

PRESENTING THE *Seeburg*

WITH THE SELECT-O-MATIC "200" LIBRARY

J. P. SEEBURG CORPORATION • CHICAGO, ILLINOIS



the amazing *Seeburg*

## THE REVOLUTIONARY INSTRUMENT WITH THE *Select-O-Matic* "200" Library THAT HOLDS 100 RECORDS...PLAYS 200 SELECTIONS

Here is the most revolutionary development for the playing of recorded music since the invention of the phonograph—the new, the amazing Seeburg with the *Select-O-Matic* "200" Library.

To acquaint you quickly with this almost unbelievable mechanism, consider the services the Seeburg—and only the Seeburg—will perform.

*Only the Seeburg* with its *Select-O-Matic* "200" Library will automatically play more than 14 hours of continuous music without repeating a selection—without your touching the mechanism.

*Only the Seeburg* permits instant choice from 200 selections, without searching for a single selection.

*Only the Seeburg* plays either side or both sides of 100 records at your selection—never turns a record over—never drops a record.

*Only the Seeburg* gently moves records onto the vertical turntable, plays the record while it is in vertical position, gently returns the record to the library.

*Only the Seeburg* with its program timer—permits programs to be set up in advance to play automatically on any predetermined cycle, night or day.

These are but a few of the wonders of the Seeburg. If you have not seen this marvelous instrument, don't fail to see and hear it at your first opportunity.

# SICM

## SEEBURG INDUSTRIAL-COMMERCIAL MUSIC

### a Seeburg development to bring you versatile, selective music systems

The introduction of the revolutionary Seeburg brings new realities in industrial and commercial music systems. With the *Select-O-Matic "200" Library* as the heart of the basic unit of the system you may:

Select the music *you* want—to be played at the time *you* want—by the artists of *your* choice—from the 200 selections of the *Select-O-Matic "200" Library*. Listen to A.M. or F.M. radio—at any desired time—automatically—with the Seeburg program timer.

Arrange record or radio programs for an entire week in advance to be played automatically on a predetermined time cycle.

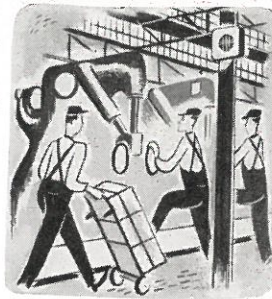
Provide paging facilities to reach all areas—or separate areas—of the installation.

Utilize the entire system for the broadcast of speeches, announcements or company programs. Send recorded music, radio programs and paging service to remote plants—the Seeburg dual-line amplifier provides this service.

Control the entire system from a single remote point such as a reception room or manager's office by merely flicking a switch.

Everything is provided for a scientifically engineered music system. Speakers for every purpose, amplifiers, microphones, remote control devices—are included in the complete line of Seeburg Industrial-Commercial Music equipment. However, this Seeburg equipment does not obsolete any existing amplification, paging and radio broadcasting system you may have. On the contrary, the Seeburg *Select-O-Matic "200" Library* has been designed and engineered to permit installation with existing sound facilities.

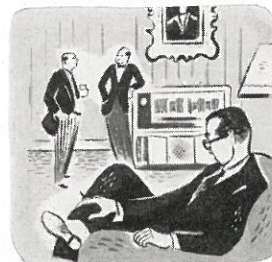
Seeburg Industrial-Commercial Music systems may be (1) purchased outright, (2) installed on a rental basis with all service furnished, or (3) installed on a rental basis with partial service. Nation-wide distribution and service facilities are available quickly to any plant having a SICM installation.



**In Factories**—Music brings industry better employee-employer relations, improved morale, reduced worker-fatigue and increased production. SICM provides the only method of bringing you the music you want at exactly the time you want it—automatically without touching a record or the mechanism—also complete paging facilities.



**In Stores**—In department stores, hotels, hospitals, schools, mortuaries, laundries—in fact in an almost endless number of establishments—SICM will bring music or radio broadcasts at any sound level, assuring utmost flexibility of control in every room or department—also complete paging facilities.

