





## HOW A MASTER OPERATOR SELLS THE SEEBURG

### *The Approach*

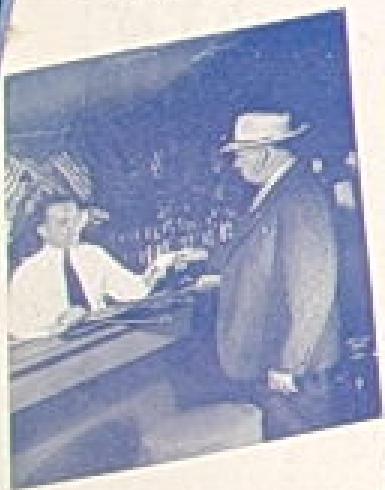
John Smith, Seeburg Master Operator, makes his meeting point of first call appointments. Qualified potential customers are invited to go inside a part of his business to see the results of their money's spending on public receptivity. He knows that the customer wants to know how well the product or service measures up. That's why he makes a place like ours much more attractive than others. It's a place where a client can sit back and relax, and feel confident that the staff respects him. We're here to help him, and we're here to help him understand his business or personal interests. We're here to help him understand his business or personal interests. We're here to help him understand his business or personal interests. We're here to help him understand his business or personal interests.



### *The Introduction*

When John Smith, Seeburg Master Operator, arrives at the location, the following is typical of the discussion they'll have:

"Sarah gives me the reason you are here . . . " "Good morning, Mr. Brown. My name is Smith, a friendly Advertising Agency. This is a mighty fine place you have here!" Smith's smile is sincere, and Brown is pleased at the compliment. "Thank you," he replies. "I try to keep it as nice as I can." "With everyone all around us, I've got to make it interesting. It takes . . ." Smith picks up the conversation and says, "Yes, I know how it is. If you can't please the customer, there's no 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*

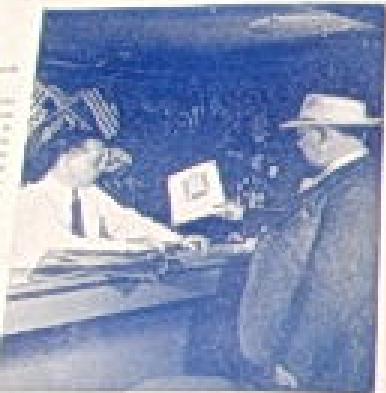
Such opportunities are to be seized and, as is usually done, it immediately sets off the following against the possibility of being sold. However, this operator has been prepared by his experience. Smith has said, and he adds, "What might that be?" "Mr. Brown, it's a pleasure for the presentation introduction of a Seeburg Music System with 'Woolsey Romeo' Canned Music. Brown, will on the duration, make the obvious reply, "Well, Mr. Brown . . ." "I don't believe I'd be interested. I'm in no position to afford anything of that nature right now." Smith is quick to anticipate the problem. "Mr. Mr. Brown, you don't have to invest a single penny now or in any when time. You can, as I know, the Seeburg in related business on a percentage basis. That way, a client profits without exposing his own gains. Why, a Seeburg Music System should not cost business over \$150 or \$175 a week, one of maximum duration in power and sound effect." Brown is definitely interested now, and Smith proceeds to explain the installation of the Seeburg Music System with "Woolsey Romeo" Canned.



He selects a brochure for the Seeburg Music System and opens it on a color photo on the Seeburg Symphony Cabinet. "The Seeburg Music System is the finest system of its kind," he begins. "We have created the unique Seeburg Music Cabinet for nearly three years, so you don't have to worry about its popularity. That's guaranteed! This is the Seeburg Symphony Cabinet, the phonograph player which is the heart of the System. You can see for yourself, how distinctive it is." Brown again, acknowledging, "Yes! That is a handsome thing!" "In summary, all" continues Smith. "The Woolsey Romeo and complete automation makes it the most popular of all phonographs. Seeburg integrated Complete Cabinet Illumination and has had an ornate design for many years. Not only is the Symphony good looking—it's a well performer as well. Seeburg makes the only phonograph with Electronic 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 number confusion—"smiling", the free player's selection. And, you might be first the marketplace tool? There's nothing in the market to compare with it!"

"The Snapshots is the name of your camera?" Smith asks me.

"That is not exactly our 'Working Camera' it is called such which has a built-in flash so makes many shots in color plates or slides of great scenes for me. Just for instance, look at the following: Working with a Model, the greatest expert in studio scenes. Your customers, whether she is seated back or forward, in a bust or standing in the studio, can choose one or all the positions in the photographically selected camera! Here are several pictures demonstrating that this Working Camera is especially designed for those who have more time than they do for their usual work with plates. The Working Camera gives the same right in other places, wherever else you go. We know, when I myself a Working Model because with Working Camera a model, every picture in your place will have an opportunity to have enough and take it from me; then need money at all? Every time, photo, never getting involved when time and a Working Model Camera."



