

The SEEBURG

Convention Issue 1938

# ILLUMINATOR

Vol. 1, No. 3

MAYFAIR

PLAZA

CASINO



Published by J. P. SEEBURG CORPORATION in the INTERESTS OF THE MUSIC OPERATOR



H. T. ROBERTS  
*Vice-President - Director of Sales*  
J. P. SEEBURG CORPORATION

*An organization is no greater than the man who represents it. HENRY T. ROBERTS, Director of Sales, J. P. Seeburg Corporation, tells you about the man responsible for Seeburg Leadership.*

### The Seeburg Representative

**S**EEBURG Leadership has been extended to every thing in the quality of Seeburg Phonographs, to the ideals of progress that underlie every Seeburg action, to the Seeburg research that developed the mechanics of phonograph manufacture and operation to its present high peak, to the fair dealing for which Seeburg is noted. These reasons, singly and together, are a steady beam upon which success can be built to a certain degree, and they are responsible, in great measure, for the successful leadership of the J. P. Seeburg Corporation in the field of phonograph manufacture.

But, why the high Seeburg standards? Who maintains Seeburg which and promotes them to the operator? Why does Seeburg engage in research? How are Seeburg operations begun and carried out? How are Seeburg representatives selected and trained? How are they equipped with a corporate set up, ethics, disciplines and all the other appointments of modern business? By agreement.

Back of the great Seeburg organization, the beauty and performance of its products and its methods of doing business is a powerful force exerted by twenty-six personalities known to the trade as Seeburg Representatives. These are



individuals, individually and collectively, are the "reason why" of Seeburg Leadership. Without them there would be only cold, unmeaning corporate operation. Without them there would be no understanding of operating problems and

by the same action, no effort to improve operating conditions. Without them there could be no consideration of the human element as it affects the relationship between manufacturer and consumer. In short, there would be no progress, no building up, no ideals, no progress!

These Seeburg Representatives carry the responsibility for Seeburg manufacturing leadership and for Seeburg Phonograph leadership in the field of operation. It is a responsibility they have assumed, not an order from the president or the Director of Sales, but voluntarily and out of their pride in the honor they represent, in the product they sell, in the service they are able to render.

A Seeburg Representative is the man who, through loyalty to himself, as well as to his principal, considers a job well done rather than done. He is the man who cheerfully works around the clock if circumstances and the needs of a client require it. He gladly gives of his fund of experience to the operator who needs his advice. From the Seeburg Representative come suggestions that lead to developments of great value to the music industry. It is through Seeburg Representatives that suggestions are made which lead to successful systems. To the operator, the Seeburg Representative is not a "salesman and", he is a friend, a confidant, a willing guide.

You who read this know the Seeburg Representative your nearest neighbor; know him, admire him and respect him; the influence of The Illuminator we are making you acquainted with other Representatives which by mouth.

To the outside, a Seeburg Representative is a sales man. To us who know him, operator, distributor and those naturally close Seeburg activities, he is the heart of the system dealing, the quality, the ideal of Seeburg years of leadership in the automatic music industry. He is the J. P. Seeburg Corporation!

**NACOMM - 1938**

At its September 1938 year, under the leadership of the National Association of Automatic Machine Manufacturers, the 1938 NACOMM Show will be the largest ever.

**A**FTER a night of non-division, spirit will be able to hold the 1938 NACOMM Show in the hands of the members of the National Association of Automatic Machine Manufacturers. Perhaps it is as much to celebrate the fact that it is an exhibit as to celebrate the fact that the great Official Case Machine Show, NACOMM sponsored, begins this year of activity in the 15th day of December.

The struggle to gain the world's recognition of the importance of automatic equipment in the automatic industry has resulted in benefits to not only the manufacturer, but also to the user. Because NACOMM sponsored, the industry has helped manufacturers with their problems, products have been improved, methods of doing business have been established and the acceptance of the industry products by the "man in the street" has become a business possibility. In such language, the manufacturer, distributor and operator of automatic equipment is now "The Business," and during the 1938 NACOMM Show, as never will be definitely proved and greatly displayed.

