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THE Seeburg ILLUMINATOR



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1938
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It's all Yours!

H. MARSHALL SEEBURG
President
J. P. SEEBURG CORPORATION



FOR thirteen years the J. P. Seeburg Corporation has planned and produced a cooperative program aimed to satisfy and more fully produce economic wants in a mass industry. In all these thirteen years, we have always requested and adhered to the more valuable constructive suggestions which the men in the field have so generously contributed.

Proceeding with the same successful cooperative policy, we inaugurate the monthly publication of the Seeburg *Illustrator*. In this, our first issue, I want to classify in major systems. Above all, the Seeburg *Illustrator* is a medium of expression and an exchange of ideas between the J. P. Seeburg organization and mass operators, addressors and distributors, regardless of their respective activities.



It is my sincere desire that everyone interested in furthering the development of the coin-operated automatic photograph industry in all its phases accept this invitation to express himself in the columns of the *Illustrator*. These pages are your pages. . . I want you to feel free to voice constructive suggestions and to exchange ideas on a basis of cooperation with your fellow operators, addressors and distributors. In your operating activities you have solved problems which other operators are involved today. Tell us about them, and tell us about the ideas you have worked out to improve the efficiency of your organization. To paraphrase a popular new slogan, "What helps working helps you." And if you are up against a condition

or local situation in which you would like to get the opinions of your fellow operators, write about it to *Illustrator*.

Every issue of the Seeburg *Illustrator* will contain valuable information which will aid you in your business. You will find every article of personal importance to you read through these pages. Experts in the respective fields of maintenance, credit, production, design, operating and other interesting phases of the industry have been approached to write and edit the various features. . . to acquaint you with the more interesting characteristics of manufacturing, distributing and operating with which you may not be directly familiar.

On the less serious side, the *Illustrator* will contain personal news items, cartoons, humor. Your contributions in these departments of the *Illustrator* will be welcome. Indeed, I earnestly solicit any stories of personalities, any photographs and snapshots or other items that you think will add to the make-up of the *Illustrator*.



Read the *Illustrator* for the guidance it affords you may it be the continual inspiration it is to you. And rest assured that never will *Illustrator* compromise with the high standard of service to which it is dedicated. *Illustrator* is by you and for you—it's All Yours!

The Percentage Problem can be licked!

1934 HENRY T. ROBERTS
Sales Manager, J. P. SEEBURG CORPORATION



As manufacturers we are deeply concerned with the task of making arrangements that provide as great a value as is economically possible. Now, the labor of research and development is not only directed to the actual making of the photograph but to the formation and organization of policies that will help distributors and operators. We, as members of the Association, are always on the alert to discover ways and means whereby the status of mass in all its departments can be improved. We are definitely concerned to a program "split" movement, physically, morally, economically and socially!

In the field of distribution, there are no higher standards than those we have set for Seeburg Distributors. The service they give is based on cooperation and fair play. There is no deviation from this policy. A Seeburg Distributor runs no profit. . . makes no sales or discriminating concessions. . . values no unfair advantages. He consistently strives to follow out the "split" program.

Then, in an industry greater than most persons realize, an two phases working smoothly and in harmony towards a common goal—mass operating. We admit there are flaws, but we also admit a persistent effort to eliminate the flaws. Not so the third and probably most important phase of the industry, operating. Our work is hindered and nullified in many instances by a glaring operating failure. But we carefully look in down about it. That evil which has such a hold upon operators is the fallacy of "percentage."

Too many operators are trying to eliminate and fight competition by offering locations a percentage so out of proportion to earnings and operating costs that profits drop to a minimum—yes, at times to a level so low that operators can't afford to give proper service or efficiently maintain equipment. Eventually they lose not only the location but their photograph as well.

