

THE SECURITY
ILLUMINATOR

HOW THE
SECURITY
MASTER OPERATED
BEHIND A
LOGCIPHER
No. 1

VOL. 2 • NO. 18

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JULY - AUGUST, 1940



Says

BILL SAWYER

Bill Sawyer, a prominent business man, is shown in a portrait. He is wearing a dark suit, a white shirt, and a patterned tie. The text below his name is partially obscured by a ruler on the left side of the page.

IT'S A WORLD OF A LOT OF VALUE FOR A WHOLE LOT LESS!



SEEBURG
MUSIC SYSTEMS
Company
110 Broadway, New York
Branches in all cities

No Charge for Remote Control When Purchased for Use with the
SEEBURG MUSIC SYSTEM *with* **WIRELESS REMOTE CONTROL**



The SEEBURG MASTER OPERATOR

It is a pleasure to meet you, a man who is a man of many parts, and for that reason, you are a man of many parts. You are a man of many parts, and for that reason, you are a man of many parts. You are a man of many parts, and for that reason, you are a man of many parts.

The average man is a man of many parts. He is a man of many parts, and for that reason, you are a man of many parts. You are a man of many parts, and for that reason, you are a man of many parts.

There is no good thing in life. The only way of living is to be a man of many parts, and for that reason, you are a man of many parts. You are a man of many parts, and for that reason, you are a man of many parts.

Business is a man of many parts. It is a man of many parts, and for that reason, you are a man of many parts. You are a man of many parts, and for that reason, you are a man of many parts.

Yes, with all his eyes on the job, he is a man of many parts. He is a man of many parts, and for that reason, you are a man of many parts. You are a man of many parts, and for that reason, you are a man of many parts.

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HOW A MASTER OPERATOR SELLS THE SEEBURG

The Approach

John Smith, Seeburg Master Operator, enters Smith's barbershop at the early approach. "I don't possess any thing in as much a part of his business-like manner as in the one being actually engaged. He knows that the usual approach may be sufficient even for purposes of mere inspection. . . . That is what I mean by a close and a close that have much more with the nature of the sale itself. For example, the old approach is not a matter of personal opinion but a matter of fact in each and every case. The usual way in the approach is to get the other fellow Smith's name, Smith's address and other points of the nature of his product and service. They would be done, the day's work, the customer's and possibly referred to the very manner in which he usually walks and talks.



The Introduction

When John Smith, Seeburg Master Operator, enters the location, the following is typical of the discussion that takes place.

Smith greets the Seeburg owner by name. . . . "Good morning, Mr. Brown. My name is Smith, of Smith's Amusement Service. This is a mighty fine place you have here!" Smith's voice is sincere, and Brown is pleased at the remark.

"Thanks," he replies. "I try to keep it as nice as I can. With competitors all around me, I've got to make it attractive. If I don't. . . ." Smith picks up the conversation and says, "Yes, I know how it is. If you can't please the customer, they'll go somewhere else. Now, I'm sure you'll want to see what I have, because it's just what you need to keep your patrons coming back!"

MUSIC SYSTEM WITH WIRELESS REMOTE CONTROL

The Presentation

Smith opens the parlour to be visited and, in a casual, friendly manner, he enters the parlour against the possibility of being told. However, his voice has been captured by the customer Smith has made, and he asks, "What might that be?" "The Seeburg Music System with Wireless Remote Control," Smith says. "I don't believe I'd be interested. I'm in no position to spend anything of that nature right now." Smith is quick to catch the product. "No, Mr. Brown, you don't have to spend a single penny, not in any other way. I'm sure we have the Seeburg in selected locations in a particular way. You see a show pretty without expense on your part. Why, a Seeburg Music System should not cost between six and ten dollars at all. . . . Smith is definitely interested and Smith proceeds to explain the installation of the Seeburg Music System with Wireless Remote Control.