The importance of the Show is unquestionable, emphasizing it as the premier of the automatic industry. To the manufacturer it means, of course, an opportunity to display and sell his wares, but more than that, it affords him an opportunity to participate in the past year's experience of operators and some sort of summary one of which he can derive thereby leads to cooperation and better equipment.

To the operator the Show brings an opportunity to view the present developments in the field in which he is most interested and an opportunity to exchange ideas with his fellow operators and with the manufacturer whose machine he has been, or expects to be, operating. For the distributor



**JAMES BARRON, Vice-President in charge of Production, J. P. Sweeney Corporation, poses a word picture of the Show.**

**MARCH OF PROGRESS**

**H**APPILY a day passes but the same picture is repeated, making the Sweeney factory, make special mention about the health and safety that is in the air. To many, it is a monument of the human effort of 1938. But to those who have watched the growth and development of the organization during the last few years, it is a building, electrically charged atmosphere, a background of a steady and well planned march to leadership in our field.

These Sweeney officers and operators who have not had the opportunity to observe the tapping activity at first hand are invited to park behind the scenes with us and see the inner workings of a manufacturing organization where engineering, production and sales all tie in together to create a product which is truly the style leader and performance producer in the phonograph industry.

You would first go over to the Sweeney engineering department carrying an order from the "E" plant. Here you will see a group of technicians, many-time in number, each a specialist in his own line. You will meet our Chief Engineer whose function, and the function of his staff, is to be thinking ahead, reaching into the field of scientific and mechanical development for new and better ways to design and build the Sweeney product. The dozens of projects under way in this department start on the drawing board under the keen eye of our chief design and control board department. Constant orders of requirements, drafting and engineering faculty work into samples which are handed to the production department. To these engineers is also entrusted the very important task of checking production at all times to see that specifications are maintained. Any built deviation in quality is immediately checked and our attention made. Literally, this group may be considered, and called upon, to be the watch dogs of the plant, ever alert to maintain and improve the high standards of Sweeney quality. You will not fail to note the exceptional type of men these engineers are, each going about his work in a business-like way. Sweeney is proud of these men, and each and every jobber and operator may well feel confident that with the group functioning as it does, our present top position in the trade is insured.



You are now walking out into the factory yard. You feel as though you have been in the land of the future of work. There are machines, many of them new in the last year. They represent a big investment, but all contribute to the extension of the life of the machine which makes possible the production of the hundreds of precision parts in the Sweeney phonograph mechanism and related accessories.

You move down the rows of punch press, lathe and lathe, and by last I mean one finished and being run of process! Groups of drill press, cut, tool and tool on going process, have with activity. These machines, with supplementary milling machines, lathe and screw machines, all have and the methods of parts moving toward the main assembly line.

In strategic places are the parts work rooms, each of them as though in three parts at all times. Inspection between turning and work of detail accuracy on the workstands here.

On each side of the long production lines are small parts assemblies looking into the larger assembly and planned to meet at just the right time. Along these lines you will see hundreds of human hands at work, each working busy with his own particular part. There is apparently no restlessness, no confusion of high pressure, yet the whole line is moving smoothly and regularly like a well-oiled machine. Every worker sees these assembly lines as the domain of important parts which are the most important parts in the plant. To work, and the worker is inspired with the thought of work which each improve himself in it.

This article does not present the picture to go, and it may other interesting parts in the plant. I am sure, however, that the visiting jobber or operator has seen enough to give him a picture, an engineering, production and sales organization, all working toward the goal of giving you, the customer, the very best product of its kind and if our record is any criterion, we are working hard at it.





MYSTERY MAN "ILLUMINATOR" ATTENDS THE BIRTH OF A SYMPHONOLA

LAST IN A SERIES OF EDUCATIONAL VISITS TO THE A. P. SCURD CORPORATION FACTORY



**Sound and Amplifying Laboratory**  
Recent sound tests conducted in the laboratory of the High Fidelity Commission have demonstrated that Symphonola units in which Symphonolas are incorporated actually perform.



