

THE SEEBURG  
ILLUMINATOR

# SEEBURG-

FORESIGHT,  
PROGRESS,  
LEADERSHIP!

*An Article*

by HENRY T. ROBERTS

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HERE IS HOW YOU CAN

*Make Sure*

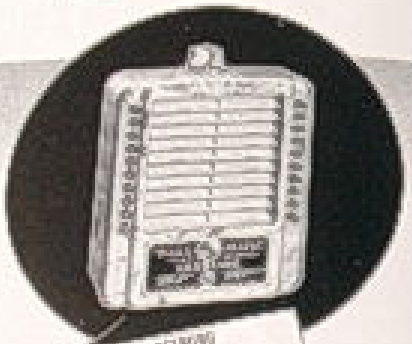
OF HOLDING YOUR LOCATIONS PERMANENTLY!

Do you fear of leaving Music Systems here already sold? Then you can be sure that you have the best of both worlds. The Seeburg Music System, complete with other location features, gives every opportunity to bring your music—what your operating revenue will depend on that to 100%—with your grip on choice locations all in permanent!



SEEBURG SUPEROLA DUET 40

NO WIRES!  
NO CABLES!  
JUST PLUG IN!



SEEBURG Wireless WALL-G-RATE



SEEBURG Deluxe Wireless SPEAKERS



SEEBURG Portable Wireless PLAY-BOY

YOUR NEAREST SEEBURG DISTRIBUTOR WILL MAKE PROMPT DELIVERY!

SEEBURG  
MUSIC  
SYSTEM

*with*

**WIRELESS  
REMOTE CONTROL**



By  
**HENRY T. ROBERTS**  
Director of Sales

J. P. SEEBURG CORPORATION

NOTHING in our world would think of making a long journey in a lumber wagon on its horse back, except on a race. If we ride a high-speed bicycle these days, it's a gas. Among the earliest civilized nations, communication by smoke signals is practical only by the forests and steep-sided mountains. The year of us see the telephone, telegraph and radio. The cat-walker and globe, radio have gone into the del-ventures who, in 1920, became a historic pusher. What yesterday, Grandpa traveled in rindery, weeks duration on the pling, slow train here, today we speed across the country at 100 miles an hour on an air-conditioned straddle seat on steel runways and glides on metal wings of 200 to 300 miles an hour man-made birds. Grandpa used to take "shanks mare," the horse and buggy or



HERE IS HOW YOU CAN

*Make Sure*

OF HOLDING YOUR  
LOCATIONS PERMANENTLY!

Do you fear of leaving Music Systems here already sold? Then make a permanent Seeburg Music System, complete with the best location terms, take every opportunity to try your music—your operating expense will remain as small as 25%—and your grip on choice locations will be permanent!



SEEBURG Console  
STEREOPHONIC UNIT "C"

NO WIRES!  
NO CABLES!  
JUST PLUG IN!



SEEBURG  
Wireless  
WALL-O-RADIO



SEEBURG Disc Tone Wireless  
SPEAKERS



SEEBURG  
Portable Wireless  
PLAY-BOY

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Four different models of the new jukeboxes, designed for the new market.

The new jukeboxes are designed for the new market. They are the most modern and most attractive jukeboxes ever designed. They are the most modern and most attractive jukeboxes ever designed. They are the most modern and most attractive jukeboxes ever designed.

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Operating the jukebox machine.



*Where they go  
when they stop out  
determines the profit of  
your operating!*



FOR  
DINNER

AFTER  
THE  
THEATRE

FOR  
COCKTAILS

where  
shall  
we go?



Bring  
YOUNG AMERICA  
into your locations with Automatic  
Music's finest convenience equipment.