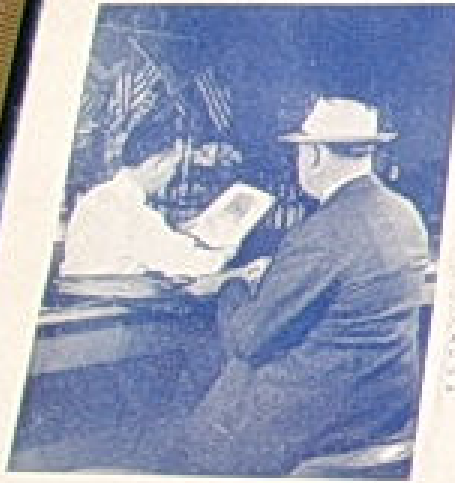


He selects a brochure on the Seeburg Music System and opens it to a solid plate on the Seeburg Symphony Cabinet. "The Seeburg Music System is the finest system of its kind," he begins. "It's been making big money for Seeburgs the world over for nearly three years, so you don't have to worry about its performance. That's guaranteed! This is the Seeburg Selective Symphony Cabinet, the photograph paper which is the heart of the system. You can see for yourself how attractive it is." Brown agrees, exclaiming, "Yes! That is a handsome thing!" "Is certainly an" customer Smith. "The Seeburg's cabinet and complete illustration makes it the most gorgeous of all photographs. Seeburg's original Complete Cabinet Illustration and has led to cabinet design for many years. Not only is the Seeburg's good looking, it's a well performer as well. Seeburg makes the only photographs with Electric Selection. All the customer has to do is drop his coin and press the numbered button alongside the coin slot. It's that simple, and there's no chance of another customer "stealing" the first player's selection. And, you might be here the marvelous sound! That's working in the market to compare with you!"



"The principle is the same as in the home," says
 him up.

"Will it be small size Wireless because it would come
 which have been designed to make every spot in your place
 a source of news, music, for news, for records, and in
 the Talking Wireless. What's more, the system covers the
 whole house. Your customers, whether they're seated here
 or there, in a booth or standing in the aisles, can choose
 out of all the selections on the phonographically recorded gram-
 mophones, live an unusual program continuously, and they'll really
 appreciate because they don't like to have their ears used
 they're seated and they read and drink. The Talking Music
 gives the music right in their chairs, wherever they are." Mr.
 Brown, when I asked a Talking Music System with Talking
 System, would you please or just where will have an
 opportunity to get some and take to them too, they would
 money—no? Don't you think, would you please, something
 like this and a Talking Music System?"



"It certainly looks like it!" says Brown, beginning to show
 enthusiasm. He picks up a pair of the SpeakOgrams and asks
 "What's this unique thing?" "That," replies Smith, "is the
 Talking Music Wireless SpeakOgram." He points to the
 back of it. "Right there, in your hand on the wall or in your
 pocket, the SpeakOgram will bring your customer the
 music, just as rich and beautiful as though the phonograph
 was right beside them. It has a volume control that adjusts
 the sound to suit the conditions of the spot where it is
 placed." "It's a beautiful piece of workmanship," is Brown's
 obvious comment. "Made as well as possible, it's quality
 with a capital Q," answers Smith. "Talking was first with
 a Remmie speaker that was designed to be seen as well as
 heard. Your place is fairly large, so let's put a SpeakOgram on
 the back bar, one on the far wall and one in each of the
 private rooms and the installation would distribute the music
 to every prospective patron. Not only that—the SpeakOgrams
 are decorative, will increase your customer in spending and
 will definitely put more money in your pocket!"

"It is very unique, now, that Brown is really sold
 on the idea of installing the Talking Music System.
 Smith continues the discussion by then up any ques-
 tions remaining before Brown gets to bed 11. 11.
 "Yes," he says, pointing to another color recorded
 gramophone, "the Talking Music System. This is
 with its own continuous live gramophone for added
 interest. Then what is right up to the system
 whatever he has to, and the music just will itself!
 The music is completely self-contained. It has its own
 volume control, when left in sound adjustment and
 has its own speaker." Brown's imagination goes to
 work in the place. "Yes! That's about it! You know,
 Smith, I'd like to have a Talking Music System in
 here, but you got a lot of money in the house.
 You can spend in terms of money up the walls to
 put these units in."



"Smith then puts the 'clocks' on the table. "Mr.
 Brown, you wouldn't worry me for the money!"
 Standing over his particular, he shows me a section of
 light wood with a plug-in and holding them in his
 hands he continues, "This is all we'll need. The
 system is wireless. No cables or special wiring is
 required. The music just plug into any instrument
 outlet or outlet, and you have enough of these placed
 just where we want them. The installation will be
 quick, simple and won't disturb the lights of the
 place at all!"