**Cabinet Small Parts Assembly**  
Narrow fingers care in the production of Symphonolas in the small parts assembly line, one of the many operations required for the achievement of final factory perfection.



**Cabinet Assembly**  
Along a complete cabinet line, assembled cabinets await the completion of the final finish.



**Final Inspection**  
Under the sharp eyes of a trained inspector, a Symphonola is put through a final examination. Lighting, cabinet construction, tuning performance and amplifying system must prove flawless before it is pronounced "O. K."



**Shipping Room**  
Completed, inspected, O. K., a group of Symphonolas await the factory shipping before going on their way west along the nation's railway system.

# SUCCESS STORY



By LEO WEINGERGER, Chief of  
THE SOUTHERN AUTOMATIC MUSIC COMPANY

**F**ORM an equipment man with practically nothing to an organization with offices in three states, a large staff of efficient workers and a line of business machines in its hand, the story of the Southern Automatic Music Company. The story begins in 1921 when I started in the coin-operated machine business with ten penny game vending machines. Not much to begin with, to be sure, but I was ambitious and I added my operations over a period of five years until, in 1926, my brother, Leo Weingerger joined me in my activities under the name of the Southern Automatic Music Company. Together we planned and organized an expansion program that brought our operations into several states.

A year later another brother, Sam Jones, Jr., came to us. He had been equipped our combined efforts to keep things well in hand. However, ambition was a great asset lacking in the Weingerger family, and we entered the jobbing and distributing phase of the penny machine business in that year.

Shortly thereafter the coin-operated game, in the form of pin balls, came into its own, and the Southern Automatic Music Company devoted all its energies and resources to the jobbing and distribution of such machines. Things went along smoothly for several years, and we were receiving hundreds upon hundreds of operators. Entirely new territory.

Came 1930 and the pin game business began to suffer the "slump and swing of coin-operated games" in the shape of unrelentingly acute business which affected not only our territory, but all parts of the nation. Because our organization was based in business of top speed, we immediately began looking about for a coin-operated field that would take the place of pin games and offer greater stability. Music seemed to fill the bill and we at once began an investigation of its possibilities.

At the January, 1931, Convention of the J. F. Seeborg Corporation, we exhibited in great measure making phonographs, the Schickophone, an colored cabinet, and it struck us as a "natural." We had no time in getting together with Seeborg officials relative to distributing Schickophones in our territory. We left the Convention determined to make music our business, and to that end I and my brother and Ned Nisbel formed the Southern Automatic Music Company, the same organization that exists today under the direction of the same men who formed it. An organization with 11 members in its staff in three offices.

Shortly after the new company was formed, Seeborg Representative Reed Cleveland called and mentioned to that we had made for months in securing no music. Our initial idea for the machine was to be identical to one which we then had. We got complete delivery of the cabinet only and directed at the phonograph in 15 days. From there on we went to town with Seeborg phonographs and began wide-scale distribution.

During the years that collection went high on monthly games, operators were not nearly so much interested in the music business. Many months we have had numbers of operators offer us their machines for having continued them of the stability of music. Thus, the men who have had machines entirely closed in other types of coin-operated machines, and had they not entered the music field when we recommended, they would not be concerning their present operations. One man that we are proud to cite is that of Seeborg operator Carl King of Elwood, Indiana. Carl was asking high when games were tops, but he stuck by while the sea dove. He organized his music operation, while his pin games were still going well, and today he is one of the company's largest and most successful music operators.

Our business improved day-by-day, and in January, 1936, we opened an office in Cincinnati. Two years and one month later, in February, 1938, we happily announced the opening of a third office in Indianapolis. Through these offices and our original headquarters in Louisville, we distribute Seeborg machines throughout Kentucky, Indiana and South-west Ohio.

Our success can be attributed to a combination of factors. We distribute the finest coin-operated phonograph made. We get it from the greatest shipping company in the business. We operate our business on the basis of offering our clients a service that cannot be matched by any other distributor in our territory, thanks to the cooperation from the Seeborg organization.

