

THE NEW

Select-o-matic

*Stay ahead
with Seeburg*

new!

amazing!

THE GREATEST ADVANCE

IN THE HISTORY OF

COIN-OPERATED

music

Return Postage Guaranteed

J. P. SEEBURG CORPORATION

1500 North Dayton Street

Chicago 22, Illinois

SEEBURG STATES ITS POLICY TO MUSIC OPERATORS

Coin-operated music men everywhere, regardless of the equipment they have operated, know that most of the worth-while product developments in the coin-operated phonograph industry have been introduced by Seeburg.—Likewise, they also know of the constructive sales policies which have been fostered by the J. P. Seeburg Corporation in our business over the past years.

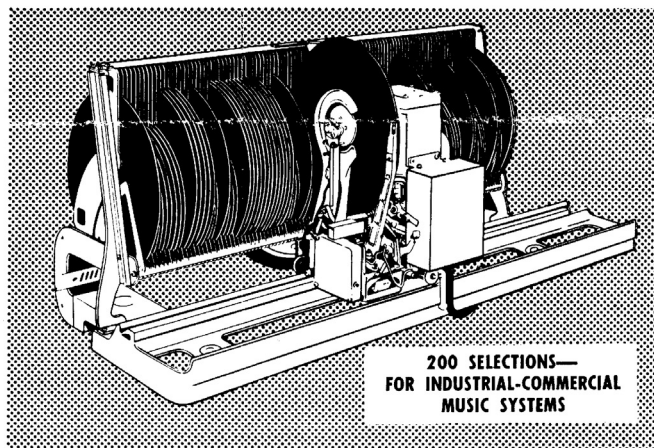
It follows, therefore, that music operators should look to Seeburg to exert a constructive merchandising force which will lead them out of the wilderness of confusion into a period of constructive and profitable operations.

It was in 1939 (10 years ago) that the idea of 100 selections was born.—It has always been our belief that a broader music service to the public which would permit our equipment to afford more listening pleasure to more people of widely diversified musical tastes and in different age groups — would result in more people depositing more coins to hear the music of their choice.

In 1939, the Select-O-Matic "100" mechanism began to take form and years and years of research and engineering have been concentrated on the development and perfection of the Select-O-Matic principle of playing discs. — It has always been our conviction that the Select-O-Matic principle is the simplest, most direct way to make an adequate library of music available from which a specific selection of music can be played in a matter of seconds after that selection has been made by the public — either at the phonograph or from any remote point.

Before introducing the sensational Select-O-Matic principle to the coin-operated music field, we assured ourselves of giving this mechanism the acid test by introducing it in the industrial-commercial field, where a mechanism is forced to run continuously for providing a constant musical background, or where it is subjected to time clock control for full automatic operation.

During the entire year 1948, the Select-O-Matic mechanism was withheld from the coin-operated phonograph field until Seeburg was thoroughly convinced that its



The Select-O-Matic "200" Library. Select-O-Matic principle of playing discs proved in industrial-commercial installations throughout the country—forerunner of the Select-O-Matic "100" mechanism.

application could be made without using operators as guinea pigs and asking them to bear excessive costs throughout an experimental and testing period. — SEEBURG DISTRIBUTORS AND THE SEEBURG FACTORY ASSUMED THIS OBLIGATION; AND DURING THIS PERIOD, SEEBURG DISTRIBUTORS MADE INDUSTRIAL-COMMERCIAL INSTALLATIONS AND SERVICED THEM WITH THEIR OWN SERVICE ORGANIZATIONS, SUPPORTED BY SEEBURG'S ENTIRE FIELD SERVICE ENGINEERING STAFF.

