

VOL. 1 NO. 3

The Seeburg Illuminator



Christmas
1930

Season's Greetings
from the
J. P. Seeburg Corporation

Published for the J. P. SEEBURG CORPORATION in the interest of the MUSIC OPERATOR



SEEBURG *Remote* SPEAKERS

GET

unanimous approval of patrons, location owners and operators alike. Not only do the impressive Seeburg Speaker designs add life to location appearance — the brilliant sound quality serves to

DIRECT

patrons' attention to, and hold it upon the rich store of entertainment available in them, wherever they are seated. Installation of one or more Speakers, Wall-to-Walls and a Seeburg Symphonola

RESULTS

for patrons, in a greater measure of pleasure during his visit in the location . . . for location owners, in extra revenue and increased popularity . . . for operators, in a permanent, profitable bonus of a Top Spot location!



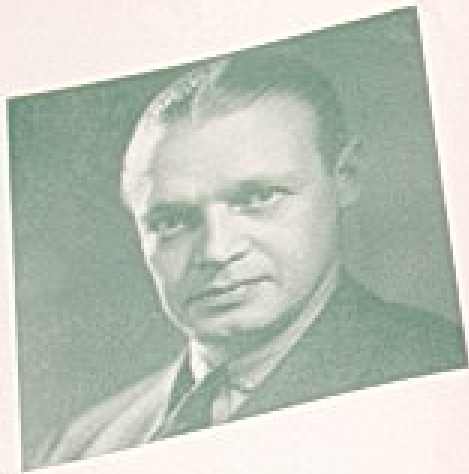
SEEBURG SPEAKERS
(Top illustrated models only)

SEEBURG, Top Spot SPEAKERS
The industry's only low cost deluxe speakers
for those of your Seeburg location's speaker needs



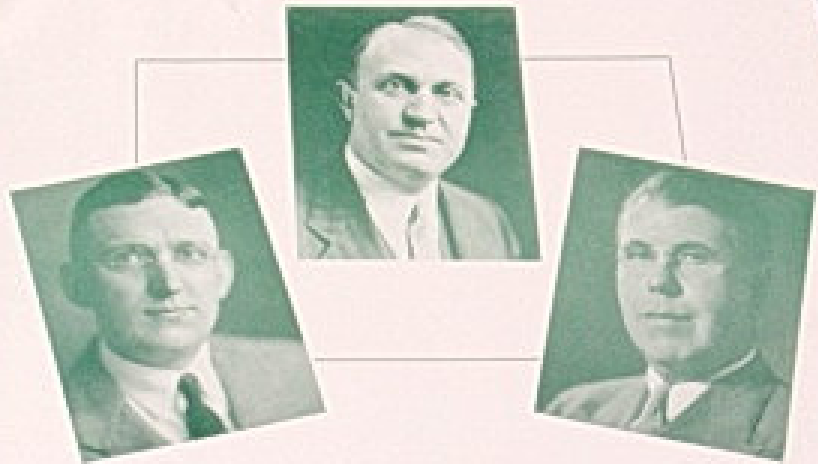
Again we are come to that special season of Good Cheer and Good Will, and it again becomes my great pleasure to extend my personal Yuletide Greetings to each of you. For all of us who have enjoyed the fruits of our labors in our chosen field, Christmas is much more than a time for lip-service to a tradition. For us, let it be a time for thoughtful rejoicing. Let it be a time to renew our faith in ourselves and in the strength of the freedom that permits us to love the work of our choice and to profit therefrom. And, whatever each man's creed, let us make this season an occasion to strengthen the resolution that we continue in our adherence to the Golden Rule and thus continue in the Peace and Prosperity that is our good fortune.

J.P. Seeburg



Most cherished among the gifts that Christmas brings to us this year are the memories of the pleasant relations with those whom we have been privileged to serve and the warm friendships that have arisen from those associations. It is with all sincerity that I wish you a Merry Christmas and a Prosperous and Happy New Year.

H. Marshall Solberg



With a genuine appreciation of your cooperation and of our pleasant relations, we extend to you the Season's Greetings. We wish you all the Holiday Joys, with an abundance of Happiness and Prosperity in the New Year.

W. D. Rokito

W. D. Rokito

J. L. Barron



They Go to School AND LIKE IT!



