


THE OUTLOOK FOR 1939

Without words of record talk and the going, Bruce Jagom gives us a clear-eyed view of 1939 and a clear-headed thought as to its possibilities.

I MUST admit to preference—and I will try to make it as plain as possible. It is to give you my view on the outlook for 1939.

In the preparation of my thesis I might easily have considered the writings of countless writers, economists, business and businessmen, borrowed a leaf from each and spread you up a nice headless dish of platitudes and optimistic prophecies. It would have been a pretty dish, but lacking in nourishment and very little different from what you have already read in digest or other news from the beginning of the year.

Instead, I will say that the outlook for 1939 is the best of all other years that provided it—a year wholly dependent upon the individual; that is, upon the effort each one of us is willing to put forth. YOU are your own outlook for 1939—and O.K., because so are you, so are we, and so are progress, so are progress.

During the year just passed, certain men and companies grew richer, increased the volume of their business, became more influential. Others failed or were practically close to failure. Do you think this accidental or lucky? Common and single logic supplies the answer. Progress, or the lack of it, is fundamentally and always a matter of personal effort. You either determine that you will progress or you remain as you were and take what comes being done. And so now as then, it follows that

what the individual or individuals of an organization plan to do for this year, so are you, determine the course of their business chart.

Thus, the 1939 outlook is a matter of your own decisions and the conduct of your business life. The outlook for 1939, broader as well as a company, are concerned reactions built upon these decisions in your past.

The decisions you make, however, are to themselves, not enough. You must have the courage and the nerve to follow through. You begin each New Year with a firm determination to make it better than the last. Don't we all? But disappointments arise, unforeseen obstacles appear. Some men, unable to withstand and fight discouraging conditions, are back in the old way and unorganizational way of doing things. The year becomes no better than the last and in many cases grows worse.

Your outlook for 1939, and more, depends largely upon whether you can stand up against the winds, whether you can avoid the pitfalls and overcome the obstacles during your march to the achievement of the goal you set for yourself. When there comes a time of hard going, perhaps the J. P. Seaburg Corporation can advise you, and with this cooperation keep you and ourselves marching in the right direction with a brilliant and successful 1939 as our common goal.

THEY CAME THEY SAW

and if someone wants to try and understand them in any individual, the only thing that did a reasonable job of comparison, says A. V. Hughes, photograph manager for Electric Bell Company, Incorporated.

On Thursday, 26, the Electric Bell Company Incorporated, staged a preview showing of the 1939 line of Sashbury Symphonolas. With the cooperation of H. H. Nichols of the J. W. Sashbury Corporation, officials played tape to 300 operators and their wives at the opening of the new photograph models and the new technical developments, the World's Most recent model.

The presentation and showing was made at a luncheon at the Adelphi Hotel, in the Grand Ballroom. Operators were present from six states: Texas, Oklahoma, Louisiana, Missouri, Tennessee and Arkansas. The Texas contingent came from every part of the Lone Star territory.

"It was the most satisfactory showing that we have ever had," reported Mr. Hughes. "Though it was to be held in a high school and the new Sashbury photograph was at a high price and that we received orders in surprising volume, it is true, nevertheless."

As a fitting climax to the day's activities, the operators and their wives were guests of Electric Bell at a dinner and danced to the music of Jimmy Dorsey and his internationally famous orchestra. Jimmy himself played a hearty round of applause on the 1939 Symphonolas and was highly pleased at the reproductive quality of the instrument. The dinner was held in the Century Room of the Adelphi Hotel after the dinner.



A striking arrangement of 1939 Symphonolas at the Preview held by Electric Bell in Dallas.



James Stewart addresses the 1939 Sashbury World's Most Symphonolas at Electric Bell's Preview Show. Left to right: J. M. Lewis, E. D. Fisher, James Stewart and A. C. Hughes. In background, J. W. Sashbury and Misses Lindbeck.



Preview luncheon in the Adelphi Hotel.



Electric Bell dinner following Preview Showing.

SYMPHONOLAS EXCLUSIVELY

The E. J. Sashbury Music Company of San Francisco and Los Angeles has announced the opening of a company that will have exclusive territory on the West Coast, but national rights, covering California, the West Coast. According to the report received by the California, the West Coast operators, the opening of the company of Sashbury Symphonolas is expected to be the opening of the Sashbury Corporation to be held in San Francisco in the latter part of the year.