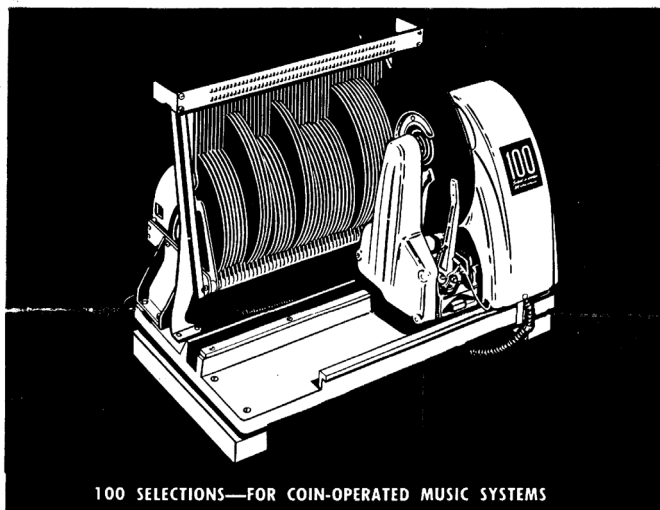
For the first time in the history of coin-operated music, a mechanism was introduced that had been tried,

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Seeburg Select-O-matic MECHANISM OPENS NEW OPPORTUNITIES

tested and proved in industrial-commercial installations throughout the country before a single piece of coin-operated equipment went out into the coin-operated music field.

In 1949, the Select-O-Matic "100" mechanism was introduced in the coin-operated phonograph industry — *a proved, perfected, coin-operated mechanism* — and Seeburg's thinking and planning back in 1939 became a



100 SELECTIONS—FOR COIN-OPERATED MUSIC SYSTEMS

The Select-O-Matic "100" Mechanism. Select-O-Matic principle tried, tested, proved before its application to coin-operated music systems.

reality. — To progressive music men everywhere, this marvelous mechanism has opened up new business opportunities. — To locations of every type, it has helped to build business and to create good will. — To listeners of every taste, every age from tots to teen-agers to old-timers — this amazing development makes available to them the music of their choice.

The Select-O-Matic mechanism is the simplest and most service free mechanism Seeburg has ever built. — Based upon field reports from thousands of installations throughout the United States and from our export markets, the Select-O-Matic "100" Music System is the most economical music system for the operator to operate; and when properly programmed, has greater earning potential than any other music system previously developed.

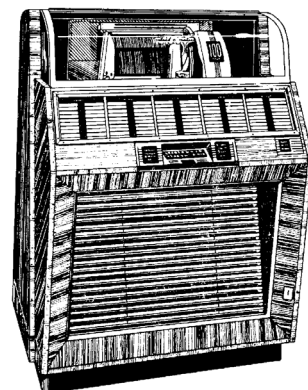
It is our sincere belief that the Select-O-Matic "100" mechanism is many, many years ahead of our industry;

and we feel that this is the appropriate time to make a statement of policy to all music operators, which will evidence our good faith in trying to build a better and more profitable future for all music operators who, by their confidence in us, invest their money in the Select-O-Matic "100" Music System.

Therefore, for the purpose of informing all authorized Seeburg distributorships of Seeburg's future policies with respect to the manufacture and sale of Seeburg coin-operated phonographs and associated equipment, all Seeburg distributors were called into session at the Belden Stratford Hotel, Chicago, Illinois, on Friday, August 26.

SEEBURG POLICY

- 1** Seeburg will deviate from the traditional policy of yearly models in our business and will introduce new models at less frequent intervals in the future.
- 2** Model M100A will not be changed in 1950. — Frankly, we see no reason for changing this model for the next several years. We will not make any changes unless they become necessary; and if we do make changes, due consideration will be given to the effect of such changes upon those who operate Seeburg equipment. — The basic advantages offered by the Select-O-Matic "100" Music System are such that for the first time in our industry we find ourselves in position to do a constructive selling job on music to the public and the necessity for cabinet changes and miscellaneous non-productive features becomes of less importance to all of us.