Let's analyze the situation. When the location owner to buy his own photograph, he would insure several hundred dollars. Also, he would have a constant record replacement expense. Therefore, when the operator offers a photograph, he is actually giving the location something for nothing. If, as is recognized, location requires commitment to attract and hold patronage, why should the mass operator who provides that environment without cost

be placed in the position of one who receives a benefit? And, by the same token, why should the operator have to pay a location for giving it an asset? The location just has such requests, advantages, but favors, discounts. These are considered assets, but will be paid for the user for which no money is demanded, the photograph! Now Mr. Location Owner! He is not expected to pay, but neither is he expected to make unrealistic percentage demands. And when he does. . . the intelligent operator begins to look around for something better. He usually finds it in the shape of a distributor who has been making percentage figures the rest of his-run members of the location owner. What to do about it?

The solution is cooperation and education. Cooperation among operators and their associations in establishing a definite percentage for locations of not more than 30%. Education among location owners by the operators to the end that the locations will fully realize just how great an asset they are getting for absolutely nothing. Cooperation among themselves by holding to the percentage figure you agree upon. If a location won't come to terms and if all operators are working together, where can the location get the instrument and the service that into the legitimate operator can afford to give? In the long run, the legitimate mass man controls the best locations. . . it's the distributor who opens the broken down boxes and lost much's his trouble!

The most successful operators are men who have never allowed a percentage higher than 30% and that only in isolated cases. They are making money on the merits of the service they offer and the instruments they buy and place because their standards of operating keep them percentage basic, involve independence on the part of the operator. That independence must be achieved and maintained against unreasonable location demands by mass cooperation among all mass men.

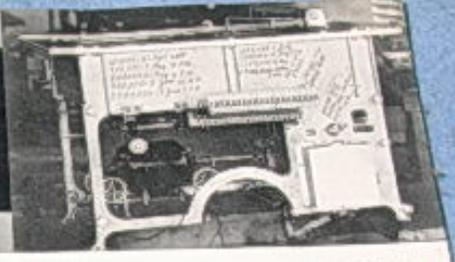


2 FOR 1 PLAN—ASK
 ORDER 2 FOR 1 PLAN
 2 FOR 1 PLAN—ASK
 ORDER 2 FOR 1 PLAN
 2 FOR 1 PLAN—ASK
 ORDER 2 FOR 1 PLAN
 2 FOR 1 PLAN—ASK
 ORDER 2 FOR 1 PLAN

SEEBURG
2 for 1
PLAN
AT NO EXTRA COST!



SEEBURG CHASSIS TORTURE TEST →



HOCK after hours... day and night... operating in the super-accurate mechanical operation, a track Seeburg Chassis endures the grueling "Lemon Test." On and on it goes and goes... when it's going to stop—nobody knows.

Each precisely engineered part, from the smallest nut to the moving tone arm, perfectly and (continually) prepared to perform its duty. As long as you don't mis-handle it or mistreat it, it appears to become motion and shaking... to know that it's durability is being challenged by the process of time, its constant.

Since early evening of February 4, 1948, working eyes and probing sensitive instruments, you'd like to know the ultimate indication of wear or breakdown, have kept their constant vigil at 20,000... have failed to discover a single flaw in a continuous operation equal to the grueling total of a 24-hour test, as of August 31. Though the chassis play to actual records, it goes through all the motions it would ordinarily perform if playing a standard record.

It means primary fabrication, another hour, not less and at no more expensive materials than it was actually in a cabinet on location.

The "Torture Test" is but one of a series of tests developed by Seeburg engineers for the purpose of developing the highest possible efficiency in Seeburg instruments. Seeburg technicians conducting the test are awaiting and listen all wear on one of the parts. When it becomes visible, the mechanics will immediately begin search to discover a means of further improving and lengthening the life of this particular part or parts.

Laboratory work of this nature goes on continuously in every part of the Seeburg factory. On the specific demand of the managing heads of the J. P. Seeburg Corporation, experimental stations are established in every department to test and develop parts and materials for the better production of finer Seeburg instruments. Although the testing and repairing involves considerable time and money, it is time and money well spent in view of the performance for which Seeburg Synphonolas are noted.

*Seeburg
 Musiquiz*

How well do you know your recordings — your artists — your records today?