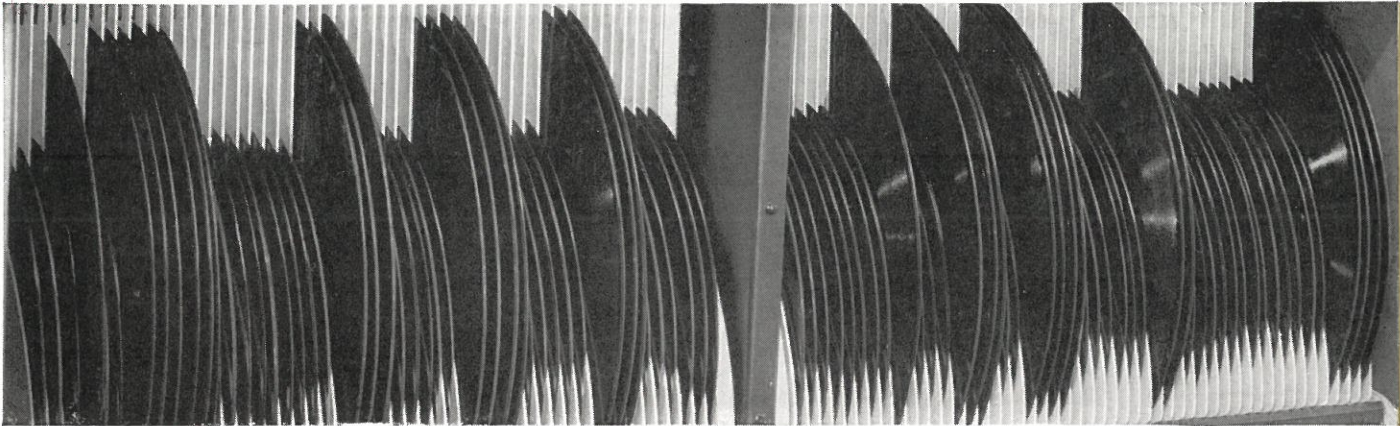


**In Clubs**—In clubs, lodges or similar establishments SICM will provide music at any hour of the day or night without anyone's touching either the records or the mechanism. It will permit instant selection of any record and will also serve as a paging system.



**In Game Rooms**—Music for dancing—hour after hour with no one's touching a record or the tone arm—chamber music or symphonic music through remote speakers which may be installed in any room of your home. The Seeburg will start at any time you wish—stop whenever you wish—all automatically.

# ONLY THE *Seeburg* GIVES YOU



## The Seeburg Select-O-Matic "200" Library Holds 100 Records—Plays 200 Selections

200 selections are ready for instant, automatic reproduction. Records are stored in a record library which is cushioned at top and bottom with rubber to eliminate possible damage to records when loading or unloading. Vertical storage prevents dirt and dust from collecting on playing surfaces of records. The

aluminum partitions minimize record warpage, eliminate confusion in filing, prevent marring record surfaces. Once a record is filed in the library, it need never be touched until replaced—replacement simply means taking one record out of the library—putting a new one in its place.

## 400 Positions—More Than 14 Hours of Continuous Music Without Repeating a Selection

The selector panel provides an individual control for each record—400 positions. (1) The first position (single yellow line) plays the "A" side. (2) The top position (single red line) plays the "B" side. (3) The center position (double line, red and yellow) plays both sides. (4) The lower position means the record will not be played. With all levers in the center position the Seeburg automatically plays between 10 and 14 hours of continuous music without repeating a selection, depending on the proportion of 10-inch to 12-inch records.

