

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



ARE JUST A FEW REASONS
WHY MORE MUSIC OPERATORS
ARE INSTALLING THE NEW

SEEBURG REMOTE SPEAKERS

ON THEIR LOCATIONS!

The beauty of the Seeburg SpeakOrgan and Seeburg North-Side Remote Speakers is physical and mechanical. Their attractive, modern designs draw more attention to the Symphonies. Their superior construction guarantees essential delicacies of individual locations and brings music to every pattern. Their beautiful tone reproduction gives true, rich amplification. With all this beauty these Seeburg Speakers are extremely low in cost. Their greatest value, however, lies not in their low cost but in the greatly increased photograph play. They are the "big salesman" that draw more patrons to your Symphonies. Ask your Seeburg distributor to demonstrate their profit-building features!



The SEEBURG SPEAKORGAN

is symbolic of music itself in beautiful design and color combination of fluted gold, colored metal pipes and Marfilite base add considerably to the beauty of any location and very definitely attract photograph patronage.



The SEEBURG AMBER-GLO

Speaker is also modern in design. The curves of the Amber-Glo panels and the Marfilite base produce a pleasing attractiveness that blends with the beauty of all locations.



Harry F. Roberts, Director of Sales for the J. P. Seeburg Corporation, explains why operators are seeking

MORE PROGRESS IN MUSIC with the SEEBURG "TOP SPOT" FRANCHISE

Not so many years ago the J. P. Seeburg Corporation assumed a major role in the inauguration and execution of a movement that was to bring about a permanent "renaissance" period in commercial automatic music. Up to that time, as an operating business and as far as manufacturing and distributing enterprises, was overshadowed by conditions with which most of you are familiar. It is enough to say that the music business was by no means considered important by the majority of amusement machine operators.

At that time we adopted a slogan . . . a brief, hard-hitting, positive statement that "The Seeburg Franchise Is More

Valuable", and we backed it up with new ideas in photograph construction, performance and cabinet design. We put brains and old fashioned nerve and integrity behind that statement. We set out to show operators that music could "come back"—had to "come back"—if given the proper consideration by the manufacturer as well as by the operator.

Music's progress dates from that time. Its march's forward march—a march guided by Seeburg—each year seeing you has seen a more firm establishment of its industry in each of its branches. New conditions brought about new developments to reveal broader operating opportunities.

to every allied industry, to create a general plan to better our industrial life. As it is with our little girls that we go to the nursery, so our industry development program is based on the nursery principle, in manufacturing process, in operating industries.

During the growth of the music business, the Seeburg Group has done a lot of experimental operating, both upon the home and the commercial operators, both upon making commercial operators more a pleasure, or upon general business. That they have succeeded is evidenced by the fact that numerous trade shows have been conducted in the American commercial world. As this is being written, photograph manufacturers, operators, recording studios and other business are preparing for a period of activity that is aimed to double the volume of business and bring down the cost to below, better, or better the market. For that reason, the Seeburg Franchise Is Most Valuable!

In the light of present and operating, reorganization of our design reveals that the present operators to be really the manufacturer of the nation's most progressive group of music operators. Though there has been no radical change in the Seeburg activities that guard the integrity of the design, they have been greatly stimulated and enabled to do the impossible things of music today!

At the end of all Seeburg activities today -- and tomorrow -- is a music combination for the operator -- his work and his problems. Unless he is exceptionally satisfied with our product and our cooperation, we have failed to do our job. A manufacturer in the music business is an artist in his work. We are proud to say that we have no work or dissatisfied franchise holders!

Springing from the necessity of satisfying music operators are all the Seeburg policies that form the perfect relationship between manufacturer with operators and operators with franchise. Seeburg research and development have provided operators with the finest instruments the industry has to offer. Not only photographs, but machine operating units have been created to widen the operating business and secure the pleasure of the operator. The equipment -- "Top Spot" equipment, if you please -- bears a rigid Seeburg guarantee of Quality, of trouble-free mechanism, of exclusive, modern cabinet design.