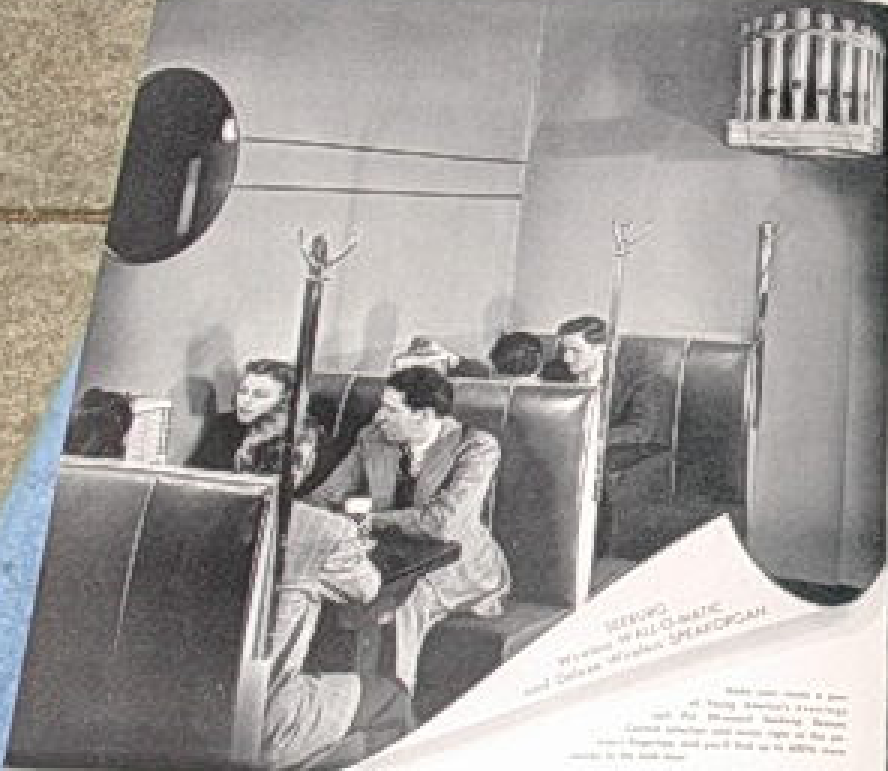
Seeburg  
MUSIC SYSTEM with  
WIRELESS  
REMOTE CONTROL

MAKES THEM SPEND MORE! STABILIZES YOUR OPERATING! EASIEST TO INSTALL! NO WIRES! NO CABLES!



SEEBURG MUSIC SYSTEM WITH WIRELESS REMOTE CONTROL

MAKES THEM SPEND MORE! STABILIZES YOUR OPERAT



**SEEBURG**  
Why listen to ALL-CLIMATIC  
and Call on "MUSIC" SPEAKING!

Make your music a part  
of every evening's enjoyment  
with the "MUSIC" Speaking System.  
Control operation and volume right at the  
music frequency and you'll find us to add the  
music to the club scene.



**SEEBURG**  
Scientific STATIONER

Specialty for Stationer  
using "MUSIC" Speaking System  
operated by the "MUSIC" Speaking System  
Scientific Stationer. You're guaranteed by the  
Seeburg name and you'll find the "MUSIC" Speaking  
System in every club scene.

SEEBURG MUSIC SYSTEM With

...ES YOUR OPERATING! EASIEST TO INSTALL! NO WIRES! NO CABLES!