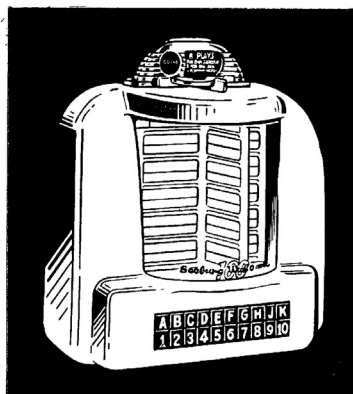
The Select-O-Matic "M100A". The most revolutionary music system in the history of coin-operated music. 100 selections cataloged under 5 musical classifications—plays 10 and 12-inch records—"music for everyone."

- 3** The same policy will prevail on our 100 selection Wall-O-Matic—Model 3W1—and the various speaker

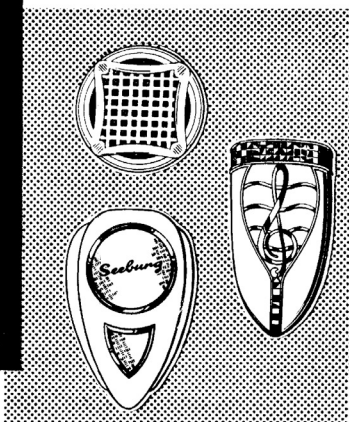
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SEEBURG POLICY DESIGNED TO PROTECT OPERATOR INVESTMENT

assemblies which now are available and identified as Seeburg Scientific Sound Distribution.



The Wall-O-Matic "100"—an achievement in itself—matches the wizardry of the Select-O-Matic "100"—100 selections under 5 musical classifications—right at the finger tips of the public.



Seeburg speakers to meet the requirements of Scientific Sound Distribution in any location.

4 We will continue our policy of keeping Seeburg factory production schedules slightly under our actual sale of equipment in the field in order that we may keep our inventory in a liquid position.—We will continue our releases to suppliers on a thirty-day basis so that the inventory in the field will never exceed a normal amount.—This is your assurance there will be no excess Seeburg production which operators will be asked to absorb beyond their normal and constructive operating activities.

5 We believe new equipment should be placed by operators in good income locations only. *We do not believe new equipment should be forced into low income locations.*

6 We do not believe new equipment should be moved from good income locations into the lower income location group until the new equipment is paid out and the operator has had a reasonable length of time to enjoy unencumbered revenue from his top locations before finding it necessary to make replacements with a new model.

7 We believe that with the investment operators are making in locations with the Select-O-Matic "100" Music System (the Select-O-Matic M100A, the Wall-O-Matic 3W1 and the speaker equipment necessary to Scientific Sound Distribution)—a contract for at least 12 to 24 months' duration and on a *more favorable basis* for the operator should be negotiated with the location.

There is another consideration with which we must cope in our planning for a better and more profitable future in the music business for all Seeburg operators and that is the confusion which exists in the record business, commonly referred to as the "battle of the speeds"; but in order to protect the operator's investment in Seeburg "100" Select-O-Matic equipment in the years ahead, here is our analysis of the various speeds and Seeburg's answer to the problem:

1 The manufacture of 78 r.p.m. records will be continued by all manufacturers in the record business for many years to come.—The reason for this is obvious because all 78 r.p.m. records are standard, play on all of the millions of turntables out in the field today and offer an immediate volume outlet to all record manufacturers.

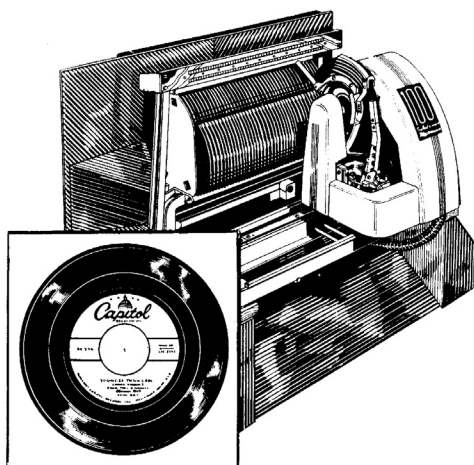
2 Long playing records offer exceptional advantages in the recording of complete classical works on an amazingly few discs, thereby giving an uninterrupted rendition and in the desired sequence. We also feel that the long playing record holds definite advantages in the recording of complete scores from musical comedies where the present number of records in an album can be substantially reduced.

