

SEEBURG

HI-FI IN STEREO

ROSCOPPE

WITH THE UNIQUE

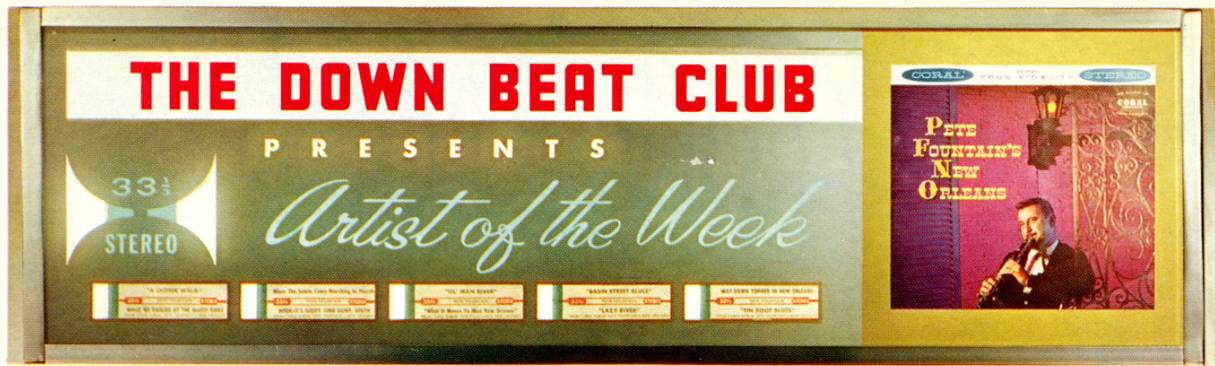
ARTIST OF THE WEEK



IRRESISTIBLE!

S new
SEEBURG
160





PERSONALIZED, for top locations! A sensational Seeburg innovation to create new location appeal. The name of the location can be prominently displayed at the top of the phonograph's illuminated showcase panel, pleasing the public and complementing the location. Simple slip-in letters make it a quick operation.

NEVER BEFORE have phonographs been so alluringly styled to enhance and brighten every location. *And they virtually demand to be played.* The sleek new cabinet silhouettes, trim and distinctive, present a dramatic contrast in rich black and glowing color. With their vivid hi-fi stereo reproduction of both 45's and the new 33 $\frac{1}{3}$ album records *intermixed*, matched with Seeburg's imaginative and forward-looking Artist of the Week plan, these brilliant new Seeburg phonographs were born to make more money for location and operator alike. Customers will find them **IRRESISTIBLE**

LL-O-MATIC 160

Beautifully compact, irresistibly
and 160-selection remote system.



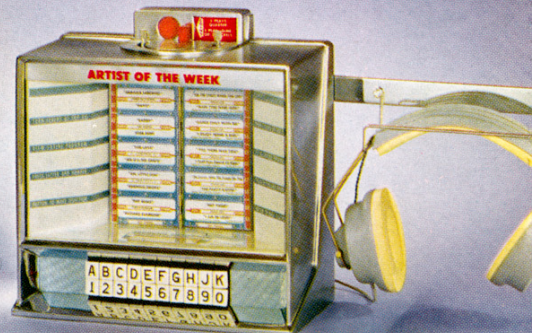
**TRY THE KOSS STEREOPHONES FOR STEREO
THAT'S "OUT OF THIS WORLD"!**

Here's the new and thoroughly fabulous on-location accessory that demonstrates the amazing beauty of Seeburg 33 $\frac{1}{3}$ stereo—the extraordinary Koss Stereophones. Can be assembled directly to the phonograph—or, through an ingenious attachment, to the Seeburg Wall-O-Matic 100 which has a convenient bracket (shown at the right) to support the Stereophones.



WALL-O-MATIC 100

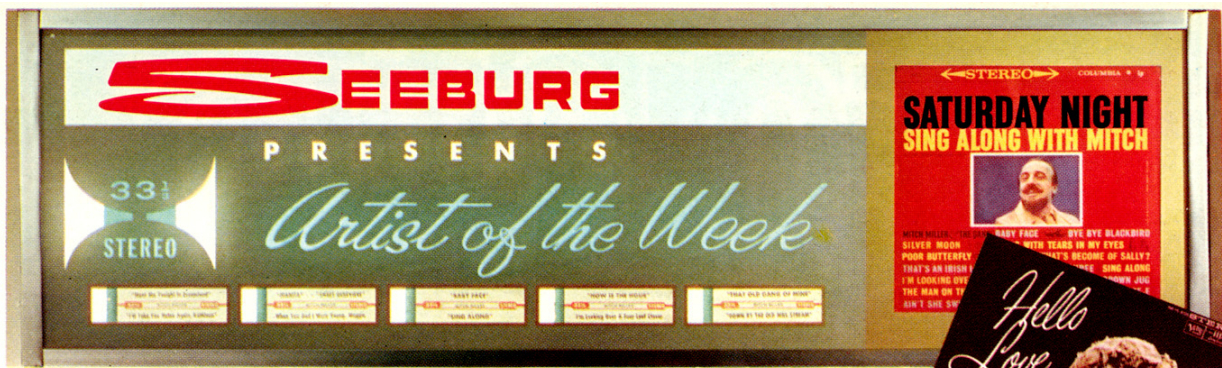
Newly designed like a miniature stage—100 brightly lighted titles.



IRRESISTIBLE!

new
SEEBURG
100





ENTIRE TOP PANEL displays your Artist of the Week program. Album-cover miniature and strip holder for ten titles snap in and out in seconds.

