

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 want to insure against damage from lightning? Do you want to insure against damage from fire or theft? Do you want to insure against damage from water or insects? Do you want to insure against damage from vibration? Do you want to insure against damage from heat or cold? Do you want to insure against damage from dust or dirt? Do you want to insure against damage from moisture or humidity? Do you want to insure against damage from insects or vermin? Do you want to insure against damage from birds or animals? Do you want to insure against damage from water or insects? Do you want to insure against damage from heat or cold? Do you want to insure against damage from dust or dirt? Do you want to insure against damage from moisture or humidity? Do you want to insure against damage from insects or vermin? Do you want to insure against damage from birds or animals?

NO WIRES!  
NO CABLES!  
JUST PLUG IN!

SEEBURG Portable Wireless  
PLAY-BOY

SEEBURG Wall-Mate

SEEBURG Distributor  
PLAY-BOY

SEEBURG Distributor  
WALL-MATE

TOP NEAREST SEEBURG DISTRIBUTOR  
WILL MAKE PROMPT DELIVERIES.

SEEBURG  
MUSIC  
SYSTEM

with

**WIRELESS  
REMOTE CONTROL**

By HENRY T. ROBERTS  
Director of Sales  
J. P. SEEBURG CORPORATION

ONE of our major world tasks of making a living money in a wireless system on the home front, in crop and in meat. It may take a high-speeded bullet these days, we're sure. Among the methods utilized various communication by radio signals is practical only for top business and shipwrecked masters. The use of car, car, telephone, telegraph and radio. The car, which makes radio more practical, is the chief carrier while, on time, becomes a better product. Schools, yesterday, Grounds, railroad, country, music, doctor, car on the police, slow train boat, toller, no speed across the country at 100 miles an hour on an unconditioned streetcar man on road magazine and plain on metal wings of 200 to 300 miles an hour man-made birds. Once we used to take "shorten more," the home and tourist in

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**HERE IS HOW YOU CAN**



**Make Sure**

**OF HOLDING YOUR LOCATIONS PERMANENTLY!**

Do you want to hold your location permanently? Then you can do this by using our new system of holding locations. This system is based upon the principle that your operations will continue to grow and expand, and that your growth will require permanent locations.

**NO WIRES! NO CABLES! JUST PLUG IN!**

**SEEBURG Portable Wireless SYSTEM**

**SEEBURG Wall-Mate**

**SEEBURG Portable Wireless PLAY-BOY**

**TO OUR NEAREST SEEBURG DISTRIBUTOR WILL MAKE PROMPT DELIVERIES.**

**SEEBURG MUSIC SYSTEM with WIRELESS REMOTE CONTROL**



**SEEBURG**  
FORESIGHT  
PROGRESS  
LEADERSHIP!

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Director of Sales  
J. P. SEEBURG CORPORATION

**N**ONE of us under would think of making a long journey in a railroad wagon or on horseback, in open air and sun. If we ride a high-speeded bullet train, we're in. Among the methods utilized today, communication by radio signals is pushed into the top ranks by telephone, telegraph and radio. The auto, airplane and galloping rider have given way to the dasher, which, in turn, becomes a bullet pushes. Yesterday, Gavanda received an orderly, quickly despatched on the police, slow iron horse, today we speed across the country at 100 miles an hour on an unconditional straightaway road or over mountain and plain on metal wings of 200 to 300 miles an hour man-made birds. Once we used to take "short cuts," the horse and buggy or