Seeburg's varied business are Top Spot locations, which work and waiting, or looking to be developed. It takes Top Spot equipment to get there -- to build there -- to build there -- equipment such as Seeburg Wall-O-Matic, Seeburg Phonograph, Seeburg Record Player and Top Spot Record Player, Seeburg Singing Machine Control -- Wall-O-Matic and Phonograph, and the New 55-Line Radio Receiver.

But just planning and manufacturing these instruments with a machine job is built in only one of the Seeburg art of operating operators. Their work is a commodity that is sold to the public, Seeburg adds an extra to generalizing manufacturing ideas. Seeburg equipment itself is a commodity plan to operators, and Seeburg officials gather and come into play to present through the pages of the Operator and through other media. The manufacturer Top Spot equipment has made its power felt in the very heart of operating -- in the location. Locations want the advantage Top Spot equipment gives them, and that we want to give you. I just and even more permanent success with Seeburg operators.

With Seeburg Top Spot equipment and manufacturing ideas, Seeburg operators are rapidly taking over in Top Spot locations. Seeburg gives them the means -- and the way -- then give a new market by providing a security for their investments in addition to that afforded by the Seeburg equipment and also available. Seeburg provides its operators by fully maintaining price. Operators can't get their money burned in any prearranging or "dead" Top Spot equipment done by Seeburg operators done at any point from purchase to collection!

Out of all the steadily maintained activity could come only one result. Leadership! Leadership for the J. P. Seeburg Organization, for Seeburg distributors and for Seeburg operators! As the music business continues to flourish, that Leadership for all under the Seeburg banner will become even more firmly fixed, for the Seeburg organization is continuously planning equipment with an eye to better, more powerfully merchandised operating for Top Spot locations.

There isn't any doubt in the minds of music men... The Seeburg Franchise Is Most Valuable and it's getting more so every day!



TRANSFORM YOUR SLEEPY LOCATIONS INTO —



'LIVE' BIG-EARNING LOCATIONS WITH SEEBURG'S WALL-O-MATIC and PLA-BOY

Seeburg's new Wall-O-Matic and Pla-Boy Record Control units are the "Madden's Lamp" of the music operating business. They transform sleepy, luring locations into super earnings-power locations, by providing music at the patron's fingertips. Consult your authorized Seeburg distributor. He will show you how the Wall-O-Matic and Pla-Boy will help you will never realize on your location.

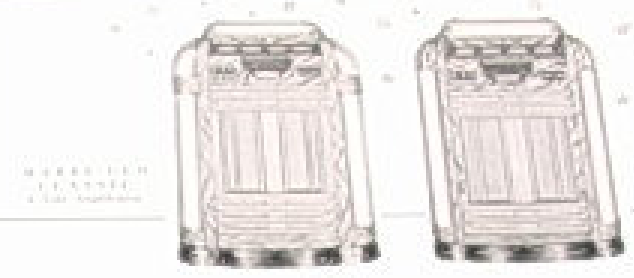


- The Seeburg Wall-O-Matic or Window Wall-O-Matic will provide music in all sections of hotels, homes, bars or any private spot where it is placed.
- The Seeburg Pla-Boy is a completely self-contained unit. It is a unique collector with a speaker built-in, illuminated and finished in Wood-Glo. It is portable, with rubber-tired wheels, and is a music collection wherever it is moved as a location.

MUSIC AT PATRONS' FINGERTIPS MEANS MORE MONEY IN YOUR CASH BOXES



They've



MARBL-GLO
SELECTOR
4 TONE SELECTION

MARBL-GLO
SELECTOR
2 TONE SELECTION

got Triumph!

To appeal American buyers for all-around uses, Triumph, captures compelling individuality... incomparable appeal. Seeburg Symphonolas are the most demanded automatic phonographs-light because they're got 'trumph'... original acting, striking beauty and a profound mechanism that gives class, beautiful reproduction. It is this 'trumph' that is daily helping Seeburg operators obtain and hold top spot locations everywhere.

20 RECORD SELECTORS WITH
SEEBURG ORIGINAL — EXCLUSIVE

MARBL-GLO

TODAY'S GREATEST MUSIC MERCHANDISE

* Patent and Trade Mark REGISTRATIONS. Success of America's favorite music on Radio, Talking Book, automatic records and Electric Records and his Orchestra's Famous Unrecorded Radio Records, Inc.

