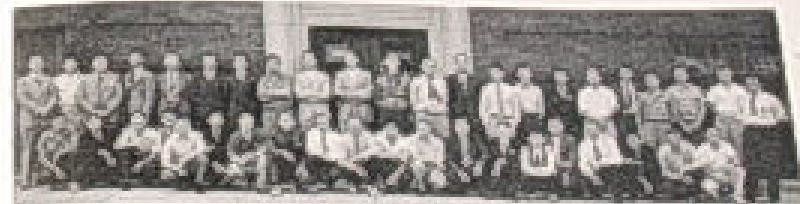
and the SPEAKERS and MARK-GLO Speakers help you hold locations because the dynamic combination gives you your best most powerful location selection — THE APPEAL and EAR APPEAL. The resulting increased play means increased profits for you and your location owner. So, do today's sales job with today's equipment. Try us. you'll SELL More Music because you'll SELL More Patrons. "Date's Music is Hot." Your Seeburg disc balance will gladly demonstrate the new Seeburg Speakers for you.

J-P-SEEBURG CORPORATION
1500 DAYTON STREET • CHICAGO

INFORMATION, PLEASE!

keynote of SEEBURG SERVICE SCHOOL
held in Chicago, July 17th through 21st.

WEDNESDAY JULY 17, 1950		THURSDAY JULY 18, 1950	
9:00 A.M.	Registration	9:00 P.M.	Session on W-G-O-Maps System
10:00 A.M.	Personally conducted trips through the Seeburg Agency	1:00 P.M.	Speakers Session . . . M. S. Winkler, Agent
1:00 P.M.	Address . . . The Importance of Good Service to Complete the Job.	7:00 P.M.	WEDNESDAY JULY 19, 1950
3:00 P.M.	Who We Are Teaching & Where? School	9:00 A.M.	Institution and Laboratory Work on W-G-O-Maps System . . . J. A. Swanson, Engineer
4:00 P.M.	Discussion . . . James Hanson, Vice Pres., Production	1:00 P.M.	Institution and Laboratory Work on
4:30 P.M.	Improvement of Output in Service	1:30 P.M.	Advanced Systems . . . J. A. Swanson, Engineer
5:00 P.M.	Discussion . . . J. D. Brown, Service Mgr. Central District	7:00 A.M.	THURSDAY JULY 20, 1950
5:30 P.M.	Lecture on the New Seeburg Sales Range	9:00 A.M.	Institution and Laboratory Work on
6:30 P.M.	Adaptation . . . Herman Jensen, Engineer	9:00 P.M.	Advanced Systems
FRIDAY JULY 21, 1950		FRIDAY JULY 21, 1950	
9:00 A.M.	Laboratory Session on Multi-Range	9:00 A.M.	Final Examination on W-G-O-Maps
1:00 P.M.	Adaptation . . . Herman Jensen, Engineer	1:00 P.M.	Session on W-G-O-Maps
1:30 P.M.	Question and Answer Period on Multi-Range	1:30 P.M.	Control . . . M. Winkler, Engineer
2:00 P.M.	Final Examination on Multi-Range	1:30 P.M.	Laboratory Session on W-G-O-Maps
2:30 P.M.	W-G-O-Maps System . . . M. W. Kerner, Chief Engineer	5:00 P.M.	Control System . . . M. Winkler, Engineer
3:00 P.M.	Lecture on W-G-O-Maps System	5:00 P.M.	Adaptation of Service School
3:30 P.M.	Control . . . J. A. Swanson, Engineer		



Top Row Left to Right: 1. M. W. Kerner, Chief Engineer, Seeburg; 2. James Johnson, Sales and Photograph Distribution, Inc., New York; 3. W. W. Le March, Gibson and Bowling, Western District; 4. Clarence Brown, Seeburg; 5. Ed Carter, Carl E. Moore, National Organ; 6. W. Winkler, Seeburg; 7. M. Jensen, Seeburg; 8. George Hall, Carl Kuhn, Lewis, London; 9. H. W. F. Winkler, Seeburg; 10. Carl Larson, Seeburg; 11. M. Winkler, Seeburg; 12. Myron Company, Denver, Colorado; 13. Jim Thompson, Lewis, Louisville, Kentucky; 14. Lloyd Truitt, Lewis; 15. E. R. Brown, Elmer Ball Company, Dallas, Texas; 16. W. J. Brennan, J. Brennan and Company, Everett, Idaho; 17. Carl Truitt, Lewis; 18. James and Company, Remondin, Indiana; 19. F. Edin, E. E. Schell, Music Company, Columbus, Ohio; 20. W. A. Ross, W. E. Ross, Wichita, Kansas; 21. J. J. Kullback, American Real Estate Company, New York City; 22. Walter Jones, Rex-Cover Company, Minneapolis; 23. H. W. Kerner, Seeburg; 24. Al Hartin, Milwaukee Coin Machine Company, Milwaukee, Wisconsin; 25. Jim Peterson, Seeburg.