SEEBURG ALONE—playing the dynamic new 33 $\frac{1}{3}$ single stereo record (intermixed with 45's)—gives you this irresistible, extra-revenue plan, proved in top locations everywhere. A real money-maker wherever it has been introduced, the unique Artist of the Week plan has widened the public appeal of location programming, and it continues to create new and more substantial adult “music customers”

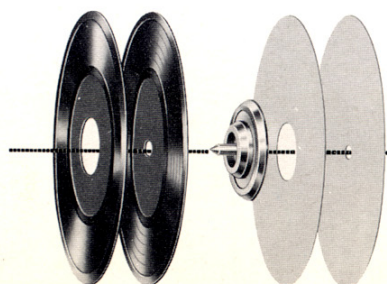


□ Leading record manufacturers are releasing, as 33 $\frac{1}{3}$ -RPM singles, more and more of their big hits by featured artists selected from top-selling albums. □ *You get a popular choice, every week or two,*

to satisfy the musical preference of every location.

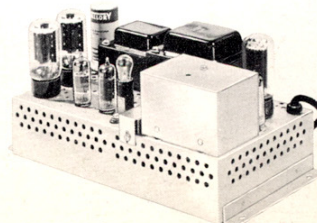
The phonograph's top panel, brightly lit, sells your selected Artist of the Week to the public. The ten featured titles, with a full-color reproduction of the week's album cover, are prominently displayed

for quick, easy selection. □ *Only Seeburg phonographs give you this revenue step-up plan, with both new models designed and built to play both 45 and 33 $\frac{1}{3}$ singles intermixed.* □ Here is the means to capture more of the post-teenage public—to insure and enlarge the profits of both operator and location, regardless of new trends in public taste. **WITH SEEBURG YOU CAN DO IT**



Only Seeburg has the exclusive Dual-Spindle Disc*. It senses the required record speed, plays each selection at the correct RPM.

*Patent Pending



Seeburg Auto-Speed Unit automatically varies turntable-motor speed to play intermixed 45-RPM and 33 $\frac{1}{3}$ -RPM stereo singles.

IRRESISTIBLE!

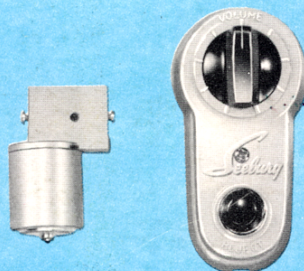
SEEBURG



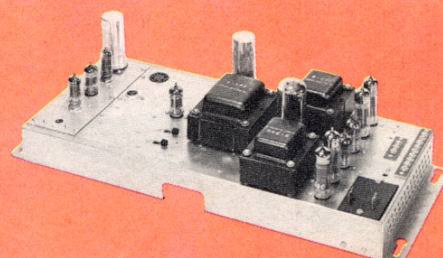
HI-FI IN STEREO WITH THE ARTIST OF THE WEEK



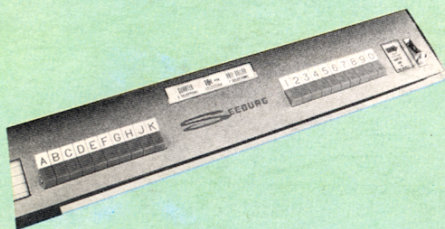
New 5-Year Pickup Guarantee—Seeburg's unmatched Pickering pickup (excluding stylus) is now fully guaranteed for five full years! The first such guarantee in industry history.



New Motor-Driven Volume Control—Newly designed for economy and durability. Uses standard 5-wire cable. All speakers connected to the phonograph may be controlled from any remote point. Includes reject button.



New Simplified Stereo Amplifier—Seeburg's new stereo hi-fi amplifier is now redesigned with simplified circuitry. Superb quality reproduction, yet with fewer parts and tubes for increased reliability.



New Fingerprint-proof Selection Panel—A new design in two-tone, frosty chrome. Resists smudges and finger marks, keeps its beautiful appearance in the busiest locations without constant polishing.



New 12-inch Wall/Corner Speaker—Unusual and inventive design makes this new full-range, 12-inch speaker for high-quality hi-fi stereo reproduction suitable for either wall or corner use.

...plus Seeburg Top Features:

Select-O-Matic Mechanism—the industry's most durable, trouble-free mechanism. Cannot drop a record or return it to the wrong compartment.

Electronic Tormat Unit—the only completely electronic selection memory unit. Service-free. Five-year guarantee.

Back-Door Electronics—complete amplifier and selection system mounted on the back door—unparalleled simplicity of service.

SPECIFICATIONS

Seeburg 160—160 selections. Half-dollar coin equipment optional. Audio power output—music rating—44 watts (22 watts per channel). Height 56½", width 32½", depth 24¼". Weight 325 lbs. net, 360 lbs. shipping.
Wall-O-Matic 160—Chromium-plated housing; 3-wire type. Dimensions: 14 7/16" x 12¼" x 7¼". Weight 29½ lbs. net, 33½ lbs. shipping.

Seeburg 100—100 selections. Half-dollar coin equipment optional. Audio power output—music rating—44 watts (22 watts per channel). Height 56½", width 32½", depth 24¼". Weight 310 lbs. net, 345 lbs. shipping.
Wall-O-Matic 100—Chromium-plated housing; 3-wire type. Dimensions: 12½" x 12 9/16" x 6¼". Weight 21 lbs. net, 25 lbs. shipping.

Design Patents Applied For

THE SEEBURG CORPORATION, CHICAGO 22