- Check your answers on page 74.
1. N. ... (depending on your answer and please write correctly marked choice)
 2. W. ... (depending on your answer and please write correctly marked choice)
 3. W. ... (depending on your answer and please write correctly marked choice)
 4. ... (depending on your answer and please write correctly marked choice)
 5. ... (depending on your answer and please write correctly marked choice)
 6. ... (depending on your answer and please write correctly marked choice)



Your Seeburg SERVICE MAN



WILLIAM LAWSON, Service Chief, I. P. ST. 80-828P.

SERVICES are the backbone of any business. The correct manner of our service will not only be pleasing and convincing, it will produce the best and most efficient results. Photograph work, for example, is now being done with more accuracy and the SERVICE that goes with it.

The meaning of SERVICE is defined by some clients of business can be interpreted only as a necessary evil and expense. Despite the multiplicity of reasons for its existence, for a company to prosper such a demand often is merely the way. To drop such facts and adapt our own better way to the end problem. But habits are like an old pair of shoes—comfortable and easy to wear. Discarding them had habits and forming good ones is like breaking in a new pair of shoes—uncomfortable and expensive. But just as a new pair of shoes implies a new approach, our new and better service methods and service habits improve a company's sales efficiency.

To open a locked safe you must have the proper combination. Successful service is like opening a locked safe. We sincerely believe we have the right combination, and we pledge to act as a worthy intermediary between you and our Company—to extend every cooperation that will help to make operations easier to execute and your customer more satisfied.

Modern business methods are complex, and competence is no longer the simple department you hope to succeed when it is armed with the maximum amount of knowledge it can acquire. Likewise, no service organization can give its support a matter of all the knowledge in this area in a short time. With this thought in mind, we will offer any exaggerated statements as to the past accomplishments of this Department, as to what degree of praise we believe we are laboring under at the present time, or many other similar forward have been made and continue to be made by our officers, department heads, her qualified members of our Company or the recognition SERVICE importance and in the development of a C.E. organization that we substantially and en-

ually pledge a SERVICE policy that will meet your exacting requirements.

The heart of our management has centered into the SERVICE policy, and a good big heart is that—the SERVICE policy—and the results in its understanding your problems—enable us to help you have something to commend with you, a big hearted understanding which simply means to be anything but cheerful, apologetic and unkindness of your service.

We pledge of our Service Department an abundance of good advice, common sense and—most especially—look for better in better—our necessary the precise type of reasoning power—but old fashioned, ordinary, everyday common sense. We are not going to be just pieces of logic and logic that happened to find themselves hooked up together, but we are going to be alive in our responsibility, alive in our desire, alive in the purpose of our life, alive with the conviction that the SERVICE being rendered by our Company is worthy of every effort we can give you it, and alive with the determination to see that we do our part in serving you in the manner to which you are entitled.

To build up and retain a desired leadership in giving SERVICE—in furnishing constructive, helpful information and assistance—the attitude of our service facilities has been emphasized, not only by an increased Service Department staff personnel, but by the skillfully trained and highly experienced service representatives now engaged in working capacities. Ample evidence of our earnest desire to serve will soon, if not already, be established in your confidence. Our approach to the solution of your problems has taken your viewpoint into consideration. For it is assumed that we cannot prosper until you prosper, so, produced as it may seem, we put ourselves ahead by placing you first.

Like every fine instrument, photographs will require reasonable care if you are to receive all the value that has been built into them. We want you to enjoy maximum performance from your Seeburg instruments at the lowest operating cost, and to this end the facilities of the Service Department are at your command.



The first harmonic's number of plates of wire played by the touch of a finger—this quality can be used in many ways.



A harmonic of large mechanical part appears daily 100 times!



The best who who checks upon its own what makes them get will be placed on lists of 75 different parts!



MATERNITY "ILLUMINATOR" ATTENDS THE BIRTH OF A SYMPHONOLA

THIS IS THE FIRST IN A SERIES OF PICTORIAL TOURS THROUGH THE U. S. SECURITIES CORPORATION PLANT.



Planning Department busy with plans and the first step of construction and the start of development in the area of "Security Townships."



Steel and Tin Department busy with the production of the first tinplate in the plant in the making of a tinplate.



Press Room Department busy with the production of the first tinplate in the plant in the making of a tinplate.