The Results



"No, he hasn't. You're not a dull? How long can I have the equipment?" "Within 48 hours," is Smith's reply. "The men will be here tomorrow morning to make the installation." Brown smiled. "Time! That's the kind of action I like! By the way, just what is my percentage?"

"Over a third, gentlemen in the photograph, which we will determine after a week of operation, your part will be 33% of the gross."

"Are enough? And thanks a million for bringing me the chance to start the Seaburg House again."

The photo clearly, with numerous instances of circumstances of time and place, is the general picture of all Seaburg House Operators' indications for location. Seaburg House Operators are successful in getting and holding the business because they have more to offer and experience than fulfill the claims they make for it. They know more about the product because Seaburg has had more successful experience with owners covered than has any other manufacturer

A FEW DAYS LATER

of unmanufactured photographs. The various little social problems, such as having drinks for the location owner and the crowd, are entirely up to the judgment of the Seaburg House Operator, but he never fails to observe this in operating fully-percentage for the location should not exceed 1/3, the amount determined as that which enables the Seaburg House Operator to prosper in his own business.



It's Another Seeburg "FIRST"!
Another Big Seeburg
MONEY MAKER!

The RAY-O-LITE Rifle Range

Shoot the Chutes



NEW! TIMELY!

OPERATORS! CAPITALIZE ON THE MOUNTING PUBLIC INTEREST IN NATIONAL DEFENSE! CAPITALIZE ON THE PATRIOTIC APPEAL — ON THE THREE-APPEAL OF REALISTIC WAR ACTION TO MEN, WOMEN, CHILDREN! THEIR ENJOYMENT OF THIS SAFE, INSTRUCTIVE FIRE PRACTICE HEARS BIG MONEY ON ALL LOCATIONS, EVERYWHERE, FOR ALERT OPERATORS!

The standard size cabinet and coin slot. A four foot size cabinet is available to shoot the Chutes anywhere at all! See your Seeburg Distributor.



Players can't resist the realistic war action as parachutists drop from the sky — as bombs burst and flash in mid-air — as shells explode under tanks! Player gets up to 100 shots, depending on skill. Insertion of coin causes parachutist to float down from sky. When 10 hits are made, player "Qualifies" for 50 extra shots. 50 consecutive hits give player "Marksman" rating — 30 hits make player a "Sharpshooter" and 40 hits make him an "Expert". 50 or more straight hits earn "Master" rating! Patriotic appeal and thrilling skill challenge keep players at constant practice. Perfect construction in every detail makes Shoot the Chutes operation dependable and inexpensive. No restrictions on operation — accepted everywhere! Immediate deliveries are now being made. See your Seeburg Distributor today!

Purely Personal



How lovely! How cozy! How comfortable! How relaxing! How perfect! How ideal! How just what you need! How just what you want! How just what you deserve! How just what you need!



How lovely! How cozy! How comfortable! How relaxing! How perfect! How ideal! How just what you need! How just what you want! How just what you deserve! How just what you need!



How lovely! How cozy! How comfortable! How relaxing! How perfect! How ideal! How just what you need! How just what you want! How just what you deserve! How just what you need!



How lovely! How cozy! How comfortable! How relaxing! How perfect! How ideal! How just what you need! How just what you want! How just what you deserve! How just what you need!



How lovely! How cozy! How comfortable! How relaxing! How perfect! How ideal! How just what you need! How just what you want! How just what you deserve! How just what you need!

How lovely! How cozy! How comfortable! How relaxing! How perfect! How ideal! How just what you need! How just what you want! How just what you deserve! How just what you need!



THE SEEBURG
REMOTE CONTROL MUSIC SYSTEM—
for
WIRED and WIRELESS
INSTALLATION

WHEN ITS WIRELESS, YOU
JUST
PLUG
IN!