We who are today enjoying the fruits of our labor in the music field owe much of our success to the Seeborg policy of production and business operation. For some of us it is a debt of life. For others it is indirect as a result of Seeborg financing in the development of better distributors. But all of us are in on the ground floor of an industry that has a brilliant future under Seeborg leadership.

# HOW DO THEY DO IT?



How do they make successful music in the territory of Seeborg Enterprises. The picture was captured and sent and are being sent here from many other successful operators.

## PUBLICITY

**J**ERRY Korman, head of the American Coin Machine Company in Baltimore, Md., T., indicates the time of effective publicity for coin-operated phonographs.

By arrangement with Seeborg systems, he gives news syndicates an outline of their business. The stories need to be based on the operation and the immediate long playing. Recent activities are also being available. The photographs have proved to be a source of attention for these persons, many of whom operate on the distinctive appearance and sound quality of the instruments.

Mr. Korman advises that this method of creating public acceptance for coin-operated phonographs is general and for the Seeborgophon in particular has proved highly satisfactory. Many operators have been received regarding ownership and a number of new Seeborg machines have been developed as a result of American Coin Machine's publicity program.



## MERCHANDISING

"Merchandising needed." This phrase aptly describes successful, progressive music operators, and an outstanding example of effective music merchandising idea is this idea used by a Music, North Dakota, music man.

In the location where food is served, he attaches a neatly printed and type-written music program to the daily food menu. This program is headed MUSIC MENU.

and reads as follows: "A Seeborg Coin Phonograph for Your Entertainment. Give the waiter in waiter's to be your business address." The listing of records available, which, and as the names of the Music Menu, the operator has printed "Let your other potential available on the back of this program."

The operator claims that the Music Menu regularly attached to the food menu and kept up to date as the records are changed, has increased circulation of the phonograph to an appreciable extent. In addition to getting more business, the operator gets a weekly check for the most kind of the location's patron. This method has to supply the type of recordings most probable in this particular location.



## COLORS WIGGLES

Mary Arnold, Hamilton, Missouri, reports how a location owner cooperated with the operator to increase the weekly take on a Seeborg installation.

The location was in the half-day section of the Missouri market. The phonograph was doing well, but there was a possibility it could do better. One day the proprietor showed his waitress five of them in different colored cabinets and gave each girl 100 tickets. Each batch of tickets was placed on one side to correspond to the color of the cabinet the girl wore.

When the waitress brought change to the patrons, they naturally asked if he would like a selection made for him on the phonograph. When she received the patron's coin, she substituted one of her colored tickets for it and put the colored coin in the phonograph. That this method of promotion was successful is proved by the fact that collection at the end of that week was far more than the previous weekly average!

Perhaps you would like to tell us and your fellow operators about a promotional plan or idea that has worked for you. Send it to us, along with any photographs or samples that will help illustrate your idea.



ATTORNEY  
 PROTECT  
 THE PUBLIC  
 THE PUBLIC

*In Larry Mr. Roberts  
 I just cannot find  
 words to adequately  
 describe the ingenious  
 new developments of  
 the 1939 Seeburg  
 Symphonolas - Music  
 Men must SEE THEM -  
 HEAR THEM - INSPECT  
 THEM to appreciate why  
 Seeburg's the Standout  
 Your Advertising Man*



*Mayfair*  
 THE 1939 DELUXE MODEL

*Plaza*

THE 1939 STANDARD MODEL

*Casino*

THE 1939 POPULAR MODEL

\* All 1939 Symphonolas are equipped with the new Seeburg V-12 S.E. Drive, the new Seeburg Insulator Guide and Automatic Amplifier. A new Seeburg development provides an extra low operating cost.

Seeburg's the Standard - for Beauty, Performance and Economy.

CAN YOU  
IMAGINE



But Kodak cameras, lens, photograph support and prints are better, too good indeed. He has made a photograph in his back yard to keep the farmer happy!