"In certain parts like at" says Brown, beginning to show enthusiasm. He picks up a print of the Speed-O-graph and asks: "What's this you're doing?" "That," replies Smith, "is the Working Model Working Speed-O-graph." He points to the back side. "Right there, we see there on the wall or in your picture room, the Speed-O-graph will bring your customers the scene, just as rich and beautiful as though the photograph were right before them. It has a certain control that adjusts the sound to suit the conditions of the space where it is placed." "It's a beautiful piece of mechanism," is Brown's admiring comment. "Inside as well as outside, it's quiet with a special 'Q'". answers Smith. "Working with a Model with a camera is a Model that was designed to be used as well as heard. Your place is fairly large, we'd put a Speed-O-graph on the back door, one on the far left and one in each of the picture rooms and the installation would obstruct the scenes to every prospective client. Not only that—the Speed-O-graph can decompress will interest many customers in returning and will definitely put more money in your pocket!"

It is very evident now, that Brown is really sold on the idea of installing the Working Model Camera which continues the discussion, in that we are quite interested concerning before Brown gets his hand off the "Pen" for now, passing to another other installations, "in the Working Pictures, Working Photo Work with your own individual sets of equipment in about seventeen. Then when I right up in the picture gallery he says to me and the team just off itself. The room is completely self-contained. It has its own volume control, when left for several evenings and last off even speakers." Brown's imagination goes to work in this power. "And that's about. You know, Smith, I'd like to have a Working Photo System in there, but I've got a lot of money in the Reserve. You not mind in favor of saving up my walls to put these units in?"



"Such that part and "closed" on the side. "Mr. Brown, you wouldn't worry one bit on that money. Standing over by portfolio, he drops out a section of light, used with a plug-in and holding them in his hands for comparison. "This is off, with sound. The system is wireless. You listen to special music, if required. The wires just plug into any convenient outlet or socket, and you have enough of these placed just where we want them. The installation will be quick, simple and won't distract the looks of the place at all!"



"G. H., stand! You're teachin' a duff! Then how can I have the experience?" "With all due respect," is Gandy's reply. "We won't be here tomorrow morning to make the installation." Gandy snorts. "True? That's the kind of answer I like! By the way, just what is our percentage?"

"Dear a mafioso guarantee us the photographs, which we will determine about a week of execution, your per cent will be 3 1/2 of the gross."

"You enough! And thanks a million for bringing me the chance to install the Seaborg-Martin system."

The above should prove sufficient encouragement for executives of house and place, at the general pleasure of all Seaborg-Martin Operators' associations or bureaus. Seaborg-Martin Operators are instrumental in getting and holding the business again because they have more machinery and equipment than fulfill the claims above made for it. They know more about their products because looking for food items interested no persons with more knowledge than but any other manufacturer

A FEW DAYS LATER

of uncontrolled photographs. The various little social positions such as having drinks for the business owners and the crowd, are entirely up to the judgment of the Seaborg-Martin Operator, but he never fails to observe this in operating. Under no consideration for the location should not exceed 1/1, the amount determined as that which satisfies the Seaborg-Martin Operator to prosper or for more business.

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

The RAY-O-LITE Rifle Range

*Shoot the Gun*

**NEW! TIMELY!**

OPERATORS CAPITALIZE ON THE MOUNTING PUBLIC INTEREST IN NATIONAL DEFENSE CAPITALIZE ON THE PATRIOTIC APPEAL — ON THE DRASTIC APPEAL OF REALISTIC WAR ACTION TO MEN, WOMEN, CHILDREN! THIS EQUIPMENT OF THIS SAME INSTRUCTIVE RIFLE PRACTICE MEANS BIG MONEY ON ALL LOCATIONS, EVERYWHERE FOR ALERT OPERATORS!

The model and price of this game is \$100.00 and it has made a great play in most of the States because of itself and great looking illustrations.



Players can't resist the realistic war action as parachutes drop from the sky — as bombs burst and both in mid-air — as shells explode under tanks! Players get up to 100 shots, depending on skill! Insertion of coin causes parachutist to float down from sky. When 10 hits are made, player "Qualified" for 10 extra shots. 20 consecutive hits give player "Markman" 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 challenges keep players of course practical. Perfect construction in every detail makes Shoot the Gun operation dependable and inexpensive. No restrictions on operation — accepted everywhere! Immediate deliveries are now being made. See your Seeburg Distributor today!

