



# The Seeburg Illuminator

MARCH 1948

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

LITTLE THINGS THAT MAKE A BIG DIFFERENCE!

*The Spark Plug*

It is the spark plug that makes the difference between a car that runs and a car that doesn't. It is the spark plug that makes the difference between a car that runs smoothly and a car that runs roughly. It is the spark plug that makes the difference between a car that runs on a full tank of gas and a car that runs on a half tank of gas. It is the spark plug that makes the difference between a car that runs on a full tank of gas and a car that runs on a half tank of gas. It is the spark plug that makes the difference between a car that runs on a full tank of gas and a car that runs on a half tank of gas.



*In Your LOCATIONS—*  
**MELODY PARADE**

*The "SPARK" that makes a difference!*

In your locations, the vital units are those which ignite patron interest and make it the power behind your operating profits. Just as play of table and booth is created by Seeburg's Wall O'Music, Play Boy and Symphonies, so can extra profitable play be "set off" by Seeburg's new Melody Parade. It is a Remote Control unit specially designed to meet location requirements for valuable space on bar, counter and edge stand, spots where patrons spend a comparatively short time while in the location and where, on that account, interest in your music is at its lowest. Melody Parade, with its "Top Tunes" offering is the "spark" that influences interest and gets those "hesitant" patrons playing! Small, highly attractive, performance-perfected, Melody Parade is a vital unit in every modern operation—a "spark plug" with which your operating motor may perform to its fullest efficiency! Your Seeburg Distributor will be pleased to demonstrate this Seeburg Leadership Product.



*"I have an Idea"*

IF YOU mean the world... The business averages the investment time; the requirement of King Hank that led to an organization—done and available offers are responsible for student's progress.

Finally, there were the which are best to sell. They are the sparks that ignite sales. Consequently, Seeburg thinking is creative thinking. Anything and everything that has any bearing on selling music in location points creates the undisturbed attention of Seeburg innovation, requires sales team.

He who approaches Seeburg with an idea is welcome. Heally welcome to be where idea refers to increasing the selling power of Seeburg equipment, but without that selling force, a non-operated music investment is valueless.

"I have an Idea!" and a year one day. It led to Columbia Cabinet Musicboxes and the revival of music in an operation's dependable source of income.

"I have an Idea!" and another year, and Seeburg shortly thereafter introduced Music-Easy and plastic automatic—increased the power of the selling force behind Seeburg equipment.

"I have an Idea!" Seeburg Remote Control entered the picture, with Wall O Music and Play Boy and, now, Melody Parade, to add to the sales strength of music operations.

"I have an Idea!"... Seeburg Electric Selection, with the Bonus Over-ride and a multiphase selection provision!

Creative thinking on new ways to put your music where it will be bought. Ideas for new methods of presentation of your music... these lie at the source of Seeburg Leadership. Creative thinking is what has placed Seeburg Operations in the most desirable of the nation's locations, but made profitable business out of weak spots, is making a host of location picture "Seeburg Customers!"

IT'S all month's illumination comes with a story of major interest to every progressive, alert music operator.

It reveals new sources of operating revenue and profits within their locations.

It tells them how to get play on their phonographs from the casual patron at bar, counter and cashier's or cigar stand... the patron who hasn't time to play the phonograph itself.

It tells the operator how to place a reminder of his "music for sale" directly before the patron at all times.

It tells them that, at last, an auxiliary music unit has been developed that meets with all location requirements for spots too valuable to devote to bulky counter models or large selectors.

It says, in effect: "Here, Mr. Music Operator. In Melody Parade, Seeburg gives again places in your hands an effective new tool for getting the best and the most out of your music operation!"

Henry F. Roberts, Director of Sales, J. F. Seeburg Corporation

## Puts the finger on **JAILBIRD** **Patron Energizer No. 1!**

*I*n the popular "show-up" of amusement games, of which the nation's operators are fully conscious, few devices are more sure with the favorable judgment of those public-minded patrons. You can count on the fingers of one hand those games that do other things, but in work-out—month after month, across the country, under varied conditions of operation, and recognize a game that can meet and hold public favor.

First among the little handful of what games — has your store to introduce or re-introduce — is the one that has been the leading Ear-Older Rifle Range, known better as "Chicken Game". It is the one game that has retained continuous and enthusiastic public favor — a "hard" tough, well-proved game of business — a well-operated machine buyer.