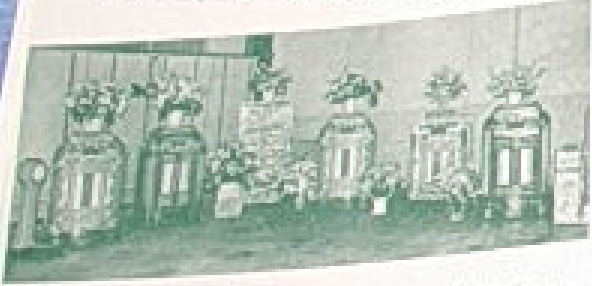
Some of the boys and girls are the members of Milwaukee Coin Machine Co. (L. R. H. Green, Harry Cohen, Roy, Louise, Tom Larkin, Alex. Patten and Charles Klemm) standing behind them are some of the visiting members and their wives and partners.

MILWAUKEE COIN MACHINE CO. — MILWAUKEE, WISC.

In their spare time picture a few practical games from the list of the games soon of having better things.

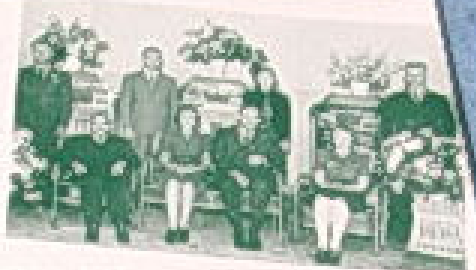
held in the Milwaukee Coin Machine Company and in 1924 games club meetings were organized to be more successful than originally anticipated.

The Milwaukee meeting was really a "double feature", for it began on the day that Sam Larkin opened his coin machine company elsewhere. He informed that his guests were most enthusiastic and that they had benefited immeasurably from the instruction program. Mr. Greenstein, general head of the 1924 Games in Minneapolis, was very grateful to his foreign guests, who noted that "it would prove an excellent opportunity" being offered by Larkin, for an American good money man; for that is what the instruction means to every distributor, operator and service man.



A corner of the official and handsome of Milwaukee Coin Machine Company.

The better institutions of these days and their games is typical of that found in every leading town by leading hotel owners, restaurants or clubs. These countries have all these recreational and practical features in the service, although they have not been. The double feature is done on the part of these games, to really make sure about all the great fun having entertainment, it is truly a treat of "What can be school and take it?"



Some of the visiting members and their wives standing behind them are some of the visiting members and their wives and partners.

1924 GAMES — MINNEAPOLIS, MINN.



Some of the 1924 Games club members and their wives standing behind them are some of the visiting members and their wives and partners.



To top of their most successful social meeting held in Minneapolis the 1924 Games Club held their 1924 Games Club meeting in the city of Minneapolis. Standing behind the speaker's table are: Phil (Mr.) Clark, Newark, Minnesota; George, Mrs. St. Paul, Minnesota; J. J. Kasper, Kasper Industries; Carl Jansen, Mrs. H. Green; My Greenstein, Mrs. H. Kasper, Kasper Industries; and John Smith, Milwaukee Coin Machine Co., St. Paul.

WARNING!

● The Seeburg Multi Ray-O-Lite Rifle Range is manufactured under the basic and later patents owned and controlled by Rayolite Rifle Range Company and Phocruz Corporation. NO OTHER MANUFACTURER IS LICENSED UNDER SUCH PATENTS!

The unauthorized USE, as well as the manufacture and sale of rifle ranges of the kind covered by these patents, is INFRINGEMENT!

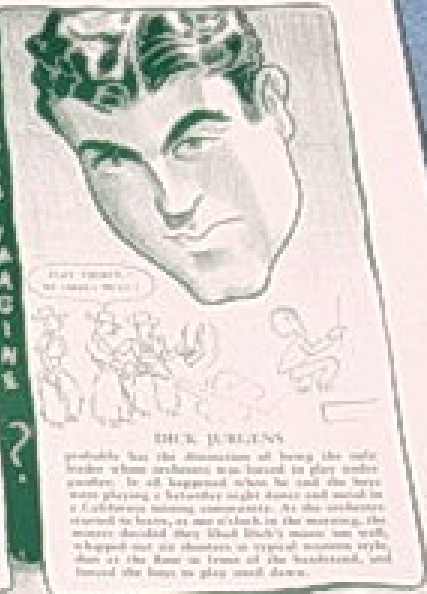
The patent owners have agreed to prosecute suits against infringers. In the case of Phocruz Corporation et al vs. Food Amusement Devices, Incorporated et al, the Griffith Patent, No. 2,007,083, (now re-issue No. 2,054,444), was held valid and infringed in the United States District Court at Chicago. In that case, the defendants were enjoined from using or selling the infringing rifle ranges.

