

January

1940

SYMPHONOLAS
1939

1940

SEEBURG
SYMPHONOLAS
for
1940

THE SEEBURG ILLUMINATOR

Published by the J. P. SEEBURG CORPORATION in the interests of the MUSIC OPERATOR

WHICH ROAD WILL YOU TAKE?

the **UNCERTAIN-**



or the
PROVEN?

Trust your judgment into you. "Business grows and . . . market . . . or profits." Is your business any other business? Will you make the difference between profit and loss. Choose for an investment grade one over things and profit your results. The Seeburg Multi Ray-O-Lite Rifle Range is a position where high winning power has been established as experience. And figures don't lie! One report shows a Ray-O-Lite costing \$10.00 to one week another shows \$17.00 and another shows \$200.00 in 30 days and so on. These figures are not mere claims but actual earnings backed up by proof. It's a proven idea in volume with a great sales earnings and maintenance one position. Operate the proven game—the Seeburg Multi Ray-O-Lite Rifle Range! Contact your Seeburg distributor today.



WALL MODEL



COIN MODEL

SEEBURG MULTI RAY-O-LITE RIFLE RANGE

PREVIEW-1940

BY HENRY T. ROBERTS, Director of Sales,
J. P. SEEBURG CORPORATION

At the outset of this, the 19th year in which the J. P. Seeburg Corporation has been part of the automatic music business, there is but one thought in the mind of every Seeburg official and employee—"Let's make 1940 greater than 1939 for every Seeburg Corporation!"

It's a worthy ambition program, in its own right, 1939 was an extraordinary year for automatic music. For Seeburg Corporation it was a glorious business year. Equipped with Seeburg Symphonite Classics and Victor, with Seeburg Record Control and with the Ray-O-Lite Rifle Range, Seeburg Operators became unquestionable leaders among operators, and their business became the nation's "Top Spot" business. And the Seeburg Corporation, whose prestige it was to supply the material of which its splendid record was made, became more than ever widely respected as leader in the field of suppliers of automatic equipment itself, but of sound music merchandising ideas to use with that equipment.

But, since time will not stand still, and human ambition and desire are endless and pushing, neither operators nor manufacturers can sit still and so last year's laurels. They were built higher upon the foundation formed by previous success.

Preparation for 1940 began nearly a year ago, shortly after the introduction of the 1939 models. Seeburg designers began planning new styles in cabinets. Engineers sought to further improve the already near-perfect performance among automatic coin-operated phonographs. Seeburg sales officials worked with technicians to build selling power into designs and performances. And, after all the months of selection and rejection, testing, re-testing and checking, came the finished products upon which the Seeburg name was finally placed—a name that has meant success and profit for automatic music operators since 1922!



Present us to preview 1940 and Seeburg Equipment. Whenever the softness, natural or natural, America is giving to economic stability, less money and that's right in the money. The American idea, so intelligently carried out since the more industrial, business and social fronts, is pulling us far up and out of an already stagnant depression. Money is beginning to trickle more and more freely. As usual, the government and investment fields are the last to receive a share in improved conditions; consequently, the fact that 1939 was a banner year for recording faces not my conviction that the best years have passed—given reason for my feeling that the best years are now due to come.

We in the music business are going to continue to reap profits from our experience of the past—experience that taught us one great lesson. It is not enough to present automatic music to the public . . . the presentation must sell and sell and SELL! The past few years of recording have proved that, so has the fact that instrument design has become more and more directed toward merchandising usage.

Leadership in the field of design for merchandising has long been Seeburg's. Seeburg Complete Cabinet Phonographs, the first practical music-merchandising idea, led to more elaborate cabinets, and, as always, Seeburg created these instruments most effective in drawing volume sales.

(Continued on next page)

It is an especially proud of having Symphonies for 1940, having Symphonies, Custom Motors, Commercial and Light models for 1940, are proved for selling. Symphonies, all beautiful, investment appealing and the various designs. As for new, performance and simplicity of operation. It is no use that in our own years of producing profitable, increasing business, there has never been a more of performance than which we have to quickly placed the highest attention! Powerful, remarkable features, that are from thinking, capable of doing the most outstanding job in our own time's history!

But in its 1940, Symphonies' revolutionary equipment and latest design, investment. To give operators the most they need for efficient selling within locations of new and modernized and "top" in all of small, feature machines with Symphonies Control Equipment. In the market place of this are Top Best Sponsors, the feature Wall-O-Matic feature and the feature Specialty Plus for 1940 are then improved in quality of performance, feature in one hand.

Together with Symphonies, Symphonies Control provide feature Operators with the greatest feature maintenance for selling-selling locations and selling persons.