Yes, as in any other business, operating demands progress for the protection of profits, and progress comes through improvement, advance and change to meet the changing demands of business patrons. Consequently, as a necessary action to hold status in the profits of leading operation, "Chicken Game" takes on a new setting, adopts a new routine and now gives the public what a fresh "kick" — "Jailbird".

Parting across today's "show-up" stage, Jailbird has already made the successful adaptation of amusement machine operators. Obvious as may be the contributing factors to the success record of Seeburg's Ear-Older Rifle Range, a replacement of the reasons for "Chicken Game's" enduring popularity is not out of place since it is these same factors — plus other — make Jailbird "Patron Energizer No. 1".

Action is, of course, the prime developer of public response in an amusement game. "Chicken Game" has that action, and Jailbird has it in even abundance. Not only is there the resulting action of Jailbird, but there is action on and around him! Each time the player pulls the trigger on the gun, Jailbird's hat flies off, and while he runs around the room, figures of guards pop out at each side and shoot at

him! (assuming an action play has proved — a profitable operation will justify)

Dependable performance plus an important part to make playing not only player interest but operator profit as well. The maintenance dependability of Ear-Older rifle mechanism is exemplified in Jailbird, and that dependability derives from simplified, standardized machine parts and factory quality construction throughout.

Another reason for the unparalleled game popularity of the Ear-Older Rifle Range is to be found in the appearance of the equipment. The attractive, Martini-like silhouette, the polished, brightly lighted areas of action and the very shape of the entire unit, provide a strong appeal to business patrons.

Add to the bringing the player's pleasure at the machine action, the exciting feel of the machine from the trigger, the thrill of an action

it adds for the game mechanism, the simplicity of setting for the operator and the convenience of installation for the location and you have the true total of the reasons why Seeburg's Ear-Older Rifle Range, Jailbird, stands first among amusement machines.

It is best with patrons for the pleasure is afforded, best with location in a definitely well-operated amusement machine, best with operators for the dependable profits it earns.

Jailbird is a standing evidence of the Seeburg policy of making Leadership Products. Operators who seek to achieve Leadership in their chosen field realize the value of operating such equipment as is offered by a manufacturer who looks ahead for, and with them, as does Seeburg.

It's so much easier to reach the goal, and so easy to start the unit march toward it with Jailbird.



### There are holes in your present plan of location patron coverage...



If you ignore the human factor of "laziness" in every prospective customer for your music? Sure, through modern conveniences, the average location patron has had things made easy for him, he has become used to service, and the number of patrons who actually leave their seats to your phonograph is small compared to the total number of patrons in the location.

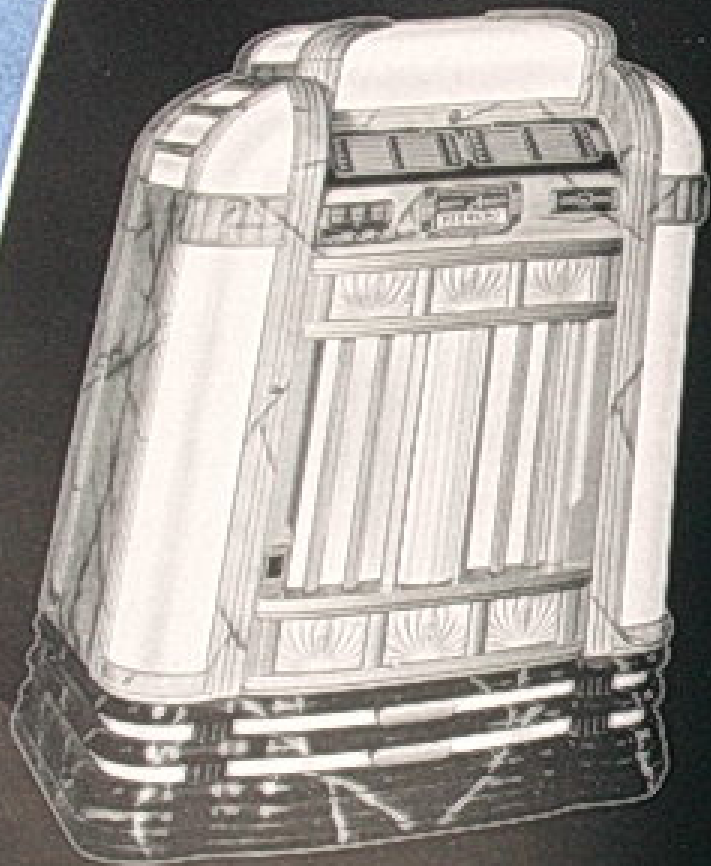
The player wants to be waited on, even in so seemingly minor a thing as choosing and paying for a recording. If you ignore his desire for service, your operation is imperfect! But if you make it easy for him to choose and pay for his music with Seeburg Remote Control units, Wall-O-Matic and Play-Boy for booth, table and counter customers, you eliminate the holes in your operation and raise the percentage of play and profit!