FOR YOUR OWN PROTECTION, BE SURE YOUR RIFLE RANGE IS A RAY-O-LITE MANUFACTURED BY THE J. P. SEEBURG CORPORATION.



BOB CROSBY

the latest crook who took the revenues of Standard Oil, to finance the music show he named "Bobcat". Bob was once champion of Spokane, Washington, in 1928.



DICK JURGENS

probably has the reputation of being the only crook whose revenues are based on play and the profits. It all happened when he and the boys were playing a Saturday night game and used in a California money conversation. As the crooks started to leave, as usual, in the morning, the money decided they liked Dick's music, and with a skip and a flourish in typical crook style, they at the time in front of the Standard, and found the boys to play each other.



XAVIER CUGAT

was given his first opportunity to win public approval by the commercial name, Xavier Cugat. It was twenty years ago that the great name was impressed by a young Spanish violinist playing in Barcelona, Spain. Cugat promptly made the boy, Xavier Cugat, his national artist. Today, Xavier leads America's foremost tempo and rhythm band.

Illustrations by Phocruz Corporation of Chicago.

THE PIRATES CAVE where another Seeburg Operator found a Treasure Chest!



One of the most unusual and interesting features in the entire line of Seeburg and Seeburg Symphonolas, the Pirates Cave, Mr. Lynch says, has been recently discovered by Seeburg Operators, and will be a real "Pay" Work-in-progress feature.



The scene of the picture presented on these two pages illustrates how the Pirates Cave Seeburg Symphonola operators have discovered the Pirates Cave and a treasure chest that is a complete Seeburg Remote Control installation.



In addition to the Seeburg Symphonolas and the Wals-Matras, there are two Mulli Ray-O-Lite Side Rooms in the Pirates Cave. One is operated by the Pirates' Seeburg, and the other by the Pirates' Seeburg. It is our information that these two Ray-O-Lites were about \$10.00 each per week.

Comments by Mr. Lynch and Mr. Ed. Lynch are to the effect that the Pirates Cave is one of the most unusual and profitable water features they've ever visited.

THERE'S A TREASURE FOR EVERY OPERATOR WHO MAKES COMPLETE INSTALLATIONS OF SEEBURG SYMPHONOLAS AND SEEBURG REMOTE CONTROL

Hi-Lites and Short Subjects



These Hi-Lite displays, including Hi-Lite pianos, uprights, and other instruments, are the result of the first meeting of the Hi-Lite Music Company.



These Hi-Lite displays, including Hi-Lite pianos, uprights, and other instruments, are the result of the first meeting of the Hi-Lite Music Company.



This Hi-Lite display, including Hi-Lite pianos, uprights, and other instruments, are the result of the first meeting of the Hi-Lite Music Company.



BUCK JONES RIDES AGAIN!

This time Buck's mount is Eddie Costello's horse. The horse of this picture was the mount Buck rode in Circus. Eddie's horse was injured in several accidents and did right well for its good owner, who is an associate of the Hi-Lite Music Co.

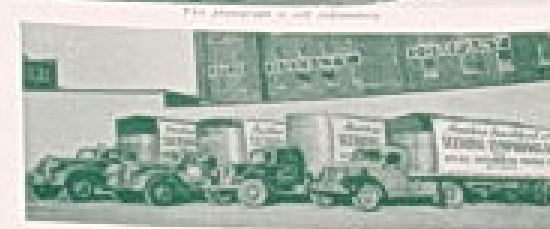


Hi-Lite Music Co. displays, including Hi-Lite pianos, uprights, and other instruments, are the result of the first meeting of the Hi-Lite Music Company.

Hi-Lite Music Co. displays, including Hi-Lite pianos, uprights, and other instruments, are the result of the first meeting of the Hi-Lite Music Company.