**SEND**  
Wireless Remote Control  
to Buy and Control

**SEND**  
Portable Wireless Radio

...to Buy and Control

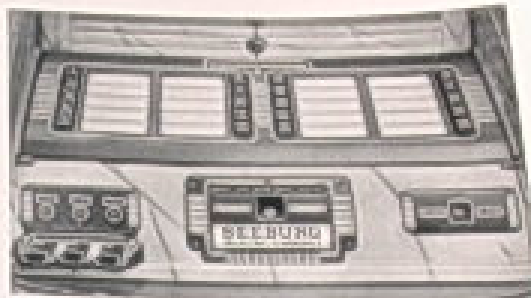
...to Buy and Control

With **WIRELESS REMOTE CONTROL**



## YOUR SEEBURG DISTRIBUTOR IS MAKING IMMEDIATE DELIVERIES!

<b>ALMA PHOTOGRAPH CO.</b> 4042 South Ave. Philadelphia, Pa. 19106-1000	<b>A. W. THOMPSON</b> 4042 South Ave. Philadelphia, Pa. 19106-1000	<b>MUSIC SERVICE CORP.</b> 247 N. Broad Philadelphia, Pa.
<b>ATLANTA NOV. MACH. CO.</b> 100 North Ave. Atlanta, Ga.	<b>MIDWEST MUSIC SALES CO.</b> 200 North Ave. Chicago, Ill.	<b>MUSIC SERVICE CORP.</b> 247 N. Broad Philadelphia, Pa.
<b>ATLAS AUTO. MUSIC CO.</b> 200 E. Jackson Chicago, Ill.	<b>ELECTRO BALL CO., INC.</b> 200 North Ave. Chicago, Ill.	<b>C. S. PETER MUSIC CO.</b> 100 N. Broad Philadelphia, Pa.
<b>ATLAS GUN MACHING CO.</b> 100 North Ave. Chicago, Ill.	<b>HARSCO NOVELTY CO.</b> 200 N. Broad Chicago, Ill.	<b>MASTERS MUSIC CO.</b> 100 N. Broad Philadelphia, Pa.
<b>ATLAS NOVELTY CO.</b> 100 N. Broad Chicago, Ill.	<b>HY-D GAMES CO.</b> 100 N. Broad Chicago, Ill.	<b>SOUTHERN AMUSEMENT CO.</b> 100 N. Broad Atlanta, Ga.
<b>ATLAS PHOTOGRAPH CO.</b> 100 N. Broad Chicago, Ill.	<b>MADIC CITY MUSIC CO.</b> 100 N. Broad Chicago, Ill.	<b>SOUTHERN AUTOMATIC MUSIC CO.</b> 100 N. Broad Atlanta, Ga.
<b>BAIT COAST PHOTO DIST. INC.</b> 100 N. Broad Chicago, Ill.	<b>E. L. WADE MUSIC CO.</b> 100 N. Broad Chicago, Ill.	<b>SPARKS SPECIALTY CO.</b> 100 N. Broad Atlanta, Ga.
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<b>ELECTRO BALL CO., INC.</b> 100 N. Broad Chicago, Ill.	<b>MOORE MUSIC CO.</b> 100 N. Broad Chicago, Ill.	<b>W. S. NOVELTY CO.</b> 100 N. Broad Chicago, Ill.
<b>SOONER NOVELTY CO.</b> 100 N. Broad Chicago, Ill.	<b>JACK S. MOORE CO.</b> 100 N. Broad Chicago, Ill.	<b>J. L. WHIFFLE</b> 100 N. Broad Chicago, Ill.
<b>ELECTRO BALL CO., INC.</b> 100 N. Broad Chicago, Ill.		



"Electric Selection... the industry's most important new feature!"

music, with the most sophisticated equipment that has ever been designed to make money for you!

There are the dramatic lights behind the musicbox, and it is the very method of construction, together with its complements, that makes it irresistible! Thousands of Music Operators are already being convinced of the benefits of their choice with Seeburg Music System machines. Many more are rapidly turning to Seeburg equipment for assurance of their future in the music business.

The Seeburg Music System is necessarily for use only the complete convenience it affords for an individual Seeburg development that makes selection of recording a matter of mere push for the Music Operator. The Seeburg invention is Electric Selection. It is the most important single new feature of automatic music equipment in the recent history. Electric Selection does what no other form of selection has ever been able to do for both the location player and the operator. It increases play to an immeasurable extent by holding player cash down to the selective action of the photograph. Electric Selection makes it possible for a patron to be sure that the selection he makes will not be displaced by another player when he leaves the instrument. The selection buttons remain in pre-selection position immediately after they are pressed. The first patron's choice is "locked in" and cannot be removed, and players, upon their appreciation of this outstanding convenience, respond by making multi-selection with greater frequency, thus adding to operating revenue. In addition to the protection afforded the player, the Electric Selection gives the operator an

improved protection by means of the automatic system which records every record coin played. The operator knows how much profit each has from taken by the photograph. A third and highly important feature of Electric Selection is the Bonus Control which adds extra profit to operating volume by means of its operating cost. When two players choose the same recording, automatic credit, under the Bonus Control, is on the photograph proper, both count for that selection are deposited and the selection is played but once. Patrons are completely satisfied and the operator has made an extra profit! Electric Selection is but one of many outstanding Seeburg inventions with which a Music Operator makes certain of profit and permanence in business.

Because the Music System is the very best business operation ever made to full music to full business practice of "uninterrupted" operation. As in other industries, the leader who develops an enterprise and attracts men to immediately played by industry who take advantage of the enterprise's progress and market development offers. These "opportunities" manufacturers, without sufficient knowledge of the specialized field—often without sufficient capital to carry on extensive manufacturing activities—see what they believe to be a "bonanza" for the legitimate manufacturer of automatic music equipment. Into the market they step, with inferior equipment, and in a "hot line" of selling effort, they convince a few glibly operators, make their equipment sales and, at the first sign of a let-up, run they jump! As a result, the operator who buys from such "opportunities" pays heavily on a very delicate and sticky spot.



responsibility in their own cabinet designs, the trend of furniture in these matters, and better practices, and the increasing desire of getting the utmost convenience with a minimum of floor space. Seeburg's ability to produce units that get their own special attention in operation. The use of their machine work, at that, the present system, which includes some, within a few feet of the player. As the increasing it was a highly, ultimately, designed unit. Just a few months ago, the cabinet and mechanical construction being introduced in the Seeburg Deluxe Series.