Machine Shop and Drill Press Department busy with the production of the first tinplate in the plant in the making of a tinplate.



ALL THE WORDS IN THE DICTIONARY...



See thousand adjectives might describe the precious Seeburg Standard completely functional volume of this deluxe component that is the Concord Grand. Pages of description could be devoted to the richness of Fall Range High Fidelity Radio Tone Flow Amplification, the unrivaled reliability of the world-famous Seeburg mechanism and the host of other original and exclusive Seeburg features that make up the Concord Grand. Yet all the words in the dictionary cannot express in telling prose the beauty and distinctive appeal possessed by the Seeburg Standard.

There was a time when operators sought literally for glowing words with which to promote Seeburg systems. Today, thanks to Seeburg integrity and ingenuity, the operators have seen the job of securing business transformed to a simple, well-powered demonstration that continues to result in all the descriptive phrases one might desire. The Standard Concord Grand sells itself... to the business you have always wanted.

"To Stay in the Clear!"

by BRUCE JAGON
Controller
J. P. SEEBURG CO., INC.

Little Manager appears to be a simple matter of date, location or operation. This can be accomplished only by an unscrupulous and unethical kind of present practice and the sharing of your obligations as concerned.

Fixed costs in your present case is business. Do not let me show it. The property of this company is based on credit. In handling credit this company has placed faith in you and your ability to pay and obligate your teachers who have placed it credit. You are the foundation of the system. When you just comply, the company means no obligations present and certainly no to obligate you an existing employment, and at the same time positions are retained to run through the system you receive through your equipment.

A successful operator, whether large or small, should not be business in a businesslike manner. He should always be in position to know whether or not a business is worth while. Expenses should be in the normal range of income. Your business is no different than any other. A complete set of books and records should be kept in record purchase price, freight, storage and all service and other expenses. Income or charges should be carefully kept as well as the date and amount of your monthly or weekly obligations. A complete fund, based on the monthly payment of cash machine operators, should be created and no one is to take out of your assets for that they have to be paid. With this system set aside each week, or month, the operator's attention during or at the home period should be directed and meticulously follow the operator of any hardware on the payment of his weekly, or monthly, purchase obligations.

Keeping is a very important part in the operation of any business and in the maintenance of your fixed income. Your service staff should be thoroughly familiar with every phase of the mechanics of the machines and should be required to thoroughly check each machine at the time of its regular call. This regular service will assure satisfactory operation and will eliminate special service calls that add materially to the cost of operation. A yearly service machine may fall at a moment when an operator is most dependent and most profitable.

While an important function of the credit and collection department is in the extension of credit and recovery of the company's capital that is represented in under accounts, their main endeavor is to assure the operator is guarding his present asset - CREDIT!

Meet

ED. STERN



I had been in Leno, New York, since April 1935, when I had been in the city since 1934.

Since my school days which consisted of a group of school children, I have been continuously in the music business. My first position as a teenager was at school age as assistant for the Baldwin Piano Company, which I worked for many years. When I finally worked my connection with the Baldwin piano, I was acting in that capacity which was representative.

For a period of six years after leaving Baldwin I was engaged in the retail piano business on my own. In 1942, in many ways, I was the most during the dark years of 1934 and 1935. When I was in the retail business, I met Lou Jaffe, then Sales Manager for the J. P. Seeburg Corporation. Lou contacted me and said, "Did you ever want to go stopped buying piano, I did call on Lou, and July 4, 1942, we met in a Seeburg Representative."

For me during my personal history for a student to assist you that every day of the more than eight years of association with the Seeburg organization has truly been a gem. I have never in my entire business life been so thoroughly pleased with my work, the organization I represent and the product I have to sell. I and the other Seeburg Representatives are being led by capable men who will take us places in the eight years that I have spent with Seeburg's. I have much more association with operators over the entire United States than any other in the Cash Machine field, and I am so proud of that as I see of the fact that they all call me "Ed."