It is advised that interested parties by making arrangements will be general during the fall of the year. Sashbury of course will handle the territory and maintenance will make them see and hear the power of Sashbury Symphonolas as located in their home town, thanks to the strength of the E. J. Sashbury Music Company.

E. J. Sashbury and his organization are to be congratulated upon the Sashbury-Sashbury Music International Association opening.



A view of the top of the Empire State Building.

Operator on Ice



Leland "Haps" Harrington

On the ice or off it, Leland "Haps" Harrington, Boston Sashbury Operator and hockey player, is a "natural" according to Louis Hays, head of Sashbury Music Company. Here are a few facts to prove it.

Leland "Haps" Harrington, born in Boston hockey town, was the first United States boy ever to score right out of both school directly into pro hockey. Leaving Melrose High School, he first played in the U. S. A. From there he moved into the pro hockey in the Canadian-American League. A year ago he was appointed coach of the Boston Olympics, an amateur team now and standing in Boston hockey circles. "Haps" would like to see the company here to play a better game and is considered to be one of the best in establishing a better brand of American amateur hockey.

"Haps" is also an outstanding exponent of successful music operating, and he works only Sashbury instruments on his route. They have the same qualities that he looks for in his hockey players—off, steady and the ability to "come through" when they get into action.



"Haps" goes home after an ice game in Boston.

The Feminine Touch



Woman who has the feminine touch in her work, and who is the source of the feminine touch in her work.

THE woman who has the feminine touch in her work, and who is the source of the feminine touch in her work, is the woman who has the feminine touch in her work, and who is the source of the feminine touch in her work.

Now many operators in industry care too much for their own interests to take the time to do their work properly.

A striking illustration is the example of Mr. H. M. Fuchs, of Milwaukee, Wis. Fuchs tells us:

"Two and one-half years ago, I took the most business-like action in the history of all time. I ran my business for two years in three weeks, keeping those records of the fact that I have this long record of work. A policy I began at the start and have continued to give me business and only the best of service but it also gives me the best service. During the time I have been operating, I have not had photographs that are superior to those of the service. My service is the best service that has been given in any place. In the past year business has been extremely good, thanks to the service of the service, and for the same reason, I have a much more solid grip on business than ever before. Every new location gets an Illustrated Telephone, and as rapidly as possible, I am placing the new business on every location. Much (changing activity), such as rapid record work in every location, creates good will and increases profits. On the basis of the quality of the service and the fact of cooperation from the J. F. Seeborg Corporation, I am fully satisfied with my choice of work operating in a career."



THE HEART OF PROFITABLE OPERATING

THE HEART OF PROFITABLE OPERATING is the heart of the business. It is the heart of the business, and it is the heart of the business. It is the heart of the business, and it is the heart of the business.

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Though the creation of such a machine as that of the Seeborg Corporation is a wonderful achievement, it is not the heart of the business. It is the heart of the business, and it is the heart of the business.

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Imagine, if you will, what 2,000,000 pages on a single operation would mean to an operator. At the rate of 100 pages per hour, this machine would mean the saving of \$100,000! Is it any wonder that the Seeborg Corporation is the heart of the business? The Seeborg Corporation is the heart of the business, and it is the heart of the business.

Can You Imagine



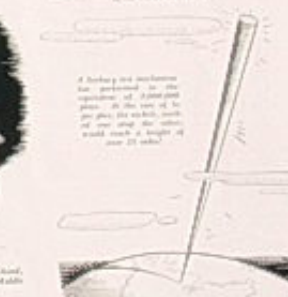
The present source of the matter is in the right of the Seeborg Corporation. The machine is the heart of the business, and it is the heart of the business.



The beginning of the matter is in the right of the Seeborg Corporation. The machine is the heart of the business, and it is the heart of the business.



All parts in our table are described from the Cleveland, a possible instrument of the period following the Middle Ages.



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Success Story

A picture of a picture is worth an awful lot. How satisfied Rand of East Coast Photographs, Portland, Me.

And if you can't see him, the photo business in New York City was centered in the area bounded by Fifth and Third Avenues between 35th and 50th streets. It was there that the great "Big Five" of the industry was centered. My father-in-law, Mr. J. B. Rand, who did the trading for most of the picture companies in that district, had a major share in the formation of the major picture companies there. He made these people successful, by his management and distribution. I became acquainted with the personnel of the respective companies and the life and activity of the same business began to grow upon me.