Seeburg Remote Control  
**PLAY-BOY**  
Booth customer, booth, table and counter customers. Price, \$12.50. Seeburg Corporation, Dept. 1, 100 N. 1st St., Philadelphia, Pa.

Seeburg Remote Control  
**WALL-O-MATIC**  
Booth or counter, booth, table and counter customers. Price, \$12.50. Seeburg Corporation, Dept. 1, 100 N. 1st St., Philadelphia, Pa.





SEEBURG SYMPHONY

## Colonel

BUILDS PLAY — RAISES REVENUE —  
 PROTECTS RECORDS WITH NEW  
 BEAUTY — IRRESISTIBLE TONE AND  
 DEPENDABLE PERFORMANCE

ENJOY THESE OPERATING ADVANTAGES *Plus*  
 THESE SEEBURG PERFORMANCE-PERFECT *Finale* —

Electric Selection — Standard with Remote Control (Available on standard model at extra charge) • Record Drive-Hide — with Electric Selection only • Master Control Unit • Seeburg Dual Tone Compression • Complete Illumination Throughout and All Other Standard Seeburg Mechanical Advancements that Make Seeburg Symphonies the First Phonograph for 1941!

\*Standard with Remote Control only.

20 RECORDS

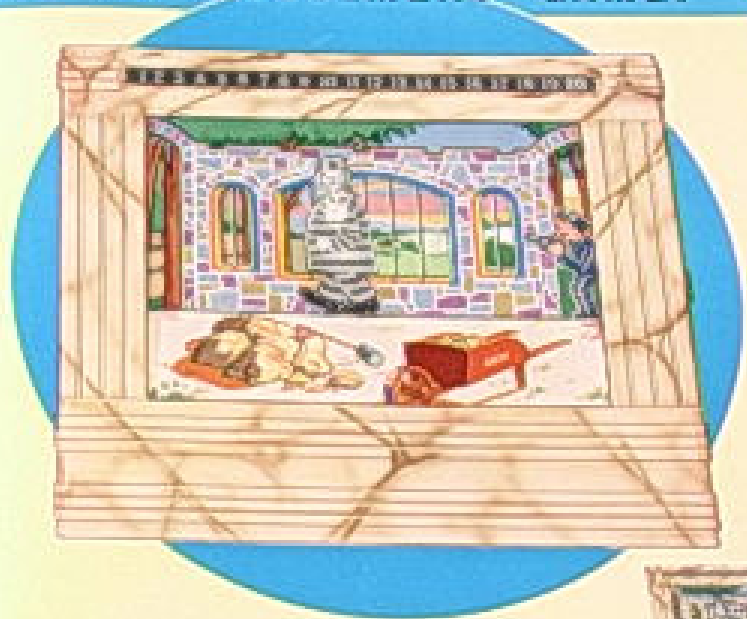
ONLY SEEBURG PROVIDES ELECTRIC SELECTION





CALLING ALL OPERATORS  
 WITH THE *Most* **FUN-sational Action**  
 EVER PRESENTED IN AN AMUSEMENT GAME!