With due respect to the many outstanding attributes of the long playing record, we do not feel that it will ever be a factor in the coin-operated phonograph business because the principle of the long playing record opposes the basic principles upon which the coin-operated phonograph business has been founded; namely, a single selection of music for five cents and each specific selection subject to selectivity by the public.

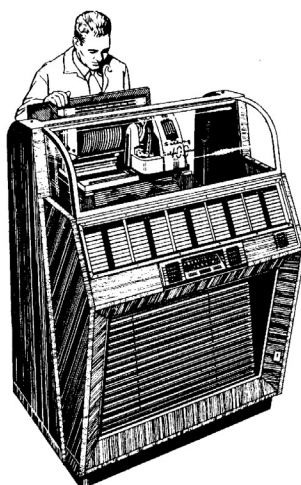
3 The 45 r.p.m. record could, conceivably, in the years ahead become a factor in the coin-operated phonograph business because it has all the basic fundamentals which are required in our business.—However, this record will never be a factor in the coin-operated phonograph business until such time as public approval has been placed upon it and public demand such that adequate stocks will be available in every record shop throughout the country and supported by a complete 45 r.p.m. catalog.

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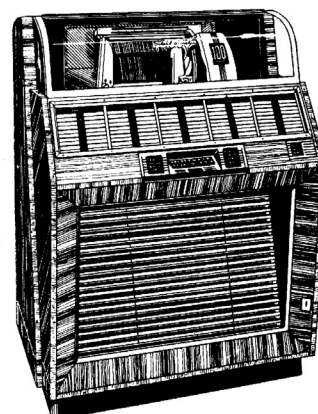
HOW THE OPERATOR'S INVESTMENT WILL BE PROTECTED—(IF NECESSARY)



Here is the 45 R.P.M. Select-O-Matic "100" Mechanism. When, and if, the 45 R.P.M. records become a factor, the mechanism will be packaged as shown complete with inner background trim—ready to insert in the M100A cabinet.



Again—when and if—just take out the 78 R.P.M. Select-O-Matic "100" mechanism and replace with the new 45 R.P.M. Select-O-Matic "100" mechanism. Everything fits. Exchange is made in a matter of minutes.



Your investment is protected. Here is the Select-O-Matic M100A cabinet with the 45 R.P.M. Select-O-Matic "100" mechanism—ready to operate with all existing components—including the Wall-O-Matic "100" and speakers—of Seeburg Select-O-Matic "100" Music Systems.

Note. It is very difficult to intelligently appraise the present record situation in following three different turntable speeds and visualize what the final pattern in the record business will be. The record business has always been dependent upon volume for success and this volume has been possible in the past due to standards in the manufacture of records and the fact that all manufacturers were building to the same specifications; and regardless of which make of record was purchased by the public, it could be played on any phonograph.

The public is the only one that will decide this issue; and it would not be surprising to us to see all record manufacturers standardize once more on their production—the same speed—the same size center hole—et cetera—particularly in the manufacture of popular records.

However, based on our analysis of the two new speeds, 33 $\frac{1}{3}$ and 45 r.p.m., it is our opinion that the latter, 45 r.p.m., must be considered by the J. P. Seeburg Corporation.—Therefore, in order to protect our business and your business in the years ahead, we have provided for this possibility as outlined below:

1 We have developed a Seeburg Select-O-Matic "100"

for the playing of the 45 r.p.m. record.—This mechanism was demonstrated to all Seeburg distributors at our distributor meeting on Friday, August 26, held at the Belden Stratford Hotel in Chicago.