It will never do to exclude from my biography another member of the team - my wife, Edie. She is important to this story because she stands with me and is a great friend of the operators and their wives. Edie and I were "married" June 18th, 1934, and we have one son, Lyle. He is married and the father of my Granddaughter, Eddie Jean. My hobby, by the way, is watching Eddie Jean grow!

This is a most appropriate time to wish Edmonald a lot of success, and here's another thing I want to present to you about this is, the Seeburg Organization is my pride in the finest and chance in the business. I am mighty proud to be representing Seeburg.



BOXING



NEW YORK East Coast Phonograph Distributors New York City



WILL ALLENBERG, owner, operated service on the coast for boxing operators. Upper east side, New York. Long Island City. The Crown is PAT HONARD E. TOYER M. LONG Beach, California. Specialized in a field from player connections in the market. Also in Long Beach.



PENNSYLVANIA Atlas Novelty Company Pittsburgh

LOUIS (Lack) GROSSMAN, popular Pittsburgh boxing operator, insists that business that he can handle. AL KAZDRELL, Kishel Music Company, all other cities in boxing GEMS and REGALS. RUFUS JACKSON, boxing exclusively, since the Hummel's Circus, some years ago. M. EKON, Eskow Novelty Company, York, claims REGALS as his or his own per se. All new boxing operators. LEON PAKHVALDES, Pennsylvania Novelty and Cigarette Company. MOWEN GOLDBLICK and PINK, United Cigarette Service, Johnson.

OHIO Southern Automatic Music Company Cincinnati

He took a chance at the NEW 'N. & L. Service' LATER, later in Detroit. In the 'SIGNED' HENRIETTA, H. & H. Music Company, joined KATZMAN from Philadelphia, gave him a placement as well as a separate boxing operator. LEE BUCKER, Ohio Live Amusement Company, Newport (N.Y.), connects new acts on the Ohio coast with a boxing team. A. E. ARMSTRONG, Kalamazoo (Mich.), wears a prominent circle under the symphonies recently purchased. SOUTHERN NOTES, J.K. and MRS. WUNDERLICH, owned a Great Lakes customer service. SAM and MRS. WUNDERLICH, established in Chicago with a store in Mackinac Island last year.

Acme Phonograph Company Cleveland

Taking orders for symphonies keeps JOE STENSEL, SCAR, head, busy. He purchased some Lake Erie show Auto-phonos in charge for maintaining bands, that is, boxing operators. GEORGE (Acme Novelty Supply Company), DEWELLY, Geneva, Cleveland's 'Phonics', reports big action with symphonies. LOKIS (Acme)

CHAS. SCHMIDT, amateur boxer Jim—purchased and placed in boxing machines since February. Will give up service for Feb. 1934 boxing operators. On good machines. MR. BENTZ, HENTZ-WERTY COMPANY, quotes his lack, cabinet maker, in setting boxing cabinets equal to workmanship and finish set others—reports that boxing cabinet operators give most reproduction. MR. and MRS. FINK, Box Novelty Company, reports their service men giving more since they added boxings to operations.

MICHIGAN Atlas Automatic Music Company Detroit

WILL GORTNER, Musician, Mack, and JIMMY MIKE KRATZ, head, own company and address one of the streets. FRANK ALLENBY, July calls for boxing operators. TOM and LOTTIE BERG, in an active work connection. Tom, hotel in Michigan, they with Louis second symphonies at Sing and Falls, and in Pennsylvania.



GEORGE RUDY LAPOINTE, GEORGE DAVIS, WALLACE PETERSON, SKEN RICHIE, MIKE KRATZ—Helen is one. The city. ROBERT JERMAN, SMHETT, Radio Club, says boxing was as good as the operating on his boxing location—most have been good.

MINNESOTA Hy-G Games Company Minneapolis

The SAM KORTERS (Twin City Boxing Operators) are waiting for work some time this month. CORA FAGAN, working from a serious manual operation and able to sympathize with Mike operators. MIKE CRACKED, just out his third of the same. At present time plans were completed for Hy-G Company. Two for One' meeting at the Nicollet Hotel, with a dinner at 4:30. New Operator from Boxing Operators. LEN VANGAN, Twin City Novelty Company. W. L. BEYNE, FRANK KORAR, C. V. LANE. Other more operators. C. S. CHALBERG, E. S. LANHAM, GEORGE WHEELER, H. T. KEATING, E. E. SMITH, H. E. M. LACROIX. Trade from South Dakota. C. L. GUM-LAINE says boxings give him best, operating money back to it with others. MAX HARRISON, wants a two-1/2 lbs. set!