Within the last few years, Henry T. Roberts, Director of Sales for the J. B. Searby Corporation, has created an entirely business throughout the United States, a demand would be approximately four times around the world!

The first Searby photograph purchased for the J. B. Searby Corporation of Columbus, Ohio, a used 1913 Submarine model, has now been in the same location for over one-half year without requiring a single service call!

36 YEARS IN MUSIC



By J. B. Searby  
Continued

FROM the dawn of the "box" in 1889 until our country entered the Big Depression in 1931, the J. B. Searby Corporation continued to make and improve their product. Business was exceptionally good during those years. The camera was progressive, and more so as a type of entertainment was high in favor. When the United States entered the war, the interest of the public turned to more serious matters, and investments shifted to a great extent. During the war period the piano business was in the doldrums, but upon the return of the war in 1918, an unexpected an overabundance demand for our pianos.

During the post-war period, Searby pianos led us again into the country again. About this time the idea of automatic was coming in favor of Probationists, and there appeared to be a possibility that if Probationists were to become an industry, the demand for semi-automatic pianos would drop in proportion to the number of locations that might be placed. To secure my position as a manufacturer, I called the leading of piano stores in our territory. The meeting in this field was successful as a result of quality in our product and in the dealers through whom the piano were sold.

When Probationists were finally incorporated into the national life, the demand for semi-automatic pianos grew in startling proportion to my surprise. Dealers and operators bought as yet enough pianos for their needs, and once again our factory was 100% devoted to the manufacture of automatic pianos.

About 1921 a new demand for photographs had become apparent, and I studied my earlier experiments with semi-automatic instruments of this character. The time seemed ripe for the introduction of a new form of automatic music. After several improvements had been made in our first photograph model of years before, we came out in quantity production with the Searby Autograph. Many of us remember with some amazement the form which type of photograph, and we remember, too, what a splash it made in the operating world!

From that time on it was a matter of constantly improving so that there might be a uniformity of reproduction, a greater perfection in physical structure and a fast appearance.

During the early days of our photograph business, we established the best distribution and sales methods which today under the modern methods of doing business. Almost immediately following our release of the Autograph and

for more years thereafter, more music business entered the business. We first led by the success because of its experience and lack of knowledge of operating and its problems.

In 1924 we produced our first of the "maker" photographs, the Searby Autograph. This machine was of the automatic, motor-driven type with sliding horizontal record tray. It was not a multi-selection type, so were our first models, but equipped a dial which the player turned to whatever number corresponded to the program number of the selection he wanted to hear. The first three took but one record at a time. A total of 8 selections were offered.

This model definitely marked Searby leadership in the semi-automatic music-machine industry. From then on progress was rapid, and developments from the Searby laboratories set the pace for the few manufacturers who were able to survive the early years of the industry. It was not long before 10 and 15 record instruments, with multi-selection and colored labels took the reputation and place by storm. This later 16 record machines and with them the few illustrations on the globe as introduced by Searby. Clearly following came the completely illustrated Symphonies that definitely established Searby as the most progressive manufacturer in the field.

With the external change came improvements in tone and reproduction and mechanical dependability, the improvements that have made Searby operators, individually and as a group, the most prosperous in the entire field of operation. Now we are about to enter the 37th year of our business. I am not at liberty to reveal what our offerings will be in 1970, but I know that once again we will continue our competition, honestly as well as vigorously speaking.



# BOXING the COMPASS

## NEW YORK

**AL SILVER** leaves in "King of the Ropes" territory of the New York Photographic Association, but goes off for 1934 photography purchase in Buffalo, N.Y. ... **LEE WILSON**, one of the Association's members, has been buying **ALAN KRAMER**'s Top Coat Photo-graph. Distribution office has been set up in Buffalo on the Buffalo University campus. ... **BOB GREENBERG**, one of the top 10 operators, has just been back to the national with **Richard's** Universal Camera. ... **ED MARKE**, Buffalo, also returned to Buffalo with the only camera he has. ... **WALTER JONES**, Buffalo, is also in Buffalo, which is a new strength through the Eastern New York Association is taking both these boys and new ahead of competition, thanks to the Association.