2 If and when the 45 r.p.m. record becomes a factor to music operators (and it may never become a factor), Seeburg, for a nominal cost to the operator, will replace the present 78 r.p.m. Select-O-Matic "100" mechanism with a 45 r.p.m. Select-O-Matic "100" mechanism.—The 78 r.p.m. is simply unbolted and removed from the present M100A cabinet and the 45 r.p.m. "100" Select-O-Matic mechanism installed.—The entire change requires less than five minutes' time and the operator's investment in the M100A will not be jeopardized — *it will be protected.*

3 The 45 r.p.m. "100" Select-O-Matic mechanism has been designed for the present Seeburg "100" Wall-O-Matic—Model 3W1—so this is your assurance that if and when in the years ahead should it ever be necessary for you to use the 45 r.p.m. record—your investment in the Seeburg "100" Wall-O-Matic will not be jeopardized—*it will be protected.*

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Illinois

We take this opportunity to express our confidence and faith in the future of the music business and we sincerely hope that this statement of policy on our part will merit your continued support and cooperation in the years ahead.

J. P. SEEBURG CORPORATION

THE Seeburg Select-o-matic 100



Here is the phonograph that everyone—operators, location owners, the public—has been expecting. It's the Seeburg Select-O-Matic "100"—the greatest advance in the history of the coin-operated phonograph industry.

The new and revolutionary Select-O-Matic "100" has everything—multiple selection . . . new playing appeal . . . brilliant, modern appearance . . . sturdy, simplified construction—and—more important than ever . . . Seeburg Scientific Sound Distribution and Remote Control.

MULTIPLE SELECTION

Not 20, not 24, not 40—but, as the name suggests, the Select-O-Matic "100" provides 100 selections of the finest recorded music—plays both sides of 50 records.

All 100 selections are visible at the same time. The 100 selections may be cataloged in logical groups; for instance, (1) Hit Tunes (2) Old Favorites (3) Waltzes and Polkas (4) Foxtrots and Rhumbas and (5) Classical Music.

NEW PLAYING APPEAL

The public will thrill to the magical operation of the Select-O-Matic "100" as the Seeburg mechanical brain plays records vertically . . . either side or both sides with the same pickup arm . . . plays 10-inch or 12-inch records wherever they are placed in the magazine—no special settings are necessary.

Other convenience features that will encourage playing include:

- Conveniently located, easy-to-play selection panel
- Single coin chute. Nickel, 1 play—Dime, 2 plays—Quarter, 6 plays (six individual selections).


BRILLIANT, MODERN APPEARANCE

The Select-O-Matic "100" is as brilliant in appearance as it is revolutionary in performance. The top section of the unit provides a stunning glass and chrome background for the Select-O-Matic mechanism. The cabinet itself is a fine quality wood veneer that skillfully blends with the animated grille that sends forth a constantly changing pattern of soft subtle lights.

STURDY, SIMPLIFIED CONSTRUCTION

The Select-O-Matic "100" is sturdily yet simply built. Operators and service men will appreciate all serviceable parts being easily accessible. For example: the entire amplifier may be serviced in the cabinet while the phonograph is being played by merely removing the back plate.

SCIENTIFIC SOUND DISTRIBUTION AND REMOTE CONTROL

 Even the new and amazing Select-O-Matic "100" is only part of the complete, tailored new music system.

To bring music at conversational level throughout, Seeburg provides a complete line of constant voltage speakers to meet the need of any location.

To bring selection to the finger tips of every guest, Seeburg introduces the 3-Wire Wall-O-Matic "100"—the most remarkable 3-wire remote selection system ever designed. It presents the entire 100 selections in 5 convenient groups.

And for complete control of the entire system, from any remote point, Seeburg offers the Master Remote Volume Control unit.

J. P. SEEBURG CORPORATION

1500 North Dayton Street, Chicago 22, Illinois



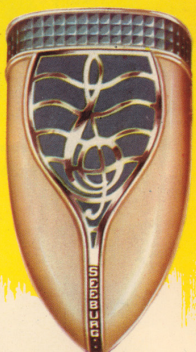
Wall-o-matic



The most amazing remote selection system you've ever seen. 100 selections—visible 20 at a time. Single coin chute for nickels, dimes, quarters. 6 individual plays for a quarter. Simple, conveniently located push-button panel permits easy selection.

