

THE SEEBURG ILLUMINATOR  
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November 1939



The 'Wise Bird' says  
"IT'S SEEBURG ALL THE WAY"

*The*  
**LIGHT and VOICE**  
THAT GUIDE MORE PATRONS  
TO YOUR SYMPHONOLA!

The Sanyo SpeakOrgan and Top Spot SpeakOrgan are more than mere mechanical reproductions that "symphonize" your Symphonola music. They add a promotional bonus element to your location. They appeal to the most delicate of human senses — the eye and ear. Their modern design, emphasized by striking lighting effects, attracts the attention of every patron. Clear, true reproduction provides a powerful incentive for symphonola play. These Sanyo SpeakOrgan are the "light and voice" that guide more patrons to your Symphonola . . . that help you save extra dollars from your location. Ask your Sanyo distributor for a demonstration.



**SPEAKORGAN**

Exceptional performance from your Top Spot Organ has you looking for a special attraction the Sanyo SpeakOrgan gets.

**TOP SPOT SPEAKORGAN**

Exceptional performance from your Sanyo Organ has you looking for a special attraction the Sanyo SpeakOrgan gets.



**H. MARSHALL SPENCER,**  
President  
of the J. F. Sanyo Corporation,  
Sanyo



**ARE YOU A TWELVE MONTH SANTA CLAUS?**

EACH year, the approach of the Yuletide Season brings us to the time when we ask ourselves the old question: at what price is the child? (To wit, July did St. Nick. Beloved for the reason he couldn't . . . the very spirit of generosity, it fact . . . he nevertheless gave within reason, and I don't think he will object to the use of his name to point the moral that adorns this article.

Let me, then, think that even St. Nick would favor upon the certain generosity of some photograph operators. These — and think, however, there are not many — have, with the giving of "highly rated percentages," established themselves as "12-month Santas."

Many locations receive them with open arms, naturally. Sometimes, in rare cases, these locations become permanent homes of "Santa" operators. But only in rare instances,

because even the good location owner eventually sees the "bookending on the wall" . . . I am sure that the operator who stretches percentages to quite competition is not only working "himself" with his own means, but is heading for a very big "accident." When this becomes apparent to the business owner, he takes the operator out "before 'Santa' has an empty bag."

Let me go into detail. When a season was begun by operating under, he has spent several thousands of dollars for equipment. If he is to earn back his investment and get his operation on a 100% profitable basis within a reasonable length of time, he must, of necessity, offer reasonable percentages. To be sure, he wants not to maintain excessive percentages, but, too often, goes wrong here in the face of competition, and he gets a fatal attack of "generosity."



*Only Seeburg provides  
Top Spot entertainment  
at every table with the  
Pla-Boy and Wall-O-Matic  
remote control!*



Seeburg's Pla-Boy and Wall-O-Matic Remote Control units make it possible for you to bring the country's foremost musical entertainers direct to patrons' tables. Sounds like a large order but it's a simple and easy fact. With a Pla-Boy or Wall-O-Matic the nation's hit music and top entertainers are always available to patrons at their fingertips. This ease of music selection has proved a boon to location business. With music at their fingertips, patrons relax longer, buy more of the location's merchandise and, most important to you, buy more music. These are the reasons why operators all over the country are making more Seeburg Remote Control installations daily. Increased music sales, with Seeburg's Pla-Boy and Wall-O-Matic, assure you of Top-Spot locations — to have and to hold. Your Seeburg distributor will gladly demonstrate all their profit-building features.

The Seeburg Wired or Wireless Wall-O-Matic enable patrons at booths, tables, bars or any remote spot to select Symphonola music without leaving their seats!

The portable, illuminated Mark-41s Pla-Boy is a completely self-contained unit, with a Remote Selector and Remote Speaker built-in.



WARRI-COR  
*Classic*  
A TUBE  
AMPLIFICATION

*Why do Top Spots*  
LIKE  
*Insist upon*  
SYMPHO  
NOLAS?

WARRI-COR  
*Vogue*  
A TUBE  
AMPLIFICATION



SYMPHONOLAS AND VOGUE CONTROL WITH AMPLIFIED BY THE  
HOTEL, IN THIS TOWN, IN QUARTER STREET, SEEBURG.









After Seeburg's first Machine Company's was  
 built in 1887 they found the first factory in  
 Wisconsin where the first of the world's great  
 of Seeburg's first Machine Company was built.

SEEBURG SYMPHONOLAS  
 MILWAUKEE CON MACHINE CO  
 1234 N. WISCONSIN ST.  
 MILWAUKEE, WIS.  
 SEEBURG SYMPHONOLAS  
 MILWAUKEE CON MACHINE CO  
 1234 N. WISCONSIN ST.  
 MILWAUKEE, WIS.

SEEBURG SYMPHONOLAS  
 MILWAUKEE CON MACHINE CO  
 1234 N. WISCONSIN ST.  
 MILWAUKEE, WIS.

The Seeburg Instruction Program of Milwaukee  
 Con Machine Company is typical of the fine  
 subject of other meetings throughout the country.

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 1234 N. WISCONSIN ST.  
 MILWAUKEE, WIS.

The above letters, sent to operators by Milwaukee Con, proved their  
 value in the instruction Milwaukee Con selected to study them.

**MEMORIAL OF SEEBURG SYMPHONOLAS MEETINGS  
 OCTOBER 2, THROUGH NOVEMBER 27**

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| 10/6  | 10/14 | 10/22 | 10/30 | 11/7  |
| 10/7  | 10/15 | 10/23 | 10/31 | 11/8  |
| 10/8  | 10/16 | 10/24 | 11/1  | 11/9  |
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## Read how Seeburg Remote Control increased

The Manufacturer thanks Seeburg's Southeast Distributor, Electronic-Salt Company, Inc., Dallas, Texas, for the information on these four pages. It clearly illustrates again, the tremendous



The Seeburg Remote Control Restaurant at Dallas, Texas, is a fine example of the Seeburg Remote Control Restaurant.



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The Seeburg Remote Control Restaurant at Dallas, Texas, is a fine example of the Seeburg Remote Control Restaurant.

## these Super Location earnings from 50-100%

using power of Seeburg Remote Control, IT Electronics, Inc. New Seeburg equipment helps operators get the "Big Split".



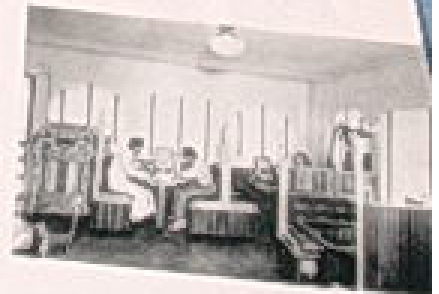
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\$ + \$ = \$



TOP SPOT  
LOCATIONS WITH  
TOP SPOT  
EARNINGS

ARE YOURS **Only** WITH

SEEBURG  
INSTRUMENTS

*The most complete line  
in automatic music!*