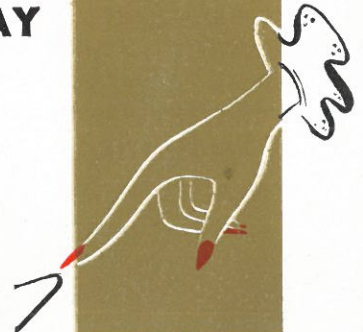
### compare playing records

#### THE OLD WAY

1. You decide on the selection
2. You locate the album from your file
3. You remove the record from the album
4. You place it on the turntable
5. You put the tone arm in position
6. When the record is played you turn it over and replace the tone arm
7. You replace the record in the album
8. You return the album to your file

#### THE *Seeburg* WAY

1. You flick a lever—  
that's all—*Music!*

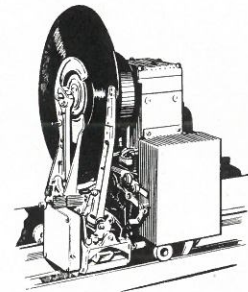
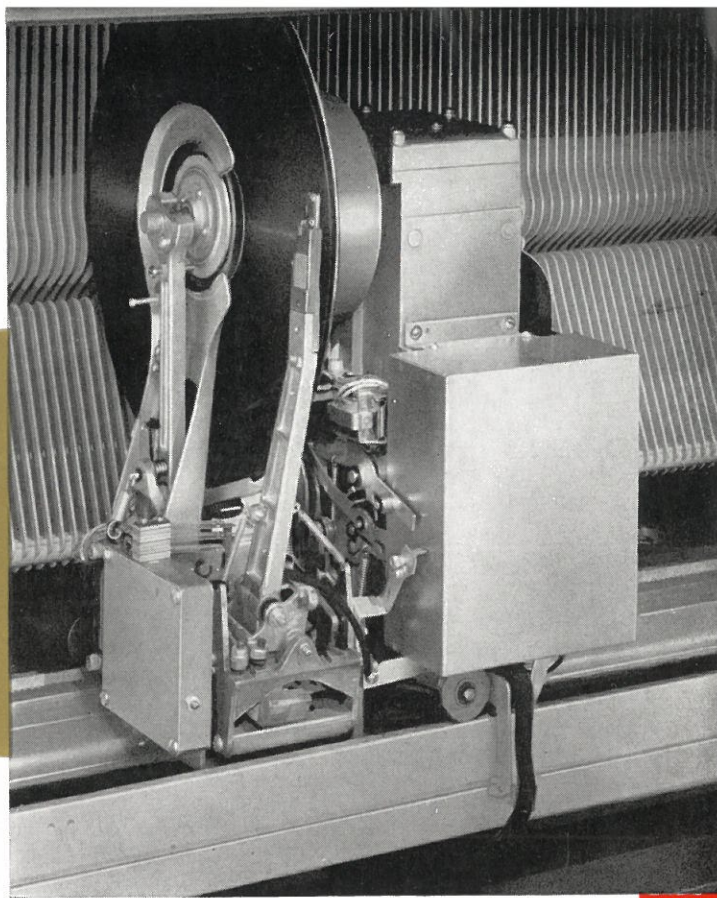


# THESE ADVANTAGES

## the mechanical "brain" of the *Seeburg*

**The Mechanical "Brain" of the SEEBURG**—The "Brain" of the Seeburg is the carriage that moves back and forth along a track running the entire length of the record library. When a selection is made the carriage automatically goes to that record—the record moves onto the vertical turntable—the pickup arm shifts into position—music! When finished the record is gently returned to the library and the "Brain" moves to the next selection of your predetermined program.

The location of the carriage—behind the record library—prevents tampering with any part of the mechanism, pickup arm or stylus. Yet the entire unit is easily accessible for servicing by removing the back panel.

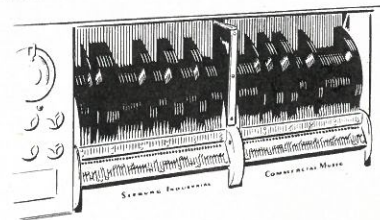


**Automatic Music**—The program timer automatically controls record or radio programs. Calibrated in 15-minute intervals, programs may be selected in advance to start playing when you wish—to stop playing when you wish.