**OHIO (Merion)**  
**G. C. PERKINS**, Columbus, recently in a well known and active man, is now one of the top 10 by name also, with 131 new photos in Buffalo. Back to the state within the last few years and purchased his first Buffalo with the year. ... **ALAN KRAMER**, Buffalo, recently in a well known and active man, is now one of the top 10 by name also, with 131 new photos in Buffalo. Back to the state within the last few years and purchased his first Buffalo with the year. ... **ALAN KRAMER**, Buffalo, recently in a well known and active man, is now one of the top 10 by name also, with 131 new photos in Buffalo. Back to the state within the last few years and purchased his first Buffalo with the year.

**OHIO (South)**  
**SAM GERARD**, Buffalo, recently in a well known and active man, is now one of the top 10 by name also, with 131 new photos in Buffalo. Back to the state within the last few years and purchased his first Buffalo with the year. ... **ALAN KRAMER**, Buffalo, recently in a well known and active man, is now one of the top 10 by name also, with 131 new photos in Buffalo. Back to the state within the last few years and purchased his first Buffalo with the year.

## MICHIGAN

**R. J. HEMMETT**, South Coast Buffalo operator and active participant, recently won the Detroit Free Press trophy for the year's largest sale. The trophy contains the check of \$1000 for his sale. ... **FRANK** is still in the lead in the Buffalo area for a number of months. ... **FRANK** is still in the lead in the Buffalo area for a number of months. ... **FRANK** is still in the lead in the Buffalo area for a number of months.

## WISCONSIN

**MRS. HELEN PATZKE**, owner of Milwaukee's Modern Photo Shop and an outstanding amateur Buffalo team member, back on the job with a business and looking sharp. ... **LIAM HANTEL**, Jr., of the local Buffalo Society. ... **LIAM HANTEL**, Jr., of the local Buffalo Society. ... **LIAM HANTEL**, Jr., of the local Buffalo Society.

## ILLINOIS-INDIANA

**EARL WALKER**, Ellettsville, Ind., is Buffalo with the Mo. to complete from his of last week. ... **R. F. KYLE**, Ellettsville, Ind., is Buffalo with the Mo. to complete from his of last week. ... **R. F. KYLE**, Ellettsville, Ind., is Buffalo with the Mo. to complete from his of last week.

## KANSAS

**BILL YARBERRY**, owner of Buffalo operations, has the honor and the name. ... **J. POWERS**, owner of Buffalo operations, has the honor and the name. ... **J. POWERS**, owner of Buffalo operations, has the honor and the name.

## NEBRASKA

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# BOXING the COMPASS

## "NORTHWEST" TERRITORY



VIRN CLIFORD, owner of the... (The following text is partially obscured and difficult to read due to the image quality and angle.)

... (The following text is partially obscured and difficult to read due to the image quality and angle.)

... (The following text is partially obscured and difficult to read due to the image quality and angle.)

## WELCOME!

SOUTHERN AMUSEMENT COMPANY  
 On October 14th, Southern White and Cream... (The following text is partially obscured and difficult to read due to the image quality and angle.)



... (The following text is partially obscured and difficult to read due to the image quality and angle.)



... (The following text is partially obscured and difficult to read due to the image quality and angle.)



# Meet

## REED F. CRAWFORD



### THIS THING CALLED CREDIT

By R. A. BODDICK  
 CHAS. MARSHALL  
 C. W. HEDGECOCK

**W**hat is Credit? To have the use of... (The following text is partially obscured and difficult to read due to the image quality and angle.)



... (The following text is partially obscured and difficult to read due to the image quality and angle.)





YOU TOUCH THE TUNE!

Seeburg's  
V-TWENTY

**Seelector**

STANDARD EQUIPMENT ON ALL 1939  
*Seeburg Symphonolas*

**SEEBURG'S the STANDOUT!**