OPERATE SEEBURG SYMPHONOLAS AND CAPITALIZE ON SEEBURG ORIGINATIONS AND ADVANCEMENTS!

CAN YOU IMAGINE ?



LITTLE JACK LITTLE
Has a reputation which is well known in the West. He is a very successful man in the West. He is a very successful man in the West. He is a very successful man in the West.



WILLIAMSON
Has a reputation which is well known in the West. He is a very successful man in the West. He is a very successful man in the West. He is a very successful man in the West.



WILLIAMSON
Has a reputation which is well known in the West. He is a very successful man in the West. He is a very successful man in the West. He is a very successful man in the West.



Did someone say

\$25?



No! WE SAID...

ONLY

\$17.50

FOR THE NEW SEEBURG

Top Spot SPEAKORGAN

*The Industry's only low priced
DeLuxe Speaker!*



SEEBURG *Top Spot* SPEAKORGAN
ILLUMINATED

\$17.50

COMPLETE



Top Spot SPEAKORGAN

NEW — LOW PRICED —
SUPER-ATTRACTIVE, FOR COMPLETE,
ECONOMICAL SPEAKER COVERAGE
IN EACH OF YOUR LOCATIONS!

Again Seeburg pioneers . . . and, with the presentation of the new Top Spot SpeakOrgan, brings you a golden opportunity for your every location. For now the exceptionally low price of the Top Spot—only \$17.50 makes it a genuine economy and a truly wise investment to install one, two or even more of these smart speakers wherever you operate an automatic phonograph!



THE TOP SPOT SPEAKORGAN
is constructed throughout according to the high Seeburg standards. There is no sacrifice of quality, either in cabinet or mechanical construction, in spite of the low price. The impressively beautiful new design and the rich, even distribution of music guarantees to hold patron interest and to release the buying power of your phonograph. Purchase your Top Spot SpeakOrgan from your nearest Seeburg Distributor.

J. P. SEEBURG CORPORATION
1888 HAYFORD STREET CHICAGO



CANDID SHOTS OF SEEBURG SHOWING

Held by the Houston office of ELECTRO-BALL COMPANY

Thirteen from all over Texas recently gathered at the Ben Wilson Hotel in Houston. The occasion, a special day, was the showing by Electro-Ball's Houston office. The showing featured the new 1515 Model Ray-O-Lite 2-80 Model. (Features of new Ray-O-Lite 2-80 Model: Multiple Frequency and Remote Control tone. . . The Best, Wall in, Voice and Speech Organ. Electro-Ball officials presented the mechanics of the system to Houston office buyers.

Ed Davis, Seeburg representative, and Ed Lee, Houston office representative, were on hand to explain the new Ray-O-Lite and Remote Control units. C. R. Harvey, service department representative, was also kept busy explaining the simplified mechanics of all the new equipment.

The showing was a complete success from both a standpoint of attendance and sales, and Electro-Ball officials have already reported many orders for 1515 Model, Ray-O-Lite and Remote Control units.



Mr. Brown and F. B. Stover and from left to right, Ed Lee and Ed Davis.

Also Mr. Brown explains the mechanical simplicity of the new Ray-O-Lite system.



The new Ray-O-Lite is completely new in pattern. It brings the representative on the floor to the attention of the customer.



Miss Jones explains the features of the new Ray-O-Lite to the group. Mr. Brown stands by the phonograph's tone built up and explains the features of the new Ray-O-Lite to the group.





Seeburg

RAY-O-LITE



WALL MODEL



GUN STAND

HITS THE TOP SPOTS

IN PLAY - IN PROFITS!

RIFLE RANGE



CONSOLE MODEL

In the 1939 Ray-O-Lite Seeburg offers operators a brand new 40¢ amusement game that is 100% legal in most territories. So powerful is its appeal that music operators are placing from 1 to 3 new Ray-O-Lites on their present Symphonite locations. The illustrated console model, wall model and gun stand all have the powerful attraction of Seeburg's Multi-Play finish. Ray-O-Lite has a new, perfected compact-unit mechanism. This assures dependable and profitable day after day operation. All its features are designed to give it a high earning power. The conical chicken-thief target stimulates unusually high play. The Multi-Play feature enables players who score ten consecutive hits to continue with *two extra shots*. The target is a photo-electric cell on the moving figure. It is easily adjusted to make hits easy or difficult, according to the individual location's requirements. Your Seeburg distributor will gladly demonstrate all the money-making features of the Seeburg 1939 Multi-Ray-O-Lite Rifle Range.