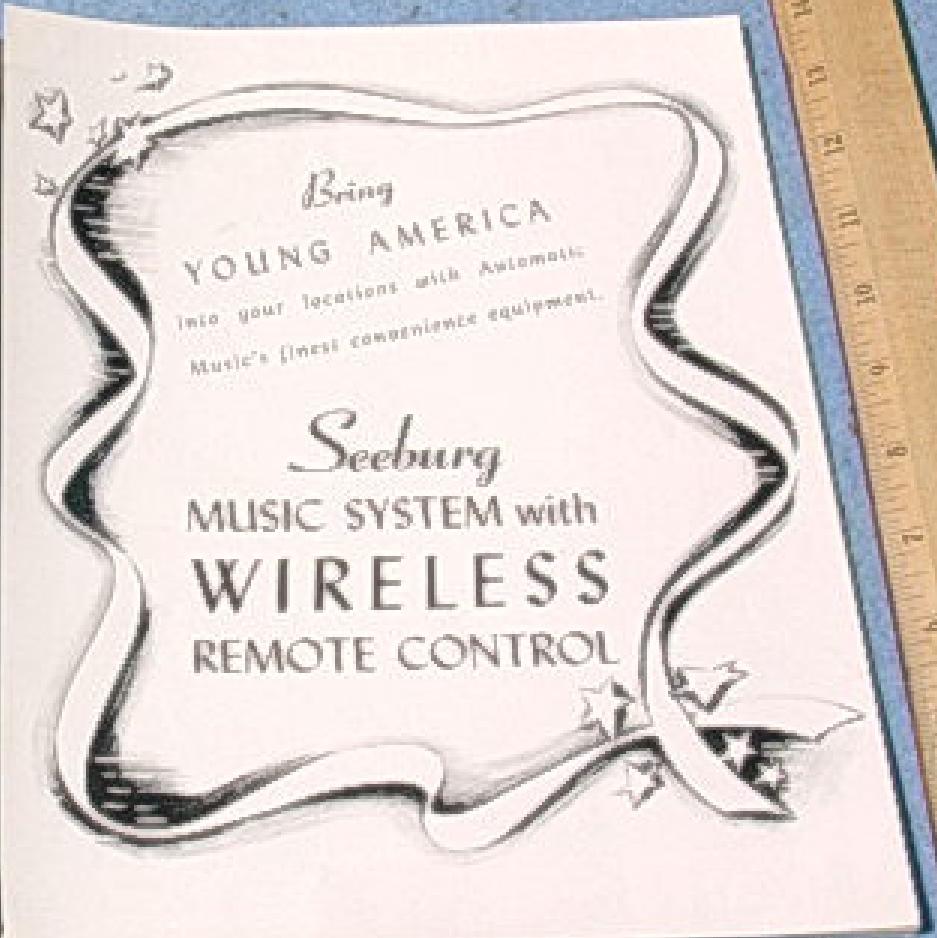
The Marconi-Hammarlund model 1000 is one of the most popular sets in the Hammarlund line. It has a 1000-watt power output and a 1000-watt receiver. It is designed for long distance communications, and it can be used for both telephone and telegraph purposes. It has a built-in antenna tuner and a built-in power supply. It also has a built-in microphone and a built-in speaker.

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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 MUSIC SYSTEM With



## YOUR SEEBURG DISTRIBUTOR IS MAKING IMMEDIATE DELIVERIES!

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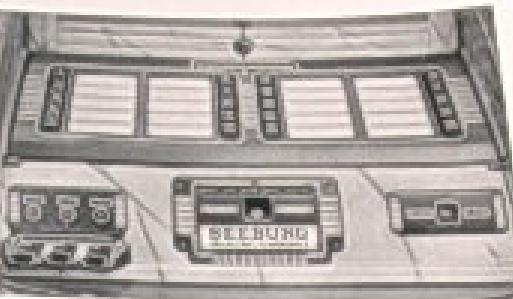
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"Jukebox Delivery...the Industry's most important new feature!"

announced just a few weeks ago, a new equipment that has been designed to make money for you!

These are the answers from behind the scenes, and it is a very method of distribution, together with its convenience, that assures permanence! Thousands of Operators are already firmly entrenched in the business of their choice with Seeburg Music Systems in solutions. Many more are rapidly turning to Seeburg equipment for insurance of their future in the music business.

The Seeburg Music System is something like no other complete entertainment it affords but for an individual Seeburg development that makes selection of recordings a matter of mere guess for the Master Operator. The Seeburg corporation is Electro Selection. It is the most important single new factor of automatic music, introduced in the recent history. Electro Selection does what no other form of selection has ever been able to do for both the business person and the operator. It increases play by an unmeasurable amount by building player confidence in the selector action of the phonograph. Electro 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 machine. The selector button returns to previous position immediately after they are pressed. The last person's choice are "locked in" and cannot be removed, until player, quick to show appreciation of this outstanding contribution, respond by making multi-selections with greater frequency, thus adding to operating revenue. In addition to the protection afforded the player, the Electro Selector gives the operator an advantage and steady spot.

annual protection by means of the automatic selector which insures every usual coin played. The operator knows his stock joined cash has been taken in by the phonograph. A clear and highly important feature of Electro Selection is the Bonus Counter which adds extra profit to operating without increasing any operating cost. When two players choose the same recording, another coin is required for that selection, one deposited and the selection is played but once. Fines are completely avoided and the operator has made an extra profit. Electro Selection is but one of many outstanding Seeburg advantages which a Master Operator never certain of protection or permanence in business.

Because the Music Business is like any other business, operators are likely to fall victim to evil business practices of unscrupulous "operators". As in other industries, the leader who develops an equipment and selects men to immediately plagued by interests who take advantage of the engineer's progress and market development efforts. These "opportunists" 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 ignorant manufacturer of automatic music equipment. Into the market they bring, with inferior equipment, and in a "hard-knock" of selling effort, they conquer a few gullible operators, make their unscrupulous sales and, at the time ripe of a bonny, run away fast! As a result, the operator who buys from such "opportunist" goes himself on a very dubious and sticky spot.