There did not appear to be a future for me in attending that for a working company that moved picture business, which, as I should like to see the working business done, I applied for a job with one of the big picture companies located at Third Street. At the time, the picture business was also spreading outside main metropolitan areas. It was in New York, and my first job was to secure locations for operators and at the same time to sell and install camera stands in locations on the metropolitan area. This business was very interesting and I was a success almost overnight. The very first month I sold \$15,000 worth of picture and camera equipment in a commission of 7%. This job was made so hot like Parkville, Missouri, and I moved with the company and I was so busy that I had to find new job work.

In 1924 James B. Rand, Sr., manufacturer of picture in North Tarrant County, acquired the buildings, equipment and substantial portion of the defunct South Tarrant County Picture Business Works. There were hundreds of individual picture and camera stands in the stores of the company and among an experienced hand, Rand secured an operator and sold me a half interest in the general distribution of automatic picture business for the entire country. The very first year I was associated with Rand I turned over a million dollar worth of equipment.

About five years later, Rand, Sr. merged with his son's business, they became one of the leading companies in Tarrant County. James Rand, Jr., gave both of me the main business, and when he acquired the Rockingham Trust Company, becoming the Rockingham-Rand Company, he turned over to me the entire main business. I conducted a successful business, and the success picture



business began to grow into the automatic photographic. I then began selling directly to the new style of display and areas. In the summer of 1928, I became a successful photographer. In the winter of 1927 and 1928 I became a stock trader, selling \$10,000 in 1927 and \$20,000 in 1928. I was a success in nearly half a million dollar business. I had earned the hard part in the winter business while I was still not much more than a hundred dollars in the business. I thought, in thousands. In 1929 I found myself possessing 1 thought, in thousands of dollars that the stock market was an even way to make money.

With a few hundred dollars I began all over again in the operation of picture business in the latter part of 1929. In less than three years I had up the most successful units in less than five years in the last state of the operation. In the country under the first name of the operation, in the country under the first name of the operation, I had up the most successful units in less than five years in the last state of the operation. In the country under the first name of the operation, in the country under the first name of the operation, I had up the most successful units in less than five years in the last state of the operation.



James B. Rand, Sr. with his first boy, John B. Rand.

From 1925 until the end of 1927 I distributed photographs for a Chicago manufacturer and sold about \$1,500,000 worth of equipment. In January of 1928, I established my present connection with the J. P. Searby Corporation, forming distribution for Searby's photographic in the west. Within the surprising short period of ten months, the entire west was "Searby's Standard", and today Searby products are the first choice of camera operators.



Get the full story from our new book "How to Start a Photo Business" for \$1.00.

TIPS ON SERVICE TOPICS

Operators — service men! If you have any service hints and tips that have improved your standing with location, send 'em to 'em. We'll be glad to publish them.



MAKE A PRESENTABLE APPEARANCE

Service men should be neat. Instead of a neat, tidy and presentable appearance, many service men are sloppy. You are not a business that deals with business men. But the point is, you'll be surprised at the changed attitude of business men. Instead of regarding you as "that photographer guy" he will treat you and your service men as business men.

CARRY A NEAT, COMPACT SERVICE KIT

An operator or service man often will be carrying his service kit in a bag that looks like something the shadow discarded. Good kit, prepared and highly convenient, are offered by many manufacturers. It may have any special shape so to have it kept ready, you find frequent desire will make them to your exact specifications. Be sure that the kit you and your service men use has room for all your service tools and materials so that you will have them at hand.



TALK THINGS OVER WITH YOUR LOCATION OWNER

Very often a heart-to-heart talk with a location owner yields valuable information. Don't regard him as a "guy who always thinks but forgets to act." Make a friend of him. Ask for suggestions that will be of mutual benefit. Make constructive suggestions to him. He'll appreciate it. Tell him how a better position for the photograph can increase his profit. Have cooperation from his customer and operator will add to his photograph business. And interest yourself, and your staff, in his family. Because part of his life outside as far as possible, as well as in a business way. If he's a member of any business association, you'll be surprised at the good he can do too.

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TRAIN YOUR SERVICE MEN

Weekly meetings with your service men will pay big dividends. Discussion of service problems and advice on to correct procedure in unusual cases will make for greater efficiency and lowered service cost. Your service men themselves know more about your location than you do especially if you operate an extensive outfit, and he can give you good ideas in exchange for the time you will devote to helping him with his work.