HILITES

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Miss and Mrs.
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"Clare" Carl King stands next to the
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AND SHORT SUBJECTS

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SEE I HEAR!

The Latest Model of the World
is the
... ..

COFFEE CUP

The
... ..

- It's So Simple
- It's So Efficient
- It's So Durable
- It's So Convenient
- It's So Economical

COFFEE CUP

**New Type Music
Machine Placed
at Coffee Cup**

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For the
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SELBURG FROM NEW

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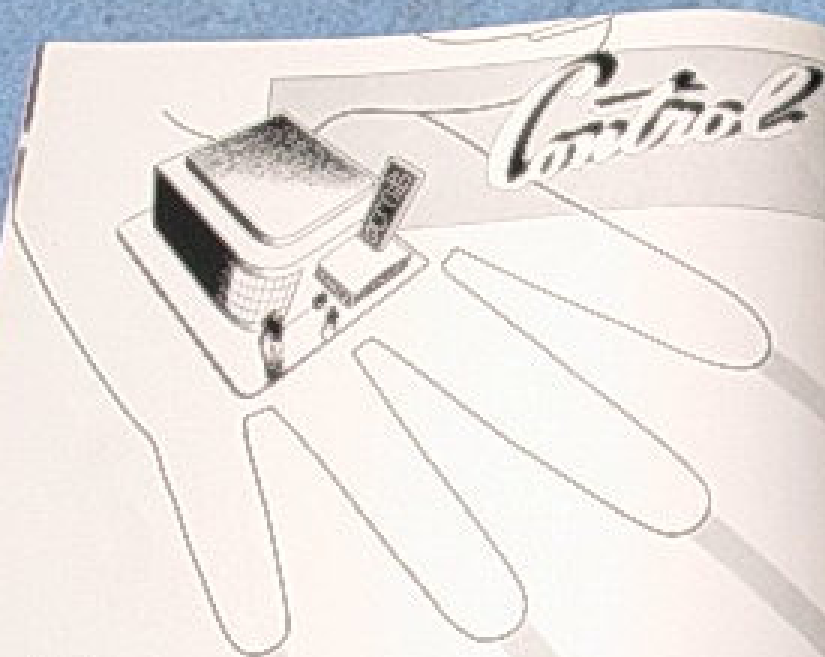


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**SELBURG SYMPHONIAS
FOR PLAYING
LATEST HIT RECORDINGS AT
RESTIC INN
BRIDGE COUNTRY CLUB
BURN'S CAFE**

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YOUR LOCATIONS WITH SEEBURG REMOTE CONTROL

• Insecure, shifting locations become a thing of the past when you make complete Seeburg Remote Control installations. Location owners neither think nor talk "competition" because only a Seeburg Operator can provide a music set-up as powerful and consistently profitable as Remote Control. On every point of appeal—beauty, ease and speed of installation, performance and earning power—Remote Control sets locations... keeps them 100% sold! Once it's in, YOU'RE IN—TO STAY!

**SEEBURG
SYMPHONIC**
CLASSIC and MODERN

•
PLI-BIT

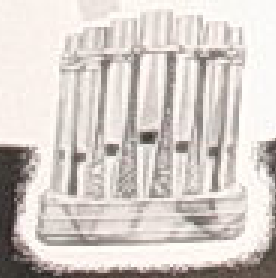
Portable Remote Control
Locations

•
WALL-B-MATIC

Inductive Remote Control—
Wood or White

•
SPEAKERS

Master Disc—For Best Sound
Organ—Rock-Dancer



**MUSIC
OPERATORS
GET THE
TOP SPOTS
WITH
SEEBURG
INSTRUMENTS**

*the
most complete line
in automatic music!*