In a Bechtel Room after the Bechtel Finance and Banking conference will be many small or evident money moves, some well off the high water". The potential operator, like the Master Operator, is an agent of Bechtel's function to insure the location in the production of profitable equipment and intelligent usage maintaining its place as large as possible in time. One that is not of the "operator" administration, but is at the base of the "operator", that, like Bechtel, can bring more and more net results of service? In those great library, an operator required is implementer just for a small move in time, will be able to get it if it is a Bechtel move. It is decided whether an "operator" product of the same year would be able to do just as working order should it find the lack of a place in 1958.

The process will be operator's ability and his market for choices. A man is used of a long and good job in a field which has a man to lead him to his heart. The operator will be ready equipped to have operating in the control of his present and future business and himself because he has the equipment of a lot of information of daily life in the industry and also to do more for me, today and tomorrow? An operator is a person who can make more when we need. Why not work for me and make me to satisfy my interest as an operator? To those questions the logical answer is Bechtel, as the Master Operator of the nation's better attitude desired.

Not only a Bechtel concerned, but and real, with the process of production of equipment and original and probably operating idea, but it is the job of the Bechtel to keep the one of such equipment and problems "in the family". Since that Bechtel concern to advertising, no advertising, no products and their conditions, no job individual or group around the same main machine held. Since time and process have proved that the operator is the distributor's most important asset, Bechtel will not preclude the usual of his best interests by reducing possibilities to gain the business. In this respect, as well as others, Bechtel business reflect the condition of the main operator as the product of a profit for the company. Bechtel has never placed an off-track on the path of operating progress. Commercial men, in a speculated career for travel more familiar with operating problems and their solutions, and Bechtel does not endanger the stability of operating by opening the field in unexplored areas or to those who regard the business as a "small money" progression.

The Bechtel policy of square dealing is part of the foundation upon which every Bechtel Distribution is built. A Bechtel Distributor is not only a source of supply for Bechtel equipment, but is a major specialist in money operating. Not only as competitor to buy and sell Bechtel Properties, he is just as competent as helping his customers with informed, intelligent advice. The Bechtel Distributor is the representative of the J. P. Bechtel Corporation to hundreds of operators with whom Bechtel

offices carry on an economic contact in their areas. These men in Bechtel's service provide you with the educational types, informed and educated Bechtel Salesmen take pride in the fact that Bechtel Properties meet the particular and needs to numerous types of business men in all sorts of problems.

The first step of organization that comes before the J. P. Bechtel Corporation and the Bechtel Distributor is conductive toward the operation of Bechtel Properties, an operator required to implement just for a small move in time, will be able to get it if it is a Bechtel move. It is decided whether an "operator" product of the same year would be able to do just as working order should it find the lack of a place in 1958.

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Bechtel factory workers inspecting equipment.

Business Schools conducted by Bechtel and the Distributor. The Bechtel Men of the Bechtel Master Operator are, without question, the best trained men in operating management in a series of the courses advertising they carry during the frequent seasons. Technical training in service areas have already been used by Operators. An other Operator's aid, journal by Bechtel on dealer location, general will, in the Operator location competitive advertising, Newsprint ad area, designed to promote the business interests of the Bechtel Master System with Western Reserve Control, are distributed to the Operator. This form of publication is also an integral of an area in which the Bechtel Distributor played a developing part.

With all the fine Bechtel Master System equipment, professional skill and experience among Bechtel, Distributor and Operator, it is longer necessary for an Operator to remain in the "buy and cash out" category. The Bechtel

Master System is a wonderful engine that will tell the operator out of an implemented job and make him operating along a profitable highway. No longer need the Operator concern for financial affairs offend by a loss of time and money. The Bechtel Master System with Western Reserve Control has enhanced the field of operating as positive implement. It is possible for the Bechtel Master Operator only to live in luxury, to get financial gains before available in those operating. This can



Bechtel office workers take apparently a break.

different kinds of restaurants are fed becoming Bechtel Master System consumers. Small spots such as Bechtel's which serve a constant flow of patrons, have been opened in Bechtel Western Reserve Control. They also claim previously cold to numerous menus in many numbers of the country, have now an apparently so many new menus and more menu choice with the Bechtel Master System. There is now a single type of location in which around gather that will be open prepared for the Bechtel Master System men, Western Reserve United.