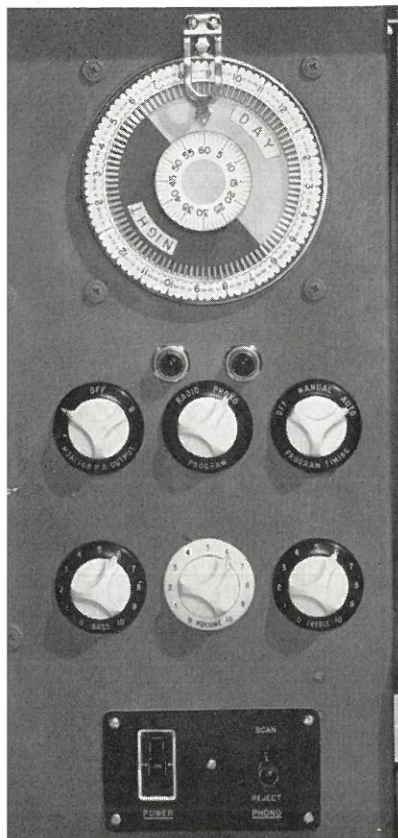
**Complete Control**—The control panel of the Seeburg provides every necessary control for operation of the Seeburg as a single unit or as the basic unit for a complete music system.

**Scan and Reject Switch**—When this switch is in the "up" position it will permit the playing of any record in the entire library without interrupting previously selected programs. When moved to the "down" position, it will reject any selection being played.

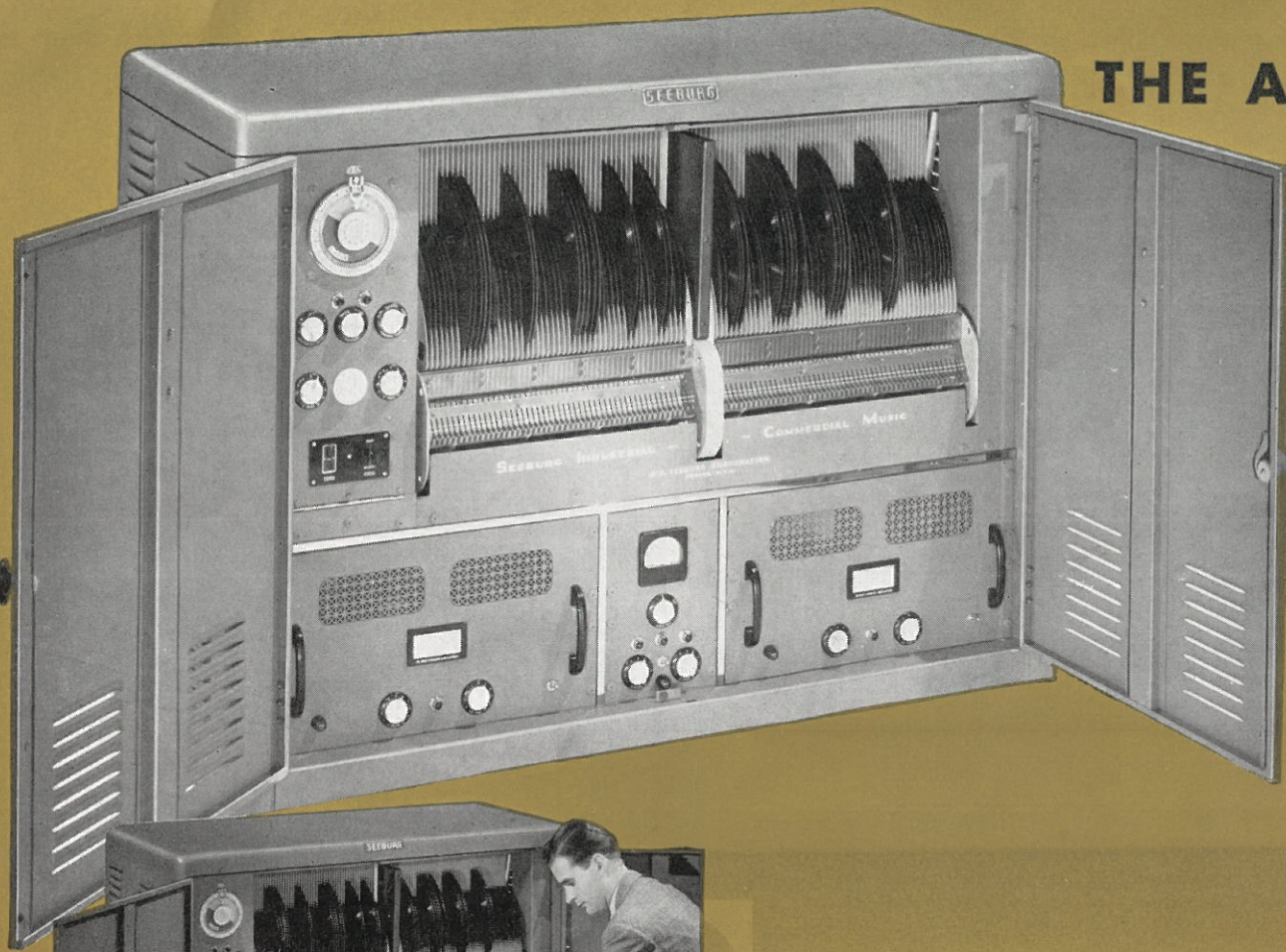
**The Seeburg Plays Records Vertically**—Only the Seeburg plays records vertically, never turns a record over, never drops a record. In playing opposite sides of a record the lightweight pickup arm—which has a double stylus, one for each side of the record—shifts from one side to the other; record wear is reduced to a minimum because you need never touch the pickup arm and the record does not support the weight of the tone arm.