Hi-Lite Music Co. displays, including Hi-Lite pianos, uprights, and other instruments, are the result of the first meeting of the Hi-Lite Music Company.



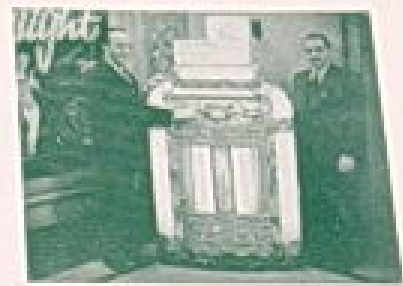
Hi-Lite Music Co. displays, including Hi-Lite pianos, uprights, and other instruments, are the result of the first meeting of the Hi-Lite Music Company.

American Motion Operating Co.

1000 Broadway, New York, N.Y.

Hi-Lite Music Co. displays, including Hi-Lite pianos, uprights, and other instruments, are the result of the first meeting of the Hi-Lite Music Company.

Home Product



Hi-Lite Music Co. displays, including Hi-Lite pianos, uprights, and other instruments, are the result of the first meeting of the Hi-Lite Music Company.



REMOTE CONTROL INSTALLATION INCREASES COLLECTIONS OVER 500%



"WHYING O IN BUSINESS"
SOUTHERN AUTOMATIC MUSIC CO.
 General and Exclusive of I. P. Seltzer Phonographs
 4410 W. 12th St. Chicago, Ill.

Dear Mr. Seltzer:
 Your generous offer to sell me a quantity of a remote control installation with one year of an exclusive right of installation, for the sum of \$100.00, is most appreciated. I am glad to accept your offer and I am glad to have you as my agent for the sale of your remote control installation. I am glad to have you as my agent for the sale of your remote control installation. I am glad to have you as my agent for the sale of your remote control installation.

Yours truly,
 J. P. Seltzer
 4410 W. 12th St. Chicago, Ill.

Another major business with more savings in the Seltzer Cash (Seltzer) Accounts. The Seltzer Cash (Seltzer) Accounts have installed Seltzer Remote Control equipment in every one of 1,000 Seltzer Company stores in order to increase collections of over 500%.



WALL-O-MATIC

The Seltzer Wall-O-Matic is a remote control device which is installed in a wall. It is a simple device which is installed in a wall. It is a simple device which is installed in a wall.

PLATE-BOY

The Seltzer Plate-Boy is a remote control device which is installed in a wall. It is a simple device which is installed in a wall. It is a simple device which is installed in a wall.



These excellent systems of Wall-O-Matic and Plate-Boy savings are but a few of the many remote control items offered by Seltzer. They are the latest proof of the high saving power of Seltzer Remote Control equipment. Following your own design, the name of the business's merchandise and, most important to you, the most beneficial items. If you have a doubt about my word, then please contact me at once. Make your business "top-gear". Ask your Seltzer distributor to demonstrate all the profit-making features.

The Seltzer remote control system is a simple device which is installed in a wall. It is a simple device which is installed in a wall. It is a simple device which is installed in a wall.

The Seltzer remote control system is a simple device which is installed in a wall. It is a simple device which is installed in a wall. It is a simple device which is installed in a wall.



YESTERDAY



TIME has wrought many changes in music operation as well as in other forms of business. For example, the changes in the physical appearance of business themselves.

Many years ago a typical location usually consisted of one machine used alone with tables and chairs inconspicuously placed around a carpeted dance floor. Patrons were more inclined to be seen entering this type of establishment. In fact, a slight air of respectability was usually tied in with the adoption of a separate, and usually inconspicuous, "family restaurant". We ran all retail food concerns and incidents which, at the present time, appear "sophisticated and picturesque".

With the progression of time, many modern influences have been injected into the construction, decoration and furnishings of locations. Locations have become multi-roomed. Modernity has become the keynote of decorative motifs. Furniture and furnishings have become "up to the minute" in style and comfort. Locations have become the last word in beauty.