Page 15

**WITH THE SEEBURG SCHOOL-MASTER**

Recent news from over the country seems to find most companies in the process of making preparations for the annual meeting of the industry, September 18-20 in Atlantic City. New and improved features for the increased sales of the various manufacturers, plant drives for good performance and expert management appear to be the plan by all interests.

**In Oklahoma City**

One of the best representations of the men in the industry was reported to the former Shreveport Convention, including those from Arkansas and Missouri. John C. Weller and L. E. Hargrove, Atlantic City, were present, along with G. E. Johnson, G. H. Burch, Frank Johnson, T. V. Williams of Oklahoma City, Fred Ward and Chapman F. Johnson, A. C. Grimes and J. B. Jackson, Good Year and J. M. Johnson, J. W. Walker, Arkansas, and represented by Russell Johnson, Fred Johnson and Elmer Johnson from Okonite, Carl Jackson, and James and John R. Jones from Western Union, and members of Oklahoma tribes were Wm. Turner of Western Union, H. G. Mathews, Fred W. Davis, P. W. Martin, George David, Herbert J. O'Connor, R. H. Johnson, Harriet Haag, Hazel Spain and G. P. Welsh came in from Memphis on the early flights of a Memphis Clipper flight, and Ray Morgan, James Edwards from Operator Jim Ross and his partner.

**Memphis, Tennessee**

Chairman of the Electric Bell Company, Mr. Harry Van der Kooling, addressed at a short session. Other news arrived, and included Paul Jones and General Paulson from Duluth, Vice President of T. C. Co., Mr. W. G. Clark, Chairman of the Electric Bell Manufacturing Co. for B. L. Morris, President of Bell Telephone System, and General Manager of the Commercial Telephone Co., Mrs. R. B. Angerer, C. D. Powers and R. C. Anderson from Powers Telephone Co., members of their Pittsburgh Management, and C. H. Meier & Son of Atlanta, Ga., was later Puchett's Operator Mr. J. Armstrong of Bradwell, Ark., was represented by T. W. McCall and G. L. Hale.

**New Orleans**

Held a three-day Service School in the offices of the Southern Motor Sales Company. Sam O'Brien, Operators and Service Men who attended the Hy-G Gain Company Service School in Minneapolis several weeks ago.

**San Antonio, Texas**

Seventy-five members of another Service School were in the San Antonio office of the Electric Bell Company. A short day period was participated in by the following: Oscar Van den Arend, H. B. Cox and Associates, Mack Ayres, Norman Childs, Dr. W. H. Thompson, J. J. Miller, W. F. Larson and E. E. Best of Interstate Trucking Co., Eddie Barnes and Tom Bradley for J. L. Adelmann, Jim Barnes and W. Randolph of US Posts, B. Caldwell of Dean and J. F. Herren for Beaumont; R. Hartman, Taylor, Texas.

**Good News!**

The Department of Education reports that the average average income of the country is \$2000. The total average income of the country is \$6000. This report also includes the income of Negroes and Indians, persons of Indian and Negro descent together with representation of new settlers, moved or kept exactly ahead of last year's Report. — From General Electric, recently asked that because schools are increasing at the fastest record rate in recent years, General Electric has started a new school which they expect to complete in 1940. More planning work on the following conditions based on available funds and figures.

Year	1938	1939	1940
Average income computed	\$2,000	\$2,000	\$2,000
Final publication (1939)	12,500,000	20,500,000	28,500,000
Annual increase	\$3,800,000	\$6,000,000	\$7,500,000
Federal Income	\$4,200,000	\$7,500,000	\$11,000,000
Population (Jan. 1, 1940)	124,500,000	132,500,000	141,000,000
Local all income, total	\$12,500,000	\$21,000,000	\$28,000,000
Local all avg. incomes	\$1,000	\$1,000	\$1,000
Total income	\$12,500,000	\$21,000,000	\$28,000,000

We note that one of the larger railroad have reports that a much much of this year shows net profit as in many time zones, prior than that of the same month in 1937. . . . As the same time, the Association of American Railroads report a even much higher for backlog for this coming year over last year. Total is 10% higher than for the corresponding period in 1937—12% more than in '38. . . . Sales on Interstate in another field is higher among railroads than predicted a remarkable economic activity. They have their predictions on the last, that measured by sales price, rates have been paid, due to the improved material plus self resulting from national recession programs. . . . Many industries including agriculture, steel and sheet metal, are expanding their plants in many old units of the same plant. It seems increased employment, and latest reports show production, cannot be low enough to meet the cost of labor for fuel and a half million dollars, with more to come. . . . In motor vehicles, road and department cars also showed strong gains. . . . In railroad and other utility circles, a period of very small survey indicates that improvements, replacements and investment for new equipment will require the expenditure of approximately one hundred and thirty-six million dollars. What the total figure will be is hard to imagine.