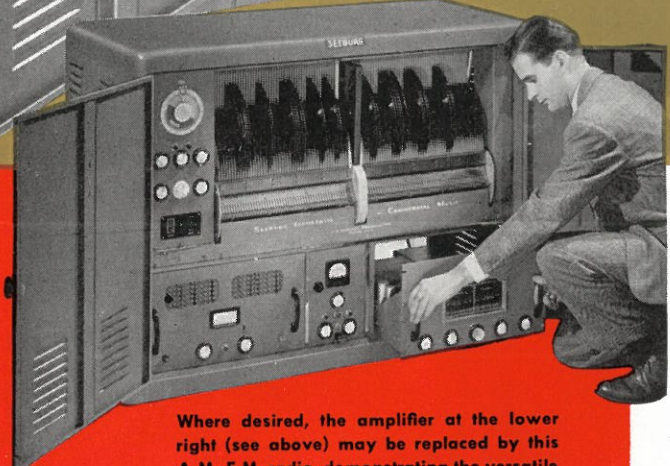
**Intermix In Any Order**—10-inch and 12-inch records may be intermixed in any order. There are no knobs to set or adjust. All compartments in the library accept either size—the mechanical "brain" plays them—whatever the order.



# THE AMAZING



The Model S-1 equipped for both local and remote record and paging service. The dual-line amplifier (center) provides two outgoing telephone lines for remote service.



Where desired, the amplifier at the lower right (see above) may be replaced by this A.M.-F.M. radio, demonstrating the versatile engineering that characterizes the Seeburg.

This is the Seeburg Basic Unit Model S-1. Adroitly designed and engineered, it is sufficiently flexible to fulfill the requirements of any industrial or commercial music system.

When equipped with A.M.-F.M. radio the Model S-1 will be supplied with either a 20 or a 70-watt power amplifier.

If radio service is not desired, combinations of a 20-watt and a 70-watt amplifier may be used to provide power output of 40, 90 or 140 watts.

In addition, the Model S-1 may be equipped with a dual-line amplifier for two outgoing telephone lines. This permits sending music and paging to remote points such as widely separated plants or a plant on the outskirts which has an executive office in the downtown area of a city.

All amplifiers may be connected for program (record and radio) only, paging only or program and paging.

Attractive, sturdy, gray crackle-finish metal cabinet.