Having brought the machine to the very top of the present, in its special, Seeburg's machine work, in its own planning, but the operator can operate a machine unit in either way, length of the player. The use of the cabinet, Seeburg's control unit, which is based on the present-day machine operation. It is based on the information in the photograph in the picture, right for the time, the machine work, to the present, and systems, and of Seeburg's Symphonola and Seeburg Deluxe Series. It is, in fact, a complete, complete, unit. But, what an other manufacturer might have been needed, with a good deal of time, Seeburg considered it only a good beginning.

Through the Symphonola, the Special type, and the Well 43-Minute, through its machine work, in its own, and profit in the operation, it has been that the operator can make many types of Seeburg's, and being fully equipped, Seeburg's machine work, that the full efficiency of a Seeburg Music System depends on the number of players in whose machines, some, was available, consequently, was obtained in the Play Box, a possible, machine unit, that could be found about the business, in whatever a program, was wanted. The Play Box has long been proved, in its own, a place in the Seeburg Music System.

Following the Play Box, the Seeburg Machine Control unit, introduced as a machine, remote control, and for increasing, that all that of the operator, in whatever, most, required, in fact, more, the fully, possible, but, and, control. With the creation of the Machine Control, coverage of every player, in a Seeburg, was insured.

As the wrong, the Seeburg Music System, with Wireless Remote Control, is the most complete Music System, and able to meet operators. In fact, it is a machine, every, choice, for every, convenience, on the part of the machine, operator. What convenience, may bring, back, in the way of new, public, whole, and new, changes, in business, in a matter of convenience. If any thing, Seeburg's, is certain, there will be more, demand, by the public, for other, convenience, and their will be changes, in business, but, more, to realize, that the Seeburg Music System, with Wireless Remote Control, isn't just, out of them, efficiently, and, probably. And, should, more, units, ever, become, a necessity, for the maintenance, of music, operation's, high, place, in the machine, machine, world, it is a certainty, that Seeburg, always, has, with, every, important, operating, development, will, be, first, to, give, the, Music, Operator, exactly, what, he, needs.

### The RESPONSIBILITY of LEADERSHIP!

Now in its third big year of successful operation by the nation's Master Operators, the Seeburg Music System with Wireless Remote Control was the first automatic music equipment of its kind. The development of Wireless Remote Control, in which Seeburg played a brilliant pioneering part, is a shining example of Seeburg Leadership in the progress of the Music Industry. The recent announcement of remote control by several competing manufacturers, more than two years after the introduction of Seeburg Wireless Remote Control, definitely proves the claim of the J. P. Seeburg Corporation to Leadership in the field of coin-operated automatic music equipment manufacture.

At the same time, Seeburg Leadership carries a responsibility to the Seeburg Master Operator—the responsibility of helping him toward a stabilized, more profitable Music Business. The Seeburg Music System with Wireless Remote Control is outstanding, unquestionable evidence of Seeburg's faithful execution of that responsibility.

## You'll BE SURPRISED AT THE LOW PRICE!

You're impressed at the glorious beauty of Seeburg Symphonola, and you've been enchanted by their striking tone reproduction and mechanical performance. You've observed the astounding play increased resulting from the unique Seeburg combination of beauty, performance and the wonder of Electric Selection! But when your Seeburg Orchestra tells you about the low price of the Seeburg Symphonola model, you'll really be surprised! And here is something more! There is no extra charge for remote control on the model you want!



*Seeburg*  
SELECTRIC SYMPHONOLA  
*Enjoy 'E'*  
WIRELESS

The Selectric Symphonola Model "E" Seeburg Music System with Wireless Remote Control.

The Seeburg Selectric Symphonola, Enjoy "E", is a money maker without equal in any kind of music operation. In combination with Seeburg Wireless Remote Control Unit, it is the central unit of the most profitable music installation known to operating...

**SEEBURG MUSIC SYSTEM**  
with *WIRELESS*  
**REMOTE CONTROL**

When the location calls for "Something Special!"

NEED SPECIAL FEATURES

# Colonel

SEEKING

## MUSIC SYSTEM

WIRELESS

### REMOTE CONTROL

- 20 RECORD MULTI-SELECTION
- ELECTRIC SELECTION
- MAJOR-OLD CABINETS