One of these changes and developments created a need for advancements in music — to keep pace with the growth and expansion of locations. For, the operator, recognized this need immediately. Your judgment has been the guiding factor and impelling force that have enabled

and TODAY!



the J. P. Seeborg organization to outdistance other photograph manufacturers. It is the information which you have provided, and your suggestions, which have inspired us to bring you automatic music's only complete line of extra-ordinary auxiliary products. These products, when used in conjunction with a Seeborg Symphony, have greatly increased the operator's revenue. This is a fact that has been proven over and over again, in every section of the country. These Seeborg products — the Wall-Matic, Play Box, SpindOrgan and Top Spot SpindOrgan — have helped you transform average locations into super-swinging, super locations.

Yesterday there were fewer locations and most locations were alike. Today, competition is keenest among locations for there are more of them. With so large and so varied a choice of locations, people always select the "Top Spot" — those locations that "dine up", and provide your atmosphere, better entertainment and greater convenience. "Top Spot" locations, today, insist upon only the finest of necessary equipment. That is why "Top Spot" locations accept, without question, complete Seeborg "Top Spot" music installations.

Ask any Seeborg "Top Spot" operator. He'll tell you that today, more than ever before, it pays to operate Seeborg — all the way!

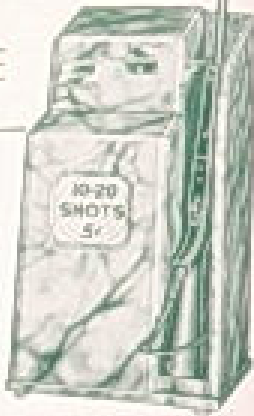
THESE LETTERS TELL THE STORY OF RAY-O-LITE PROFITS . . .

It is more profitable to have three operators themselves than one. That's the only way to make enough to make a big money business. It is also the most successful way of making more for three men operators than for one. Ray-O-Lite sales, the greatest multi-operator selling plan ever devised, is the only plan that is worth being in the business. These operators make the money of the Ray-O-Lite world . . . the only profitable investment opportunity . . . the sparkling appeal to others. These operators have given Ray-O-Lite operators upon purchase . . . have transferred their own \$100 Ray-O-Lite to their present legitimate business upon sale of profits. I would your business distributor about Ray-O-Lite before!

SEEBURG MULTI RAY-O-LITE RIFLE RANGE



WILL MODEL



10-20 SHOTS



In dollars
and cents!

D. E. AMBREWMENT CO.

1000 BROADWAY, NEW YORK, N. Y.

DEAR SIR:

SEPTEMBER 1, 1938

Harold W. Thompson
1000 Broadway
New York, N. Y.

Dear Sir:

I am pleased to give you a report on the Ray-O-Lite gun that I purchased from this agent.

I have a fine one of these on my premises and all the time have received more orders than I can handle. I am in business in a little town of about 1000 people and have sold this machine for the past year or so. The first time I sold it was for \$100.00 with one dollar profit only.

It is of interest to know all of us that operators who have received no long time profit to be a great help along with my order.

Yours very truly,

D. E. AMBREWMENT CO.

Charles G. Price

DEAR SIR:
I have just received your letter of the 28th and am pleased to hear that you are interested in the Ray-O-Lite gun. I am pleased to give you a report on the Ray-O-Lite gun that I purchased from this agent. I have a fine one of these on my premises and all the time have received more orders than I can handle. I am in business in a little town of about 1000 people and have sold this machine for the past year or so. The first time I sold it was for \$100.00 with one dollar profit only. It is of interest to know all of us that operators who have received no long time profit to be a great help along with my order. Yours very truly,
Charles G. Price

HAROLD W. THOMPSON SEEBURG SYMPHONOLA PHONOGRAPHS 1000 BROADWAY NEW YORK, N. Y.

SEPTEMBER 10, 1938

Mr. D. E. Ambrewment
1000 Broadway
New York, N. Y.

Dear Mr. Ambrewment:

I should like to give you a report on the Ray-O-Lite gun that I purchased from this agent. I have a fine one of these on my premises and all the time have received more orders than I can handle. I am in business in a little town of about 1000 people and have sold this machine for the past year or so. The first time I sold it was for \$100.00 with one dollar profit only. It is of interest to know all of us that operators who have received no long time profit to be a great help along with my order.

Yours very truly,

HAROLD W. THOMPSON

Harold W. Thompson

CONSOLE MODEL

Top Spot
locations are yours
to *Have* and *Hold*
only with
Seeburg Instruments



THE MOST COMPLETE LINE
IN AUTOMATIC MUSIC!