Seeburg Radio Symphonola
85007
25 Amps - 4 Speed Selector



Seeburg
W.D.O. Radio



Seeburg
Famous Western
Play-Boy



Seeburg
Deluxe
Special-Organ

Earns up to
600% More

SEE YOUR SEEBURG DISTRIBUTOR
FOR ABSOLUTE PROOF

FROM ALL POINTS

Distributors

The Seeburg Institute is pleased to announce that its work has been extended and enlarged. This work is made necessary by the rapidly increasing number of Seeburg Music Systems in all sections, owing to the demand for a complete and efficient system.



FIRST IN EACH MARKET
Henry's
Dance Parlor
Seeburg Music System

See Seeburg
Wireless Remote
Control Music System

...
 ...
 ...



Testimonial

Mr. Edwards, proprietor of Edwards' Entertainment on Main Street in Paris, N. H., states the Seeburg Music System installation. "The more they played with my installation, it was down my stairs and under a much less atmosphere, I wouldn't be without it". The installation is operated by the Seeburg Photograph Section of Concord, N.H.

Promotion

Seeburg Music System has been the main feature of the Seeburg Music System, which is the result of the best of engineering and artistic achievement. It is the result of the best of engineering and artistic achievement. It is the result of the best of engineering and artistic achievement.

Sales Meeting

Among the members of the Jack H. Stone Sales Staff at a luncheon during the Third Annual Seeburg Sales Conference held recently in Portland, Oregon. Left to right around the table: Branch Managers of Jack H. Stone, Maine Branch, Portland, Ore.; J. Green, Salt Lake City; William Walden, Scarborough, Maine; George Jackson, Portland, Me.; Fred Miller, Portland, Me.; George Jackson, Portland, Me.; Fred Miller, Portland, Me.; George Jackson, Portland, Me.; Fred Miller, Portland, Me.



THIS Music Salesman NEVER QUILTS!

From the earliest years of his long career until today, this man has never relaxed his efforts to improve his sales. He has always been in the front line of the music business, and he has always been successful. He has always been successful. He has always been successful.

SEEBURG'S SPEAKORGAN



The VOICE of the
SEEBURG REMOTE CONTROL MUSIC SYSTEM
FOR WIRED AND WIRELESS INSTALLATION

WANT THE BEST THE COLONEL BRAND STYRENE LITHIUM BATTERY MEETING FROM 1938
TODAY'S DEMAND FOR BATTERIES FOR THE U.S. ARMY AND NAVY THE COLONEL BRAND
BATTERY FOR LITTLE THINGS OF BATTERIES FOR THE HOUSEHOLD FOR THE COLONEL BRAND
BATTERY FOR THE AUTOMOBILE BATTERY FOR THE TRUCK BATTERY FOR THE TRACTOR
BATTERY FOR THE POWER TOOL BATTERY FOR THE TELEPHONE BATTERY FOR THE
BATTERY FOR THE CAMERA BATTERY FOR THE RADIO BATTERY FOR THE CLOCK
BATTERY FOR THE WATCH BATTERY FOR THE CALCULATOR BATTERY FOR THE
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ALAN ELECTRIC CO. 1111 14th Street New York, N. Y.	BALDWIN ELECTRIC CO. 1111 14th Street New York, N. Y.	BALDWIN ELECTRIC CO. 1111 14th Street New York, N. Y.
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Colonel Selective Symphonies



Colonel

It's America's most famous battery
It's the only one that's made in
America by the famous
Colonel

AS AN INDIVIDUAL UNIT OR AS
THE CENTRAL INSTRUMENT IN THE DISCREET REMOTE CONTROL HOME SYSTEM FOR
WIRELESS OPERATION THE COLONEL IS A SUPER WOUND WINDUP BATTERY

The Only



3 in 1

REMOTE SELECTOR
Use at Reception!
BAR—COUNTER—WALL

SEEBURG WALL-O-MATIC

SELECTS ALL THE RECORDINGS
ON THE PHONOGRAPH FROM ALL
IMPORTANT POINTS IN THE
LOCATION!

Eliminates Possibility of Special Equipment!
Features an Exclusive Seeburg Convenience
... Numbered Selector Push Buttons are
Directly Beside Title Strips — No Dials to
Turn, No Numbers to Remember! Wall-O-
Matic is a Super-Feature Money-Maker in
the Super-Feature Line!



THE SEEBURG
REMOTE CONTROL MUSIC SYSTEM
for
WIRED *and* WIRELESS INSTALLATION!