PLAYER ENTERS LOCATION TAKE POINTS UP WITH PLEASURE   
 AT SIGN OF JAILBIRD IMMEDIATELY PERCHES HIM IN CRUTE   
 AND STAYS TO FIRE SHOT AT TARGET JAILBIRD BEGINS TO RUN ACROSS  
 FIELD OF ACTION IN FRONT OF AND BEHIND THE BARR AND  
 STONE WALL - GUARDS POP OUT AT TIMES AND SHOOT AT JAILBIRD   
 EACH TIME PLAYER SCORES DIRECT HIT JAILBIRD TURNS AROUND  
 AND RUNS IN OTHER DIRECTION EVERY TIME PLAYER FIRES TRIGGER,  
 JAILBIRD'S MOUTH FLIES OFF WHETHER OR NOT DIRECT HIT IS SCORED.  
 DIRECT HITS SHOW ON ILLUMINATED REVOLVER - PLAYER GETS  
 BIG NICK OUT OF THIS CONTINUAL ACTION - FATS MORE COINS IN  
 CRUTE CROWD LINE UP TO TAKE SHOT AT JAILBIRD  
 COIN CRUTE GETS GOOD WORK OUT PATRONS ARE PLEASED   
 LOCATION OWNER IS HAPPY OPERATOR  
 CASHES OFF BIG REWARDS - UP TO ONE  
 HUNDRED DOLLARS EVERY WEEK!



HAB A JAILBIRD FOR EACH OF YOUR LOCATIONS AND GET THESE  
 BIG REWARDS . . . YOUR NEAREST SEEBURG DISTRIBUTOR HAS ALL CLUES!

**Constant Target!**

JAILBIRD ACTION PROVIDES A TARGET AT ALL TIMES,  
 BOTH BEFORE AND BEHIND THE PRISON-WALL SCENE!



Seeburg's New Multi Ray-O-Lite Rifle Range

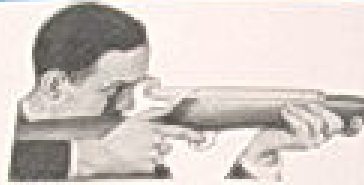
**JAILBIRD**

Gives You Peace-of-Mind Performance



**SIMPLIFIED MECHANISM**  
*Dependable!*

The unique working mechanism of Jailbird is proven in the 20,000,000 cycles of service it provides and gives you the assurance of dependability. This feature is the result of an advanced design for reliability. The only one of its kind, it costs nothing extra to insure you against a breakdown.



**Reliable GUN ACTION!**

The gun has a completely enclosed, non-affected, 10 degree of travel, 100 ft. of light, an especially strong mechanism to operate in the most adverse gun conditions. The gun has a unique safety, auto-reload, auto-stop, and auto-reset feature. It is a unique design to insure you with complete peace of mind against the most common gun breakdown.

*Plus Attraction!*

**SMARTLY DESIGNED GUN STAND**

The gun stand is finished in genuine Mahogany, with highly decorative fluted metal columns, and is for a completely built-in and easy play feature. The standard design requires little space, being only 24 1/2" high, 14 1/2" deep and 19 1/2" wide.

*Plus Convenience!*

**EASY HANDLING**

Especially attractive to operators is the ease of operation of Jailbird. The control panel is a full size in all dimensions that is also large enough, enabling the operator to release the control into the bank and transfer the control to a nearby slot. Control dimensions: 24 1/2" high, 14 1/2" deep, 17" wide. Control base dimensions: 21 1/2" high, 17 1/2" deep, 14" wide. Base is made of light aluminum cast.

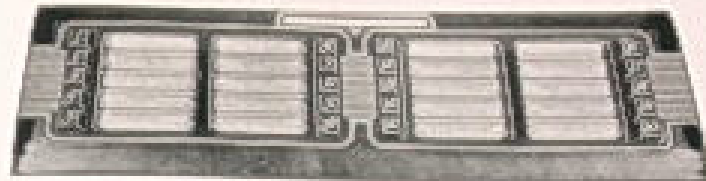
Jailbird is a Leadership Product of

**J. P. SEEBURG CORPORATION**  
1320 DAYTON STREET - CHICAGO, ILLINOIS

SEEBURG ENGINEERED  SEEBURG PIONEERED

and Offered Only by Seeburg—

# ELECTRIC SELECTION



➔ **EXTRA EARNINGS—EXTRA PROTECTION  
EXTRA PATRON CONFIDENCE!**

- 1. In Electric Selection, the industry's most important operating development in recent history, Seeburg presents you with a triple advantage! First, Electric Selection provides the Bonus Drive-Back. When a player selects and pays for the same recording, at the same time, the record is played only once, crediting the 2 games, but both coins are deposited—no extra profit for you! Second, Electric Selection provides you with an accurate check on cash income. Every coin inserted is recorded—your actual cash revenue is protected! Third, Electric Selection eliminates theft of patron's choices. The selector button returns to pre-selection position after it is pressed, and no other player can remove that selection. However, it may be re-selected several times before it is played. Player's confidence in your playground is maintained, making for more play at all times! In Electric Selection, Seeburg gives you triple value, and only Seeburg can provide you with this operating first!