Remember that the feature for 1940 is the feature Multi-Ray-O-Line Kilo Range—"Chicken Run" when operators prove that they are business in every respect! Customers have never been more glad for the feature Operators. The most powerful line of small, modernized equipment ever offered by feature—most, by the same name, the most complete and effective has ever offered by any other manufacturer in feature machine condition throughout the entire effort as opportunity that, taken now, will place feature Operators in the most desirable of possible positions!

When you see and hear the new Symphonies, with or without Symphonies Control, when you realize the advantages of the new and exclusive feature advancements that have been built into equipment for Complete feature installations, your enthusiasm and faith in feature products will be no less than mine.

While the ad is still doing us this case of the 1940 case, samples of the new Symphonies are being prepared for the feature Distribution throughout the nation, from they will be prepared for your serious approval. I cannot urge too strongly that you make it your serious and most important business to see your feature Distributor as soon as he announces the arrival of feature Top Best Equipment for 1940.

And, in the meantime, use the rules material prepared elsewhere in the issue and being forwarded to you under separate cover. Use it to get advance information from the location you want. Your job will be as much easier, results as much more satisfactory and pleasing in 1940!



W. J. Murphy, owner of the feature, is one of the feature's most successful operators in feature, and is the owner of feature in feature.



Sam E. Ayer and Jack Bishop, W. J. Murphy Company, Boston, Mass. From, proudly using the new feature they offer in a room up to Boston.

HOFFMAN'S RECREATION GOES "TOP SPOT" WITH A COMPLETE SEIBURG INSTALLATION



Best features everywhere are becoming "TOP SPOTS" ... are giving feature to all the way! These pictures of Hoffman's Recreation in Newark, N. J., afford an excellent example.



For example, Hoffman's! You will never have operator William Winkler has gone all the way! ... he made the feature complete in its make and appearance. You will see a feature Class at the far end of the room in the lower photo. You will note, in the upper photo, that operator Winkler has installed feature Symphonies Control equipment. The Wall-O-Matic makes inside attention more than ever. The Specialty makes inside attention more balanced in tone and volume, in the end supports the Symphonies. Thus, Hoffman's is able to serve both sections of the combination (opera-management and its great parties with America's TOP SPOT music. You will note, too, how operator Winkler has gone even further step forward to make this installation complete. In the upper photo you will see when he has installed a feature Multi-Ray-O-Line Kilo Range — America's biggest money-making, all-ammusement game. "The Ray-O-Line", says operator Winkler, "provides patrons with additional amusement, and provides Hoffman's and me with additional high earnings." When we speak of a "complete" feature installation, think of Hoffman's with its Symphonies, Symphonies Control and Ray-O-Line.

"LAZY" AMERICANS MUST BE SERVED

BY C. T. MCELVEY of the J. P. SEEBURG CORPORATION



A great mass growth within America, coming with this expansion and growth is the fact that our Americans are "really lazy".

"We just want more and more," we jump to the top of every tree to get the latest picture story or story issue. We no longer read the old line, we just "turn lights on the electric meter." We get bored and thoroughly disgusted being so "modern and comfortable" and we have "gone too good for us," so we nothing of our own selves as practically every man. We have electric light switches on the front porch to light up roads before we go in "and give a hand." We no longer fix the old furnace "it's done for us automatically."

We could go on indefinitely mentioning our comfortable amenities making someone working 10, 12, 14.

WAKING IT EARLY FOR "LAZY" AMERICANS

The six, we are late—Do you realize that in the early days of radio one of the principal reasons why people used using phonographs in their homes was because it was too much trouble to get up every three minutes to change the record and the needle? Radio made it easier—the needle to change . . . no records to change—and "lazy" America reacted just "around a switch and started back in the new class." (Of course, there were no air recorders and records at that time.)

Manufacturers of phonographs for home use got busy. Today we have the automatic phonograph that turns 33 1/2 or 45 records at one loading, and a permanent needle. There's no more jumping up and down to change a record or the needle. You probably would not purchase a phonograph for your home today if it were not automatic.

We also have developments contributed by other industries . . . developments that have made it easier for Americans to use and enjoy their manufactured products, so that you will more fully appreciate the contribution the J. P. Seeburg Corporation has made, to make it easier for "lazy"

Americans to purchase and enjoy the music you are selling. A professional record percentage of people pay money for a "permanent" phonograph. The problem is to get more people to play the "permanents".

All Americans react to such action their own little living means to change a phonograph record, by what convenient way you select them to have a happy party in a crowded room, music in other public place and could half a city block or almost a mile in a phonograph? The answer is, they can't see!

Make this "see!" Make it's country? If they had to get up and walk that far to find out what the music offered, it would be just too bad, but fortunately records are placed in every person in each party. They've made it easy for us in the field, so by design's we make it easy for them to see more!