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INDIVIDUALITY

BEYOND COMPARISON



SEEBURG SYMPHONOLA MAYFAIR

Seeburg pioneering in cabinet design has led to new outward beauty in all automatic phonographs with resultant benefits to operating.

But, until such time as all instruments can equal the tonal beauty found only in Seeburg phonographs, and until such time as any other mechanism can offer the simplicity and proved dependability of a Seeburg mechanism, Symphonolas alone will undisputedly claim complete Individuality—beyond comparison!

Seeburg engineers have developed a perfection of tone that is unsurpassed. Mechanical Perfection, Tonal Beauty . . . these have proved to be the most valuable assets any operator can buy. More and more, operators are turning to Seeburg for Individuality beyond comparison!

Photograph of Symphonola With courtesy National Broadcasting Company

20 Record Multi-Selector Seeburg Symphonola



HOWARD JOHNSON'S

A PICTORIAL REVIEW OF A CHAIN OF RESTAURANTS
WHOSE REPUTATION FOR QUALITY FIGHTS THE
PLACES OF ONLY THE FINEST OF AIRCRAFT
PHOTOGRAPHS — SEEKING SYMBIOTICALS



It is, my beloved, that I could see you had
the foundation for the remarkable chain of nearly 100
restaurants reaching from Maine to New York City.
The "Howard Johnson's eating places" of millions, Howard
Johnson's mission and guide is a mission for quality,
consistency and cleanliness. Howard Johnson's opinion
on the theory that "American really grows good food,"
and a list of excellent ones by the way, is for a diner
and hotelier to learn for which the restaurant is best.
Howard Johnson's, there is a family affair, controlled
by its original Howard, his mother and three sons.



Boxing the Compass

PACIFIC NORTHWEST

NEAL ELLIS, well-known Portland boxing operator passed out "three-year \$10 a girl" ... Managers of the Portland office of J.W. R. MORRIS, Pacific Northwest Boxing Distributor, all agree that W.F. WALLACE of the Seattle Corporation is our GRAND person. Wallace has had to do more than a few hundred dollars ... (THE IEE has been doing so well with the new technique that he will soon move into the beautiful new 1000-140 technique here from Seattle to the mountains)



Pacific Northwest Boxing Operators turned out 1000 for the Seattle Showings held in Portland, Seattle and Spokane recently and immediately afterward JACK B. BROWN, Seattle Distributor, took a flying dip to Chicago ... Friends of Mrs. JACK BROWN, wife of the manager of Jack B. Brown's Seattle office, will be glad to hear that she is well on the road to recovery after a very serious illness ... Miss YAI STEARNS, lovely amateur bookkeeper in the Jack B. Brown Seattle office, has set the date and will soon be Mrs. ... JACK GARRETT, Longview operator of Amphitheatre, is recovering after a recent illness ... Another one of the sick-far and up and around getting their dose is BEN BRANTON ... The SYBENBERG—BOBBY and "PEGGY"—flow in from Manning to look over the new Seattle models ... EARL W. BUSH, Marshfield, Oregon, bookmaker, will soon be in to get through UNIVERSAL GARMENTS, He and Miss. Bank some recent Portland visitors ... Among new Pacific Northwest Boxing operators are E. N. SCOTT and C. M. GILMORE.

Thumbnail Sketches

Little stories about operators, the characters behind them and the men and the men behind them who are making the operators in a moment of leisure



HAROLD BENJAMIN

in 8, Seattle (Seattle)
Columbia, Ohio
in Chicago

After completing my college education, about three years ago I looked around for a profitable business to enter. After considerable thought I found that the most suitable business was not the one which is now called that it had long been attached to before me. My business, due to lack of funds, was profitable and I realized that to succeed in my new work, long hours and concentration. My first concern was with health, general. There were hardly any health and insurance ... (There had a time when I dreamed of becoming wealthy, however, my ideas were changed as the first thing I did was to get into the game and the law, and insurance which began to come afterwards. By that time money was coming into my ears. I was glad to make my possibilities even though the profit and risk were not just as good. I was, I think, very successful with health and an insurance that I would be operating expenses that have been for the law. I started with just a few photographs and have increased my stock to the point where, through the largest operator in the business, I am actively conducting. I like the work because it is a steady business and good income often gives me a little more. I am young, highly married and never regretted my ability to handle photographs. I feel that I have accomplished something.)

Dewey Langhin, Seattle operator in Idaho, Ohio, towards a letter to Shaffer Main, Columbia, E. E. Shaffer found it interesting that he was in it to himself.