ELECTRIC SELECTION IS THE YEAR'S MOST IMPORTANT CONTRIBUTION TO WJSG OPERATING!

ONLY SEEBURG GIVES YOU  
ALL THESE *Firsts*  
FOR TOP SPOT OPERATING!

**ELECTRIC SELECTION!**

**BONUS OVER-RIDE!**

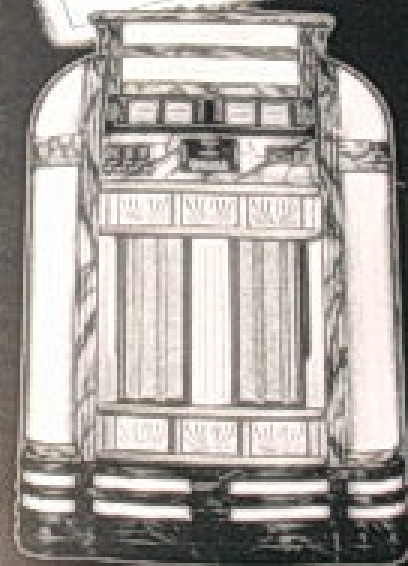
**CREDIT WHEEL!**

**DUAL TONE FLOW!**

*Plus*

ALL STANDARD SEEBURG MECHANICAL ADVANCEMENTS!

ONLY ELECTRIC SELECTION GIVES YOU THE BONUS  
OVER-RIDE — A SEEBURG EXTRA OPERATING DIVIDING!



*20 Records*





**CLYDE McCOY**—famed trumpeter of the "Sugar Blues"

One of the great trumpet players of the world... (text is small and partially illegible)

... (text is small and partially illegible)

- 1. I Want My Man
- 2. You Are the One
- 3. You Reminded Me of a Girl
- 4. I Was Watching a Man Perform a Piece
- 5. Found You, Loved You, Lost You

*Beauty*  
 THAT COMMANDS  
 ATTENTION!



*Reproduction*  
 THAT GETS  
 ACTION!



THAT'S THE COMBINATION  
 THAT BUILDS MORE  
 SYMPHONOLA PLAY  
 FOR YOU!

Seeburg Auxiliary Speakers are designed to do a sweeter job of telling your music to listening patrons. The unobtrusive power of their attention-compelling beauty is reinforced by full-toned, faithful reproduction—a combination that is irresistible to both patron and listener alike... a combination that helps to insure a greater music revenue as well as a more complete hold on your location!



*The New*  
**SEEBURG SPEAKERORGAN**

A play-building feature unit in tone with modern location design. Finished in gleaming golden color and rich Mahogany. The unit is one masterpiece.



**SEEBURG**  
*Top Spot* **SPEAKER**

Decorative, colorful, eye-catching — a speaker design with a maximum influence on listening patrons and a top-notch play-builder for "Top Spot installations." A beauty speaker, yet priced amazingly low!

*Seeburg Remote Speakers*

### PUBLIC RELATIONS



Two Symphorolette units are shown in a public relations setting. The units are white and feature the Symphorolette logo. A sign in front of them reads 'Symphorolette' and 'The Small Public Relations Unit'.

### INSTALLATION



A Symphorolette unit is being installed in a room. A person is visible in the background, and the unit is being placed on a stand.

### SHOW



A Symphorolette unit is on display at a trade show. The unit is white and features the Symphorolette logo. A sign in front of it reads 'Symphorolette'.

### SYMPHOROLETTES

Small text block containing product details and contact information for Symphorolette units.

*A Good Thing  
in a Small Package*



SEEBURG'S  
*New Auxiliary*  
 REMOTE CONTROL UNIT

5 TOP TUNES  
 for EXTRA PROFITS

The patron who drops in "just for a few minutes" to take his drink or snack at bar or counter has, in a subtle manner, been pre-arranged to have the best in customer and choice recordings from the program on the photograph proper. The operator who mounts Melody Parade in counter and bar, selecting the 5 top tunes of the day, places an invitation to play right where it counts (at counter) ... directly in front of the patron! The extra revenue and extra profit derived from this valuable exploitation of his gold customer patronage pay for the lowest Seeburg Melody Parade, not even had money (transferred)