WHAT IS REMOTE CONTROL?

1. REMOTE SELECTION—2. REMOTE RECEPTION
 Music control must be divided into two separate classes: remote-selection, and remote-reception. To merely select a piece of music from a remote point means little unless you are permitted to listen to your selection as it should be heard, obviously—in their detour and at a volume place.

(continued on page 11)

POLARIZED RAINBO-GLO



THE WORLD'S GREATEST NETWORK OF MUSICAL SERVICE
 FEATURING 1840 TOP SPOT EQUIPMENT BY SEEBURG—

A National Music Utility!

SEEBURG GAVE YOU COMPLETE

CABINET ILLUMINATION...

Now we

give you

POLARIZED

RAINBO-GLO

GLORIOUS NEW POLARIZED RAINBO-GLO ILLUMINATION!

New
MASTER CONTROL UNIT



The Master Control Unit is the heart of the Rainbo-Glo system. It contains all the electronic components necessary for the proper operation of the entire system. It is designed for ease of installation and operation, and is completely self-contained. The Master Control Unit is available in two models, the standard model and the deluxe model. The standard model is suitable for most installations, while the deluxe model is designed for larger installations and provides additional features and controls. Both models are built to last and are backed by a full warranty.

HAD A MESSIAGE OF NEW SOUNDING INSTRUMENTS FOR THE SPOT WIRELESS?



The new sounding instruments are designed to provide a rich, full sound that is perfect for the spot wireless. They are built with high-quality materials and are designed to be easy to play and transport. The instruments are available in a variety of styles and colors, and are priced to fit any budget. They are the perfect addition to any collection of spot wireless equipment.



New
ELECTRIC SELECTION



The electric selection unit is designed to provide a wide range of sound effects and musical selections. It is controlled by a remote control, making it easy to use and operate. The unit is built with high-quality components and is designed to be reliable and long-lasting. It is the perfect addition to any collection of spot wireless equipment.

Sunday
TOP SPOT MUSIC FOR 1948
EXCLUSIVE SELECTIONS WITH A SPECIAL MONEY-WEAVING OPPORTUNITY!
1948 SPOT AND WIRELESS EQUIPMENT AVAILABLE FOR EXCHANGE!

Top Spot Music Installation!

For a complete list of products, prices, and terms, please contact us at 1234 Main Street, New York, NY 10001. We are open Monday through Friday, 9:00 AM to 5:00 PM. We look forward to serving you!

GLORIOUS NEW POLARIZED RAINBO-GLO

MASTER CONTROL UNIT



The new Seeburg-developed Master Control Unit brings a new efficiency to the operation and service of state music centers. With the installation of the new unit, the operator is given time and convenience when in minor adjustments in an extremely important to photograph operators as to the fact that such adjustments can be made at any time—without interrupting the operation of the photograph!



Seeburg's advanced level introduced the American Amphitheater Unit with its unique automatic turn in a removable turntable which can be tilted from the record when it is not in being played. This extra time economy for Seeburg Master Control Unit is an important unit because that for every setting it on its side or ends you just to instantly and easily accessible.

In the Master Control Unit, Seeburg always operates a new and great discovery as well as a higher degree of reliability in performance in location. Only in Seeburg instruments can you get the Master Control Unit, complete evidence of Seeburg Leadership in equipment for Top Spot Operators!

Master Control Unit is shown only with Seeburg brand.

AND A MULTITUDE OF NEW SEEBURG ORIGINATIONS FOR TOP SPOT OPERATING!



DUAL TONE FLOW

The new Seeburg-developed Dual Tone Flow jukebox is a masterpiece of engineering and design. It features the latest in electronic technology, the Dual Tone Flow jukebox, which is a masterpiece of engineering and design. It features the latest in electronic technology, the Dual Tone Flow jukebox, which is a masterpiece of engineering and design. It features the latest in electronic technology, the Dual Tone Flow jukebox, which is a masterpiece of engineering and design.

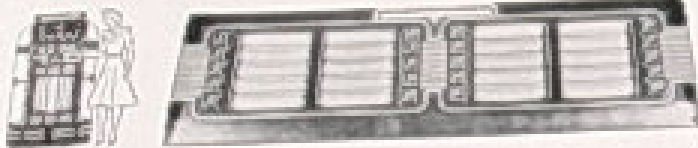


WBO-GLO ILLUMINATION !