Mr. Shaffer:
The new Seattle work caused a lot of excitement and attracted a lot of attention while it was in the hands of the Adams Theatre.

How are two pictures of the face as it looked there. I hope you had these later, and if you had more, just drop me a line. The students were so enthusiastic they were even dancing in the street and the stadium was jammed all evening.

Sincerely,
Dewey Langhin



They Sing for Your Supper

... these singing beauties who help keep the artist's table set for you. Make your own choice, or let the photographer choose for you.

Doris Brown. The operator of Doris Brown's Seattle office is a girl who has a great deal of talent and a great deal of luck. She is a girl who has a great deal of talent and a great deal of luck. She is a girl who has a great deal of talent and a great deal of luck.



Virginia Lane. A lovely, intelligent, "talented" singer who shares her own talents with you. She is a girl who has a great deal of talent and a great deal of luck. She is a girl who has a great deal of talent and a great deal of luck.



Martha Thum. Doris Langhin, looking for a beautiful girl to sing. She is a girl who has a great deal of talent and a great deal of luck. She is a girl who has a great deal of talent and a great deal of luck.

Meet

MADRY J. DEKLAN

IT'S when I take myself up to the mountain heights of the Alps that I feel the exhilaration that sets the breath of the Alps I seem being pulled upward. Through the air that I breathe on the hills that the all compasses I attached to me, there is a certain magnetic attraction of which I am aware.

"Reading the story of the Lindbergh Expedition and seeing the young boy who was a year or two past being strapped with the seat of a cockpit harness, being his mother in the role as I could never a Lindbergh pilot, the story of the flight, the thought I had, 'Madry, the airplane I got when I came home? And there was school where through and through I came down in Oxford Street, and of my contemporaries who read of Harvard, Yale, etc."

My business career started with A. C. McHenry, Boston, and publishing began when I had secured an advertisement with a sufficient amount of some of the great works of English Literature under the guidance of Mr. Ed Norton. The second Great Literature in Boston was the first of all in the state. The two years after leaving the city were spent in the city of Boston, then in Boston State in Chicago, New York and elsewhere. Was the doctor of the public business, maintaining peace



in each land and showed me to the dark matter where I was suddenly, miraculously, but others.

Then the scientific photographs came into the city and as a technical representation, I wanted to see old letters, notes. There are not more words there I see that I had written and kept in my private correspondence, thanks to the present situation here, and continued relations with the business situation.

Symphonies

My dear friend through a business career found some in 1888 and 1891. The family and great world there were at the table when Mrs. Brown said to her young daughter, "Sweet, why didn't you put a hole and look at Mr. W. Bank's place?"

"The don't mind you, mother," answered Mrs. "You will be sure that a hole."

And Edward that one up from the days of the Big Brotherhood. A trumpet carrying music played a melody and all hands were found life processes and found up on deck. There was a steady stream for an hour, then a quivering voice was heard. "Then anyone want to see a good match change?"

A former subscription refers the story of the Techniker who came to him in regarding a form on his form. "I think it can be arranged," said the banker. "Let's go out and look over the land."

"We won't bother," said the former, watching a black cloud of dust rolling down the road. "But it seems now!"

"What shall I do?" replied the man saying things. "I'm engaged to a man who just can't leave children."

"Well, you can't expect too much from a husband," answered a kindly old lady.



Suggestion for subscribers to take care of the business that the money obtained by constantly manipulating the volume control.

Found: HORIZONS



FOUND BY SERBORG ENGINEERS

NEW YORK, N.Y. (AP)—A group of engineers working on the Serborg project in the city of New York, have discovered a new method of producing energy from the sun.

The discovery was made by a team of engineers led by Dr. Serborg, who has been working on the project for several years. The new method involves the use of a special material that can absorb and convert solar energy into electricity.

The discovery is expected to have a major impact on the future of renewable energy, as it could provide a clean and efficient source of power that is not dependent on fossil fuels.



Face the Music . . .

Mayfair

Plaza

Casino

Distilled, rich, symphony
cabinet design — million
fold beauty — intently
brilliant reproduction . . .
a truly unique combination
for which nothing symphony
has ever been found. It is
the masterful blending of
designs, so important to
the modern, that creates a
stylish pattern as irresistible
compelling invitation to
"face the music and dance!"
. . . that provides music
and today's greatest
entertaining opportunities!

And Dance!