Ivory finish metal housing. 3-wire type for quick installation. Easily serviced.

Seeburg SCIENTIFIC SOUND DISTRIBUTION AND REMOTE CONTROL



The Seeburg Mirror Speaker is a sparkling combination of ivory, chromium and blue mirrors. Housing is molded plastic—light in weight—easy to clean. Speaker is 12-inch constant voltage type.

SPEAKERS

The compact Tear Drop Speaker is of lightweight plastic with ivory lacquer finish trimmed with sparkling chromium. 8-inch constant voltage speaker.



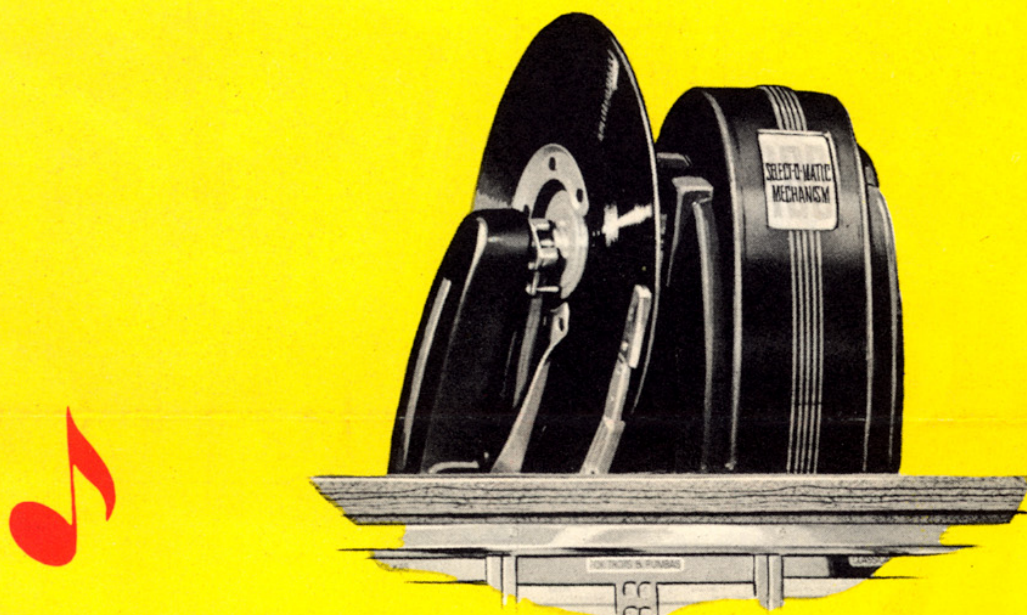
Seeburg Recessed Speaker for both wall and ceiling installation. Attractive metal grille has ivory baked enamel finish. 8 or 12-inch constant voltage speakers.



MASTER REMOTE VOLUME CONTROL

An ingenious electronic unit that permits complete control of sound from both the master speaker and all wall and ceiling speakers from any remote point. This unit also provides for record cancellation without going to the phonograph.