Building Melody Parade, the smallest practical remote control unit ever designed, is another strong link in the chain of Seeburg Top Spot Engagements. It was created to fill a definite need—a need that no other unit in automatic photograph equipment has until now, been able to satisfy, to the complete satisfaction of operator and location, as well as patron. For the operator, Melody Parade provides instant music acknowledgment that entertains and accommodates the hardest-to-serve kind of patron—the "three-up" customer who drinks at counter and bar. For the location, this smart, plug-in remote control is a desirable, space-saving source of extra revenue when peak business is the life of location profits. For the patron, Melody Parade provides a quick selection of popular tunes—a few minutes of entertainment during his few minutes to spare. Though physically small, Melody Parade is a psychologically mighty factor in building photograph plus on any location. It anticipates an ever-present demand for entertainment.

MELODY PARADE





*Melody Parade, newest member of the Seeburg Top Spot Equipment Family, is a Remote Control Unit built in the Seeburg Tradition of Beauty and Quality. It is a literal jewel in appearance. The molded opaque plastic cabinet, with its translucent, illuminated plastic inserts and illuminated program holder, makes a brilliant harmonizing spot of color against any background. Within the case is a performance-perfect, hand-pedal remote control unit, none the less finely made for all its small size. Melody Parade is but 7 inches high, 5 inches wide and 4 1/2 inches deep . . . a smart, attractive handful of dynamic salesmanship! It plays in anywhere for operation without fuss or bother.*

*Your Seeburg Distributor will be glad to demonstrate this Seeburg Leadership Product.*

**J. P. SEEBURG CORPORATION**  
1200 WATSON STREET CHICAGO

**ELECTRIC DECEPTION**



A Seeburg "Electric Deception" record player is a masterpiece of design and engineering. It is a true work of art, built to last and to play like a champion. The record tray is made of a special material that is resistant to scratches and warping. The tonearm is made of a special material that is resistant to vibration and noise. The stylus is made of a special material that is resistant to wear and tear.

**BUSTER CONTROL BUILT**



The "Buster Control" built into the record player is a true work of art. It is a masterpiece of design and engineering. The control panel is made of a special material that is resistant to scratches and warping. The volume knob is made of a special material that is resistant to wear and tear. The buttons are made of a special material that is resistant to wear and tear.

**SOUL TONE FLOW**



The "Soul Tone Flow" built into the record player is a true work of art. It is a masterpiece of design and engineering. The record tray is made of a special material that is resistant to scratches and warping. The tonearm is made of a special material that is resistant to vibration and noise. The stylus is made of a special material that is resistant to wear and tear.

**CREDIT WHEEL**

The "Credit Wheel" built into the record player is a true work of art. It is a masterpiece of design and engineering. The record tray is made of a special material that is resistant to scratches and warping. The tonearm is made of a special material that is resistant to vibration and noise. The stylus is made of a special material that is resistant to wear and tear.



**THE BIGGEST AND MOST ADVANCED PHONOGRAPH BUILT!**

**SEEBURG ELECTRIC SYMPHONICA**  
*Concert Master*

In the Symphonic Concert Master, Seeburg presents a world-renowned phonograph that, in every department, stands head and shoulders above all other instruments. Exceptionally large, standing in its beauty, packed with exclusive new advanced features, it is the only truly deluxe instrument available to phonograph operators. Yet, for all its size and operating qualities, Concert Master is amazingly priced at less than you might expect to pay! Your Seeburg Distributor will demonstrate Concert Master on request.



## WHO'S SATISFIED WITH *Half a Loaf?*

No one can be content with half a loaf when it is insufficient to satisfy a normal need. You can not meet the requirements of modern music operations with less than is necessary to exploit every potential phase of your plans. Today's location, with booths, tables, bar, counter, stage stand and private rooms, demands a variety of equipment designed to tap each of these sources of revenue for maximum efficiency and profit in operating.

Only one complete line of music equipment has ever been offered that assures the operator a definite achievement of real profits. It is the Seeburg Line of Amphibious, Remote Control Units and Auxiliary Remote Speakers, all expertly, thoughtfully created by Seeburg for complete music coverage in locations. If you are receiving only "half a loaf" from your installations, you are probably operating on a "half a loaf" basis. Surely, you are not content with that, and surely, you will see your Seeburg Distributor to learn how much Seeburg Equipment will give you all you can derive from your operations!