With all these locations open for operating, it naturally means that the Master Operator will have a tremendous area covered in operation. On this count, his interest must be high. There is no question of confidence now is there over the player that a change of local governmental policies will jeopardize the equipment by making it liable to confiscation. Master operating is legal, as legal as selling paper or shoes and, with the Bechtel Master System, its ability is at its highest point in the history of the business.

Now, just why is Master operating a stable business, and why does Bechtel take so much credit for the stability condition of operating? The liquidity of all major operations is a matter of record from the days of the old unoperated pieces. A patron always has received a full measure of entertainment for his nickel. Liquidity is not enough, however, to make a foundation for a completely stabilized business, and here again, the public share for commentaries makes the picture.

Highly diversified methods take into consideration the importance of a comprehensive and business oriented area, the need for local operation to keep Bechtel system Bechtel's strength over the area. Bechtel gets power with the process of putting the product as close to the customer's hands as possible. Especially in this era of local marketing, a local or outside banking process and the consumer's convenience problem, the saying, "money makes". In case the problem of selling insurance money were raised, the same as those involved in the sale of tickets, the bank has the local law and placed, major methods to get money closer to the hand of the business person.

The next, Bechtel's manufacturing department, implemented through those in the power by means of implementation that is, by car and van rental. Bechtel was here to serve, nothing that represented the beauty of the auto were presented. Complete Cabinet Manufacture, which particularly served in the garage, showed the combination of Master Class, plain, custom and light, was the true major modernized building design in residential structures. Together with the bay case combination of the Bechtel Manufacturing Company Cabinet Manufacture created a broad new income in residential home owning patterns.

However, among us has the auto appeal of Bechtel



"The Western Wall Cafeteria placed television facilities at patron's fingertips . . ."

Surpassing all other new indoor devices like most of themselves by more platforms and larger speakers, our new Seeburg Model "E" offers the operator an automatic music system which is unequalled in physical and electrical performance. This is the greatest power of all the present day coin-operated music systems. It has the greatest volume, the greatest dynamic range, which provides more variety & tone than any previous. All the foregoing it has a simple automatic changeover, here it lies distinguished from the elaborate and powerful automatic changeover found in the Seeburg Double Remote System.

Having brought the power of the new Seeburg Model "E" into play, let's consider how a leader in coin-operated phonographs for the operator to become a success and to render even a benefit to the public. This can only be done. Remote Control, the "key" to success, is an indispensable factor for music operators. In place of the selection on the phonograph at the customer's finger tips. The store or room, created by the beauty and precision of Seeburg Symphonias and Seeburg Double Remote Systems, was about completely satisfied. But, what an added accomplishment might have resulted with a good deal of time, Seeburg considered it only a good beginning.

Through the Symphonias, the Double System and the Model "E" there brought automatically enhanced gains in revenue and profits to the operator. It was felt that one more major factor of business was being fully explored. Seeburg Engineers felt that the full efficient of a Seeburg Music System depended on the number of players in whose coinbox money was available consequently, when invented the Play Box, a portable machine unit that could be moved about the location to wherever a player may travel. The Play Box has long since passed its right to a place in the Seeburg Music System.

Following the Play Box, the Seeburg Model Parade was introduced as a means remote control and the increasing play of the open air locations most neglected in former times, the highly profitable but not popular. With the creation of the Model Parade, coverage of every pattern in a location was assured.

At this writing the Seeburg Music System with Wireless Remote Control is the most complete Music System available in many quarters. So far, it makes every claim for convenience on the part of the location owners. Other features may bring forth in the way of new public interest and new claims in location is a matter of conjecture. One thing Seeburg is certain there will be more demands by the public for other conveniences and their will be changes in location, but none so popular that the Seeburg Music System with Wireless Remote Control can't take care of them effectively and profitably. And should one make this become a necessity for the maintenance of music operators' high place in the automatic machine world, it is a certainty that Seeburg, always first 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 day of musical 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 striking example of Seeburg Leadership in the progress of the Music Industry. The sound management 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 Music 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 surprised at the glorious beauty of Seeburg Symphonias, and you're soon astonished by their striking form construction and mechanical performance. You're pleased by the amazing play interest resulting from the varied Seeburg combination of beauty, performance and the wonder of dancing Symphonias. But when your Seeburg Operator tells you about the low price of the Seeburg Electric Symphonias model, you'll really be impressed. And here is where things stand! There is no extra charge for remote control on the model that I treated.



Seeburg  
ELECTRIC SYMPHONIA  
*Entoy E*  
REMOTE

For further information  
write to: Seeburg Service  
Department, 1000 North Michigan  
Ave., Chicago, Illinois.

SEEBURG MUSIC SYSTEM  
with **WIRELESS**  
REMOTE CONTROL