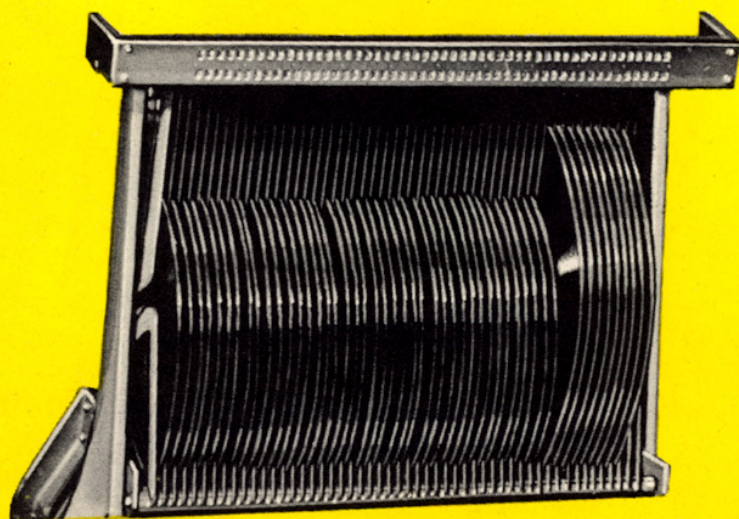




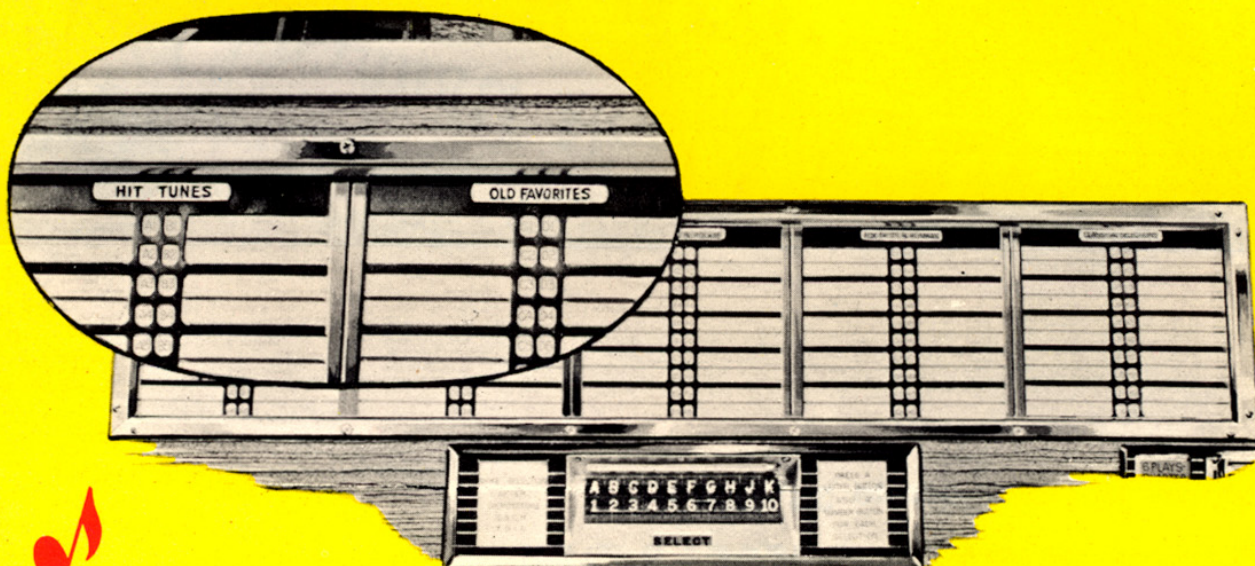
THE SELECT-O-MATIC MECHANISM

The mechanical "brain" of the Select-O-Matic "100" plays records vertically—either side, both sides . . . plays 10-inch or 12-inch records.

PLAYS 10-INCH OR 12-INCH RECORDS

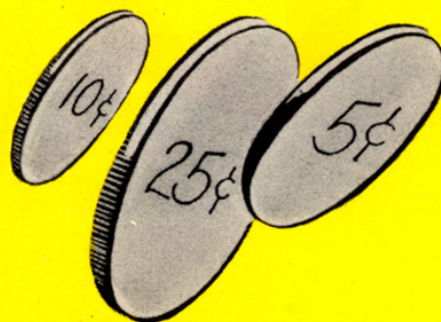


The Select-O-Matic "100" holds 50 records, 100 selections. 10-inch and 12-inch records can be intermixed in any order without any presetting.



100 TUNES . . . EASY SELECTION

All 100 selections visible at same time, grouped under five headings. Conveniently located selection panel for easy play.



SIX PLAYS FOR QUARTER

The single coin chute accepts nickels, dimes, quarters. One play, nickel—two plays, dime—and 6 INDIVIDUAL plays, quarter.