Bottom Row Left to Right: 1. E. E. Gibson, J. L. Whipple, Charlotte, North Carolina; 2. J. A. Wilson, Donald Padden and Company, Winston, Oregon; 3. Raymond Paul, W. B. Sturdy Company, St. Louis, Missouri; 4. Leo Davis, Able Automatic Music Company, Detroit, Michigan; 5. J. J. Winkler, Metropolitan Amusement Company, Chicago; 12. H. Jay Davis, Metropolitan Amusement Company, Chicago; 13. Clarence Larson, Able Photograph Company, Cleveland, Ohio; 14. Ralph Winkler, Able Photo Company, Rochester, Pennsylvania; 15. Art Eick, Seeburg; 16. Ray Anderson, Seeburg; 17. A. Mallon, Herman Hinkle Company, Erie, New York; 18. Ray Cox, J. D. Howard Company, Rockford, Wisconsin; 19. Clyde Hessel, Amusement Center Company, St. Paul, Minnesota; 20. E. Richardson, Able Coin Machine Company, Brown, New Mexico; 21. Joe Allison, Seeburg; 22. Fred Wills, Seeburg; 23. Wale Nelson, Seeburg; 24. Ray Long, Seeburg; 25. Edward Galt, Carl Kuhn, Chicago, Indiana; 26. Charles Anderson, Seeburg (Seeburg Music Company), Louisville, Kentucky.

SEEBURG SYMPHONOLAS AND REMOTE AT EAST COAST PHONOGRAPH DISTRIBUTORS



Miss McGowan, Miss White, Miss Peterson, Mrs. Smith, Miss Green, Miss Brown, and Miss Jones, all of whom are operating Seeburg Phonographs in their homes.

Miss and Mrs. Williams and Mr. Clark are all operating Seeburg Phonographs in their homes.

Miss, Chapman and Mrs. Smith are all operating Seeburg Phonographs in their homes.



Mr. Brown and Mrs. Taylor, Mrs. White and Miss Jones, who are all operating Seeburg Phonographs in their homes.

Miss and Mrs. Brown, Mr. Clark of New York, Mrs. Smith, C. F. Williams, Mrs. Green, Mrs. White, Mrs. Jones, Mrs. Brown, and Mrs. Taylor.

MUSIC OPERATORS OBTAIN MORE LOCATIONS AND MAKE

CONTROL ENTHUSIASTICALLY RECEIVED BY EASTERN MUSIC MEN INC. SHOWING IN NEW YORK CITY!

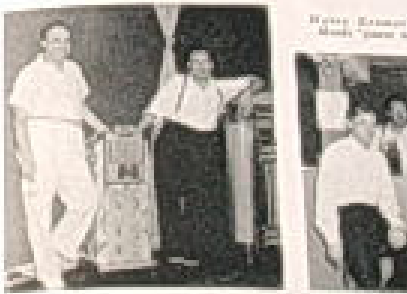


"The variety of the new records of Seeburg's new line," said Mr. [Name], "is a great improvement over the old records of the past. The new records are of a higher quality and are more interesting than the old records. They are also more varied in their subjects and are more appealing to the ear. The new records are a great improvement over the old records and are a great asset to any music operator."



Miss [Name] and Mrs. [Name] are all operating Seeburg Phonographs in their homes.

Mr. Johnson, Mrs. [Name], Mr. [Name] and Mrs. [Name] are all operating Seeburg Phonographs in their homes.



MORE MONEY WITH SEEBURG EQUIPMENT!

Operating here on Mr. and Mrs. [Name] in Frank, N. Y.



MARBLE-GLO MODEL 1000

MARBLE-GLO MODEL 1000

INDIVIDUALITY BEYOND COMPARISON!

Just as the genius of Charles Drake has been based on other original inspirations, and as such that such has come, so have Seeburg Symphonolas become the most demanded instruments throughout music. With original styling, unsurpassed beauty that attracts every eye, and a voice, or perfect mechanism that gives every fan's heart's desire with every note played. Seeburg Symphonolas are the favorite for better locations every where... are earning more money each day for Seeburg companies!

20 RECORD SELECTORS WITH
SEEBURG ORIGINAL-EXCLUSIVE

MARBLE-GLO
TODAY'S GREATEST MUSIC MERCHANDISER

OPERATE SEEBURG SYMPHONOLAS AND CAPITALIZE



★ Lovely CAROLYN CLARKE Featured Vocalist with BOB MORGAN and his Orchestra, Exclusive Management CONSOLIDATED RADIO ARTISTS, Inc.

ON SEEBURG ORIGINATIONS AND ADVANCEMENTS!

SOUTHERN AUTOMATIC MUSIC CO. GUESTS VOICE THEIR
SEEBURG SYMPHONOLAS AND REMOTE CONTROL.