TEXAS Electro Ball Company Dallas

Recent success in Electro Ball office. VIC LINDBLAK, boxing operator from Eastland. FRANK EMERSON, Greenville, never returns for Mackay. WALTER CHARLIE THREX, one of Central Texas, longer active boxing operators. Operator accepting boxing 'Two for One' plan with enthusiasm, see Electro Ball officials. Boxing FALCON WEAVER, in his own idea, wants to be the popular name of Electro Ball Houston office.

PACIFIC COAST Jack R. Moore Company Portland, Oregon

JACK R. MOORE, boxing distributor, on a 'Two for One' case, promoting the boxing plan at locations at the Ace Club, Portland, the New Washington Hotel, Seattle, the Overport Hotel, Spokane—boxing representative HENRY ANDERSON, assisted. A new idea in selling introduced at the sales branches—'Two for One' plan was outlined by a press, not unknown, on a recording described as the VOICE OF THE SYMPHONICA. SERVICE, with capital letters. Time, a p.m. GEORGE LINCK, Moore Seattle office, insists call from operator ten miles away—Lack's firm on image—Phonograph operators at 9 p.m. IRVING (East Amusement Company) GOLDBLATT, Portland, sold on another popular 'Two for One' idea, modified the w.k. side with his Francisco's beautiful DOROTHY KAPLAN. Portland's HOULD BECKETT, purchased ten symphonies on 'Two for One' plan out of Moore office. E. E. ELLIOTT, BUSH, Marketfield (Ore) and Mowden (Maine) father of eight, June, June and John, says that boxing 'Two for One' plan should be 'boxing for U and Me Two'. YERN CLIFFORD, The Dallas (Ore), changes records with popularity to low range—influence of the young lady with whom he plans to 'over' soon.

SUCCESS STORY



A STORY of persistence and courage in the face of adversity is that of Walter Oetman, of Chicago, who failed in building Symphonies but chose to come back and win his comeback and so diligently that he is still on the way to becoming one of the nation's foremost operators.

In his native land of the tulips and dikes, Holland, Oetman was a family manufacturer. By 1907 the American mainland he was annually successful, and with Mrs. Oetman and his children he entered the ranks of the labor. But a business depression hit Europe, several years before and soon Clark Oetman, and Oetman became a victim of the tide of nearly a million dollars.

In the face of this staggering loss Oetman lost none of his ambition and aggressiveness. He brought his family to America in 1910 when business was booming. His experience and training in business served to help him find a niche in American commercial life, but lightning struck again in 1915. Oetman once more was wiped out.

He drove a nail over the next two years of his life, and one day announced that the shilling was gone to zero, what with a family of nine children to clothe, feed and educate.



Following in Chief's footsteps, five sons under Walter Oetman.

But he didn't give up and while he was getting back on his feet, he became interested in amateur music. He saved money while making plans to become an operator, and in August 24, 1921 Oetman became a factory operator with the factory photographer.

With the energy that is characteristic of him, he began building his career in music. Three months after his initial purchase, he added several more factory instruments to his stock. At the end of the first year he was operating one hundred photographs. Then in 1922 he began for Oetman, because 1921 and 1922 year, he has increased his operating on the point where he now has a total of three hundred machines in operation.

All of his equipment, including photographs, and extensive equipment are made out of the last six years. The remarkable feature of Oetman's success is that not only are his photographs paid for but the three automobiles and two trucks he owns are also paid! Thanks to operating, Oetman has been able to educate his nine children, two of them having completed college courses. He lives in a lovely home and has no indebtedness in operating that his personal attention to detail is not required at all times. He feels confident that he can start new business or to relax, in the mind takes him. For some time in operating and it may be supposed that, if there is anything in hand, they will gradually expand operations and eventually take over the business in its entirety.