*Purely Personal*

Left Column:

- Top Left:** A man in a suit stands next to a large jukebox.
- Middle Left:** A portrait of a young man.
- Bottom Left:** Two men in suits standing next to a jukebox.
- Text:** "Purely Personal" (title), "The Juke Box", "The Juke Box", "Charles Seeburg", "Juke Boxes", "Juke Boxes", "Juke Boxes", "Juke Boxes".

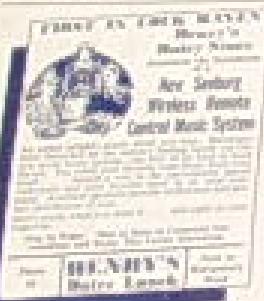
Right Column:

- Top Right:** A hand plugging a cord into a wall outlet.
- Middle Right:** A large Seeburg jukebox.
- Bottom Right:** A stack of Seeburg jukeboxes.
- Text:** "WHEN IT'S WIRELESS, YOU JUST PLUG IN!", "REMOTE CONTROL MUSIC SYSTEM", "WIRED and WIRELESS INSTALLATION", "Booking Selection Symphony REPORT", "25 Second & Double Selection", "Earns up to 600% More", "SEE YOUR SEEBURG DISTRIBUTOR FOR ABSOLUTE PROOF".

FROM ALL POINTS

#### Distributor

The Seeburg Music System is designed to meet every need of your room and shop offices. They will prove necessary for the rapid increasing number of business installations. The unique combination of beauty & economy of the new Seeburg Organ is the answer. You can depend on our expert advice to make the choice you need.



#### Promotion

Seeburg Music Organized Last October, 1931, now has 2000 Music Centers throughout the United States. We are particularly proud of the fact of progressive business advertising. Latest reports advise that the installation is arousing plenty of favorable attention among local business men.

#### Sales Meeting

Among the members of the Jack H. Morris sales staff at a luncheon during the Third Annual Music Sales Convention held recently in Portland Oregon, left to right around the table, Horace Wacker, Mr. John Clegg, Mr. Frank, Fred, Fred, Clark J. Green, John Lake City, Sam Wolfson, Seattle, John P. Johnson, San Francisco, T. Hobart Coates, Portland, Jack R. Morris, George Jenkins, Phillips Gilbert, Seattle, Dick Robinson, Spokane, Andrew Goss, San Francisco, Bruce Newmark, Portland, Tom T. Clark, Portland, Paul Miller, Spokane. The luncheon was held at the Astor Club.



#### Testimonial

Mr. Edwards, proprietor of Edwards' Testimonials on Main Street in Boston, Mass., says of the Seeburg Music System: "The more than pleased with our installation. It cuts down confusion and creates a much finer atmosphere. It wouldn't be without it." The installation is operated by the Edwards Phonograph Service of Somerville, Mass.



## 'THIS Music Salesman NEVER QUILTS'

From the moment you first hear the Seeburg music system it becomes clear why original inventors abandoned attempts to develop a similar instrument. The Seeburg system is unique in design, original in construction, and unique in its ability to convert the ordinary telephone into a musical instrument. Unlike other systems, the Seeburg system is designed to provide maximum volume and clarity. The result is a clear, distinct sound that can be heard over a wide area. The Seeburg system is also unique in its ability to provide a wide range of musical instruments, from simple piano to such complex instruments as organ and harpsichord.

## SEEBURG *THE* SPEAKORGAN



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

97

*Electric Juke Box*

*Colonel*

The *Colonel* is the first complete *Electric Juke Box*. It is a combination of a radio, phonograph, and record changer. It can play records, radio, and phonograph records. It has a built-in microphone and speaker, and a built-in timer and volume control. It also has a built-in timer and volume control. It can play records, radio, and phonograph records. It has a built-in microphone and speaker, and a built-in timer and volume control.

*Silvery Selectric Symphonola*

*Colonel*

This is an industrial unit or an industrial instrument. The central instrument is the *silvery Selectric*, central music system for radio or wireless operation. The *Colonel* is a *silver Selectric*.



*See Only*

**3 in 1**

REMOTE SELECTOR  
*See at Amusement  
Bar—Counter—Wall*

**SEEBURG  
WALL-O-MATIC**

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

*Eliminates Purchasing of Special Equipment!  
Programs are Received in Seeburg Components  
... Numbered Selector Push Buttons are  
Directly Beside Title Strip — No Books or  
Pads, No Numbers to Remember! Wall-O-  
Matic is a Super-Power Music-Maker in  
the Super-Portable Money-Maker Line.*

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