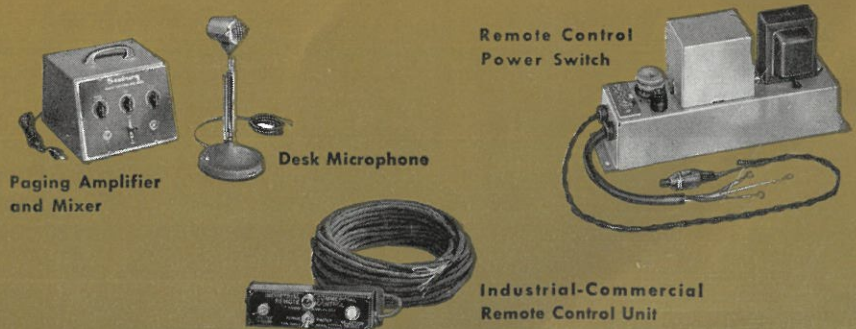


Neat appearance. The sturdy metal cabinet of the Model S-1 has an attractive gray crackle finish. Overall size: 52 x 37½ x 27½ inches.



Back view showing easy accessibility and clean engineering. Self-centering plug connections of Seeburg amplifiers and radio fit directly into cable channel—no dangling plugs or cables.

## ENGINEERED EQUIPMENT FOR COMPLETE



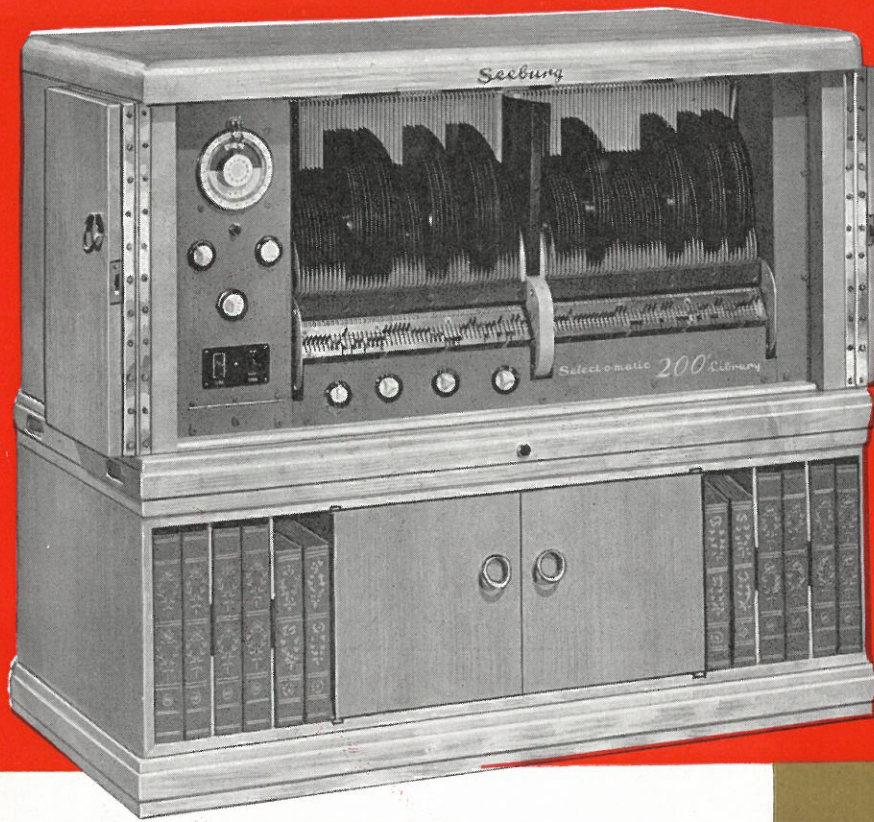
Paging Amplifier and Mixer

Desk Microphone

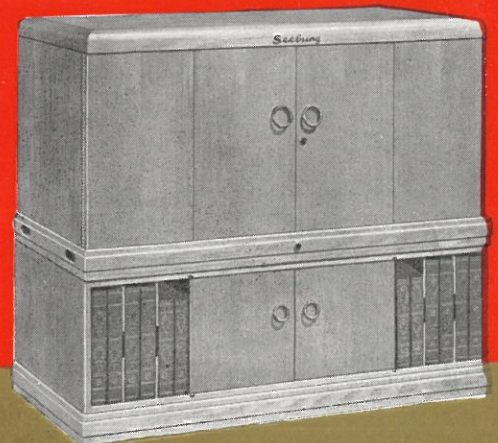
Remote Control Power Switch

Industrial-Commercial Remote Control Unit

# Seeburg



The Select-O-Matic "200" Library (Model SLBA-1) ready to play the recorded music you want when you want it.



The rich modern styling of the Select-O-Matic cabinet of imported Avodiré wood will add new glamor to any room. Overall size: 52¼ x 45½ x 25¾ inches.

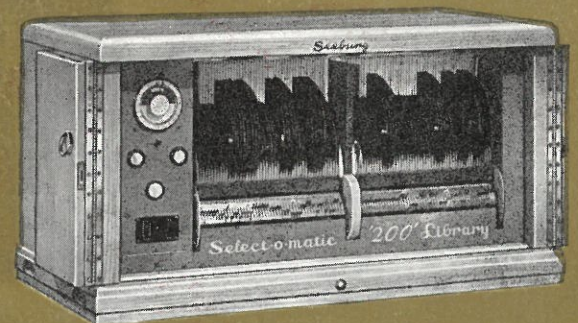
The revolutionary Seeburg Select-O-Matic "200" Library —dressed in a finely styled cabinet of imported Avodiré wood. This model is available to you as a complete unit with its own speaker and amplifier. However, the Seeburg has been packaged so that it may be connected to play music over an existing speaker and paging system or wired to your present radio to bring completely selective recorded music.

These combinations are available:

Model SL-1. The Select-O-Matic "200" Library housed in its own cabinet.

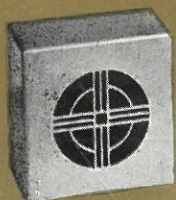
Model SLBA-1. This combination includes the Select-O-Matic "200" Library and a base cabinet which includes speaker, amplifier and record albums.

Model SLB-1. This unit includes the Select-O-Matic Library and a base cabinet with albums but without speaker and amplifier. It is designed for use with existing equipment.



The Model SL-1 contains the Select-O-Matic "200" Library only. Overall size: 52¼ x 27¾ x 25¾ inches. When placed on top of the base cabinet below, it becomes either the Model SLBA-1 (with amplifier and speaker) or the SLB-1 (without amplifier and speaker).

## SEEBURG INDUSTRIAL-COMMERCIAL MUSIC SYSTEMS



8 and 12-inch Speakers in Wood Housings

8-inch Tear Drop Speaker, Brown Bakelite Housing

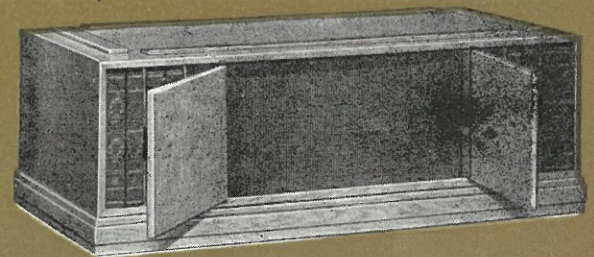


12-inch Mirror Speaker, Brown Bakelite Housing



(Tear Drop and Mirror Speakers also made with neutral plastic housings.)

Recessed Wall and Ceiling Speakers



The handsome base cabinet provides 12 albums for storage of 144 additional records and may be supplied with amplifier and speaker (BA-1) or without amplifier and speaker (B-1). Size: 52¼ x 18½ x 25¾ in.



THE *Seeburg*

THE MOST REVOLUTIONARY DEVELOPMENT  
FOR THE PLAYING OF RECORDED MUSIC  
SINCE THE INVENTION OF THE PHONOGRAPH

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