Mr. and Mrs. Fred Brown and Harold
Baker.



Mr. and Mrs. Lee W. Williams.



Miss and Clarence Stewart and Mrs.
Stewart.



Mr. and Mrs. Fred Brown and Harold
Baker.



Mr. and Mrs. J. J. Williams of
Lynchburg.



Miss and Clarence Stewart and Mrs.
Stewart.



Mr. and Mrs. James Rufford and Mrs.
Rufford.



Edward Stewart and Mrs. Lee
W. Williams.



Miss and Clarence Stewart and Mrs.
Stewart.

Operators Agree that with Seeburg's New Symphonolas

HEARTY APPROVAL OF THE NEW
AT CINCINNATI SHOWING!

The Seeburg company of Cincinnati is showing and demonstrating its new Symphonolas and Remote Control at the Cincinnati Music Show. The company is showing and demonstrating its new Symphonolas and Remote Control at the Cincinnati Music Show. The company is showing and demonstrating its new Symphonolas and Remote Control at the Cincinnati Music Show.



Mr. and Mrs. Lee W. Williams.



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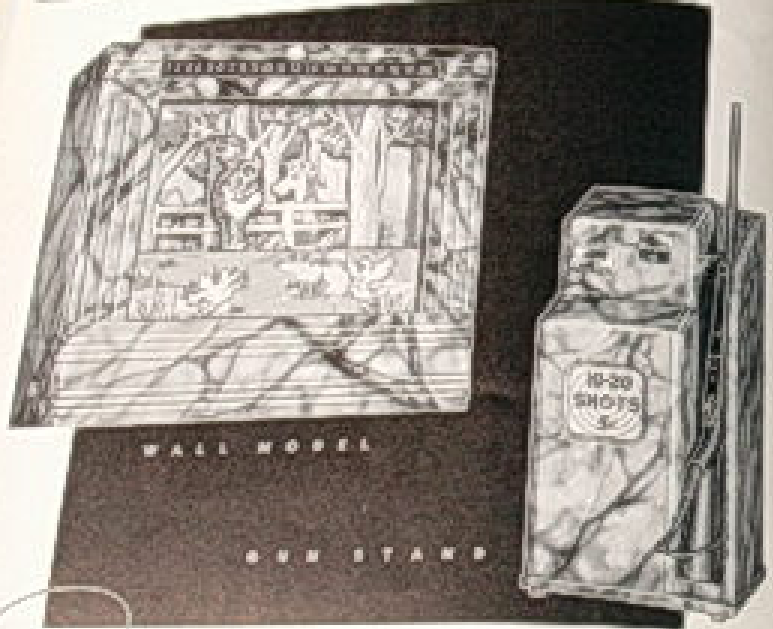
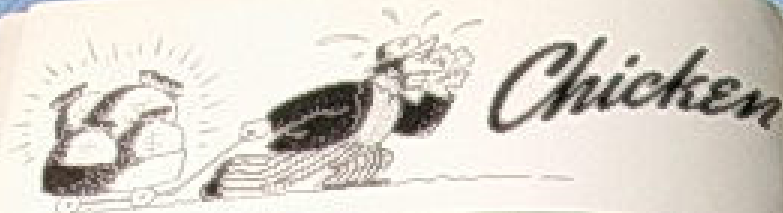


Mr. and Mrs. Lee W. Williams.



Mr. and Mrs. Lee W. Williams.

and Remote Control 1939 Will Be a Banner Year in Music



Seeburg 1939 MULTI

Sam is pulling a big 'tode' on every location!

Justifying his nickname for its current Chicken Sam, today, is one of the biggest coin operated amusement attractions on location. The immediate appeal of the 1939 Seeburg Multi-Ray-O-Lite Rifle Range lies not only in Chicken Sam, the comical chicken that targets within the range, but in the beautiful illustration cabinet that immediately attracts players, and the new simplified, foolproof mechanism that guarantees dependable and profitable performance day after day. Chicken Sam runs across the field of action within the range. If a direct hit is scored, he turns around and runs in the opposite direction. The action of the target depends upon the skill of the player, and the Multi-Ray features enables the player who scores too consecutive hits to continue with his extra shots. The target program, a photographically well set on moving figure, is easily adjusted to make his easy or difficult, according to location requirements.



GUN STAND, WALL CABINET and CONSOLE MODEL all of Illustrated Market's finish. The Gun Stand has attractive illustrated illustration board, an ash tray and a sign holder convenient by built-in. The compact design requires little space, being but 34 1/2" high, 19 1/2" deep and 13 1/2" wide.



CONSOLE MODEL

RAY-O-LITE RIFLE RANGE

MUSIC OPERATORS
ARE BUYING MORE
SEEBURG SYMPHONOLAS
THAN ANY OTHER
PHONOGRAPH MADE!