Following a tradition of labor leader.

BEHIND THE "Eight Ball" WITH BENNY GOODMAN



Photo Courtesy: Music Corporation of America

WANT ANSWERS? HERE THEY ARE IN THIS NEW BOOK THAT SHOWS YOU HOW TO TAKE IT BY IT BY U. S. S. S. S.

HAVE you ever wondered about those money-making gramophone records that you see in your phone booth every day? It is a natural curiosity to want to know how an answer to our livelihood.

Before Benny Goodman is listed for a recording session, Master Warner, science and precision states combine to make preliminary preparations. From several "circular" master plates, a blank is made by melting and extruding through a fine cloth. Foreign elements are removed by sandblasting into a circular mold, which is hardened. The wax mold is then placed in a cylinder (over a glass) a smooth polished surface and is now ready for America's favorite being.

The call goes out for Benny and his orchestra. The gramophone and on the table the master plate formation behind the "eight ball" microphone. Benny raises his horns and another instrument of the symphony American folk music, being, is in the position of becoming an instrument for a band of over one thousand symphonies of photography. A selection is placed into the microphone and recorded ten or three times. Then a plate back is made, and Benny leaves his studio. After the plate back, the orchestra "shoots for a Master", the key recording room, which your record is made. An orchestra will "cut" a Master on an average date. Master recordings are never played back, but they are used from the microphone as a guide for only one play.

From this point on, the science and mechanics procedure in the recording industry takes over. The Master Wax undergoes a processing as follows: In the electroplating tank the surface is coated with a film of silver or gold. It is then placed in the electroplating bath where copper is deposited over it. When the copper cover is sufficiently thick to permit separation from the wax Master, the wax is returned to the wax room and a new master is laid in just as far as the next recording.

The copper shell, or copper Master, is an exact duplicate of the wax Master in reverse; that is, when the wax has gone, the copper has ridges. One might compare the copper Master to the negative from which prints are made in photography. The "printing" of records does not yet

take place, however. Because the number of records to be made is so great, a special "pressure" is made from the wax Master. From this new "pressure", the wax Master is made, which "press" will be made, photographed and placed with thousands, to give through several recording operations to emerge finally as the pressing shell, ready for record production.

Records are made of a substance called Record Disc, composed of material and synthetic resin, special film and black pigments. After having been selected to secure a high quality product, the ingredients are mixed in heated rollers, then become and cooled. In the press room, the sheets are fed into a roll. It is wrapped into a cardboard press so made that the pressing shell may be heated and cooled during the pressing process. Pressure of approximately 75 to 100 tons is exerted, causing the sheets to flow over the heated pressing shell. When done has cooled, each



Control room, new RCA Victor Chicago recording studio.

water is run through, chilling the record material. The press is opened, the record removed, its edges are polished and it is placed in the envelopes in which it reaches you. During the pressing, records are played through at periodic intervals as they come from the press. This is to detect any flaws in the pressing shell. If any are found, a new shell must be made. Labels are molded into the record during the pressing process.



Master Wax being cut at a record is made.

CLOSED TO MUSIC OPERATORS . . .



**. . . . Until Seeburg Originated
Complete Cabinet Illumination!**

Luxurious lounges, expert attendants to serve a discriminating clientele, an atmosphere that invites spending from those who see and do spend . . . who pay for entertainment. In short, a location that is a positive source of profit, but CLOSED. Closed to the music operator who could offer only drink, atmosphere, appealing photographs—closed because the location owner could not possibly be interested with placed in the surroundings. Then came Seeburg Complete Cabinet Illumination and with it a welcome for the operator in such locations as that discarded. It's a field for operating that only Seeburg Instruments can open and hold, because only Symphonies meet all requirements of particular locations!

The "Swanlike" cocktail bar in Atlantic City, N. J., playground of America, is now the proud possessor of a BLUE GEM illuminating with the blue and red light lighting effect in the \$22,000 zone. The illumination is patronized by guests from every part of the U. S. A. and Europe. It is considered "the place" on the Atlantic Seaboard.