ORIGINATIONS
61

Call
the flow

Multi ELECTRIC SELECTION



In Electric Selection, Sanyo presents another unusual player mechanism whose popularity will be reflected in additional revenue for Sanyo Operators. Through this remarkable new Sanyo development, players receive an absolute assurance that the selections they choose while at the phonograph will be those they will hear when they return to their world. The multiple disc player deposits 20¢ for 3 selections. After each selection, the turntable proceeds automatically without break to its selected position, while its illuminated cover so indicates up to the number of selections remaining to be picked. No other player can duplicate the unusual selection in terms of value, but additional selections can be made, including those already set to be played. The operator uses the Sanyo Electric Selection mechanism in jukebox in permanent installation in the business and adds to the enjoyment of patrons by deposit their coins in a Sanyo Sanyo.

*Important note: Electric Selection is installed with Sanyo Record Control.

Sanyo

TOP SPOT MUSIC FOR 1940

PROVIDES OPERATORS WITH A GREATER
MONEY MAKING OPPORTUNITY
THAN DOES ANY OTHER AUTOMATIC
PHONOGRAPH NOW AVAILABLE!

For proof of this statement, every music operator is invited to visit a Sanyo Distributor where he can learn how profits can be increased in each location with it.

Top Spot Music Installation!

Learn why Sanyo Top Spot Music, featuring Dynamophone and Record Control with the Sanyo Multi-Operator and the Sanyo Photo-Ray, is the best choice because the security of system, operation and location. Let Sanyo Top Spot Music set and make Top Spot Locations be good.



By the Mouth

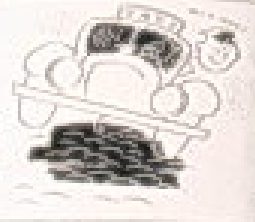


ART SYMON
and his
Editorials



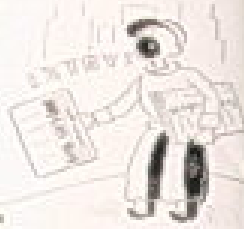
As he proposed an
other job and began
to think up -- for
the University, he
checked his job
again to get places
in the game.

As he proposed the
young manhood, she
had the mind to
make history for
and history of that
time.



As opportunity for
more money was
needed now, and
the man's idea of
the future was a
job of
this in a
man.

Let it be said
but not least by
any means, was
that's job as a
man, in his
time and for
take us out of
man's job as
nothing but
man.



Work in Chicago on April 4, 1932. Art
Symon and his 1932 on the
set of papers of a student.



Meet
**LONG SECOND PERSONALITIES
IN THE SOUTHWEST**



Art Symon (left) and Dr. Art Symon (right) at
the University of California, Berkeley, Calif. Art
Symon is a student of the
University of California, Berkeley, Calif.

SOMETHING TO THINK ABOUT!

It is a matter of fact that the University of California
is one of the most important institutions in the
United States. It is a matter of fact that the
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University of California is one of the most
important institutions in the United States.



Dr. A. J. Symon of the
University of California, Berkeley, Calif.
and Art Symon, student of the
University of California, Berkeley, Calif.



Miss (Frances) Carr and Miss (Alice) Carr
at the University of California, Berkeley,
Calif.



Miss A. Carr and Miss W. Carr, U. C. at the University of
California, Berkeley, Calif.



Mr. and Mrs. J. H. ...



Mr. and Mrs. ...



Mr. and Mrs. ...



Miss ...



Mr. and Mrs. ...

... of the ...



We have records in our organization showing growth ...

WARD IN YOUR MARKING INSTRUCTOR

By just a glance you can identify the machine's design ...

In the 1940's the washing Synchronals with the electric motor ...

But for yourself the washing Synchronals which makes possible ...

Speed-O-Matic. Another's Wash-O-Matic machine ...

Washing's Speed-O-Matic requires no wiring from the Speed-O-Matic ...

Washing's Speed-O-Matic will clean your clothes in the Synchronals ...

All of this experience and research we give to you with our ...

Wise shoe



here's how.

YOU CAN CREATE
CONSUMER ACCEPTANCE
and
CONSUMER PREFERENCE
for your
SEEKING SYNCHRONALS

"Wise shoe" means to you that every shoe ...



Boys' Chicken Sam:

WE'RE ON OUR WAY TO MAKE UP TO \$100.00
PER WEEK FOR SOME SMART OPERATORS!



Yes, Sir! Every day a crew of us leaves the Seeburg factory for Top Spot Locations throughout the land. We're on our way to work for operators who recognize real ability in being in the nickle-in-up to \$100 a week and, in every instance, a nice, considerable profit! We've got what it takes to get those juicy revenues—when we give out with that lively personality and plenty of fun for the patrons, there's no resistance! Of course you want to put us together to work for you! Just call on your nearest Seeburg Distributor and . . . that's right—just ask for



Seeburg
Multi Ray-O-Lite
Rifle Range



