

Seeburg presents . . .





ABCDEF GHIJK

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COIN

Seeburg

Song 5

THE most outstanding

MUSIC SYSTEM EVER DEVELOPED

Announcing the new Seeburg Select-O-Matic "100" Music System . . . from any view and by any comparison the most outstanding music system in the history of coin-operated music.

In appearance. Distinctive beauty marks every new and exciting line of the new Select-O-Matic "100" . . . "years ahead" in design.

In musical reproduction. The new Select-O-Matic "100" brings a new concept of listening pleasure to recorded music . . . with FULL SPECTRUM HIGH FIDELITY plus OMNI-DIRECTIONAL SOUND . . . See pages 3 and 4.

In ease of operation. Masterful engineering typifies the new Select-O-Matic "100" inside and out. Everything has been done to assure unexcelled performance and simple, economical operation.

To see the new Select-O-Matic "100" just lift the page . . . to appreciate fully this outstanding music system, see your Seeburg Distributor at your first opportunity.

the distinctive new

Select-o-matic



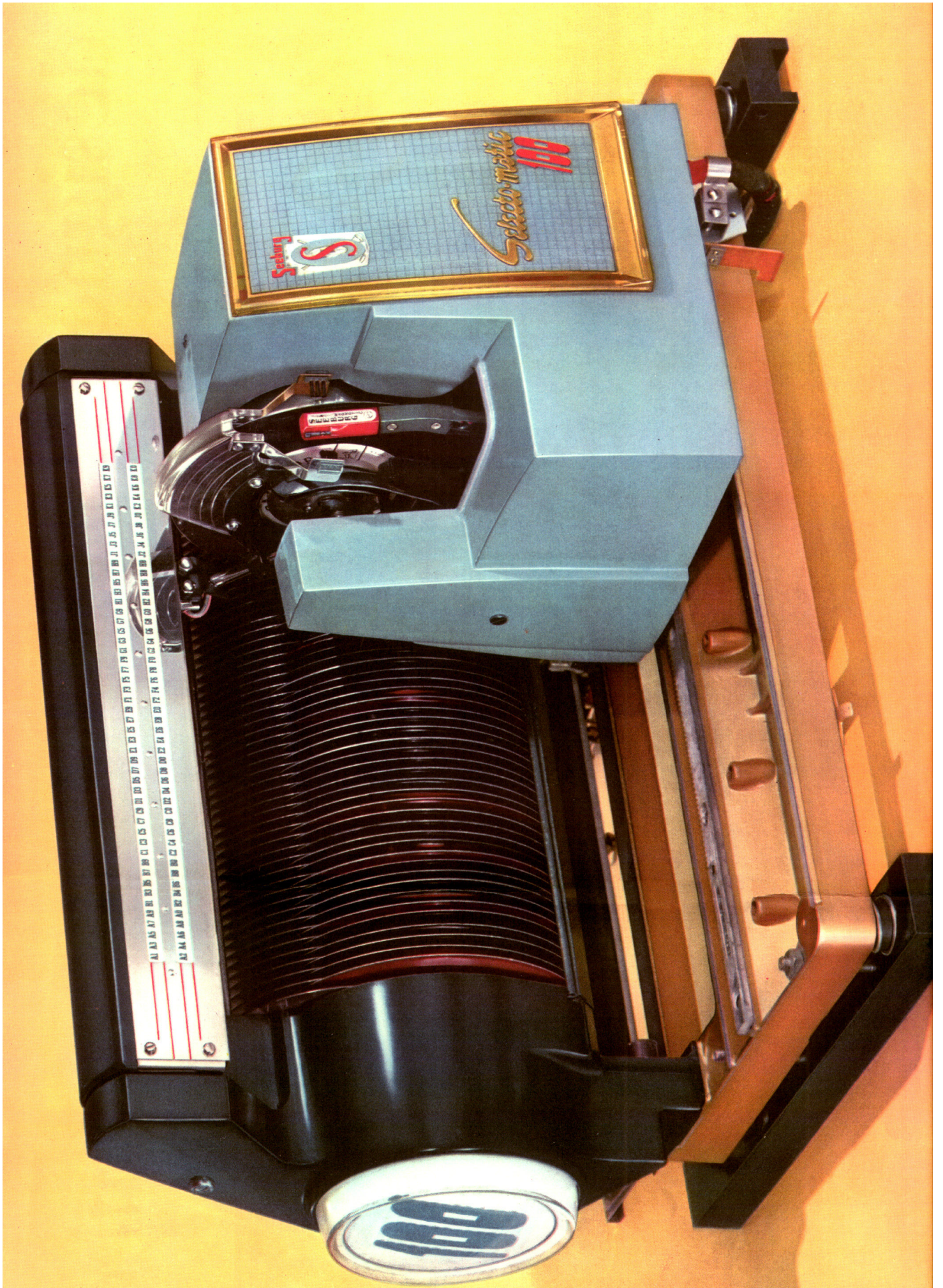
One look tells you . . . this is the most beautiful music system ever created.

Now look again . . . you'll admire the graceful lines that cradle the Select-O-Matic "100" mechanism in its symbolic band-shell background. Note, too, the extended sweep of the one-piece glass top that provides an inviting showcase setting for the mechanism, title-strip panel and straight-in-line selection system. Then, immediately below is the all-new softly illuminated grille assembly with its vertical glass louvers, chromium-plated ornaments and silver-spangled fabric covering.

That's the beauty of the new Select-O-Matic "100" . . . there's much more that's new on the pages ahead.

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

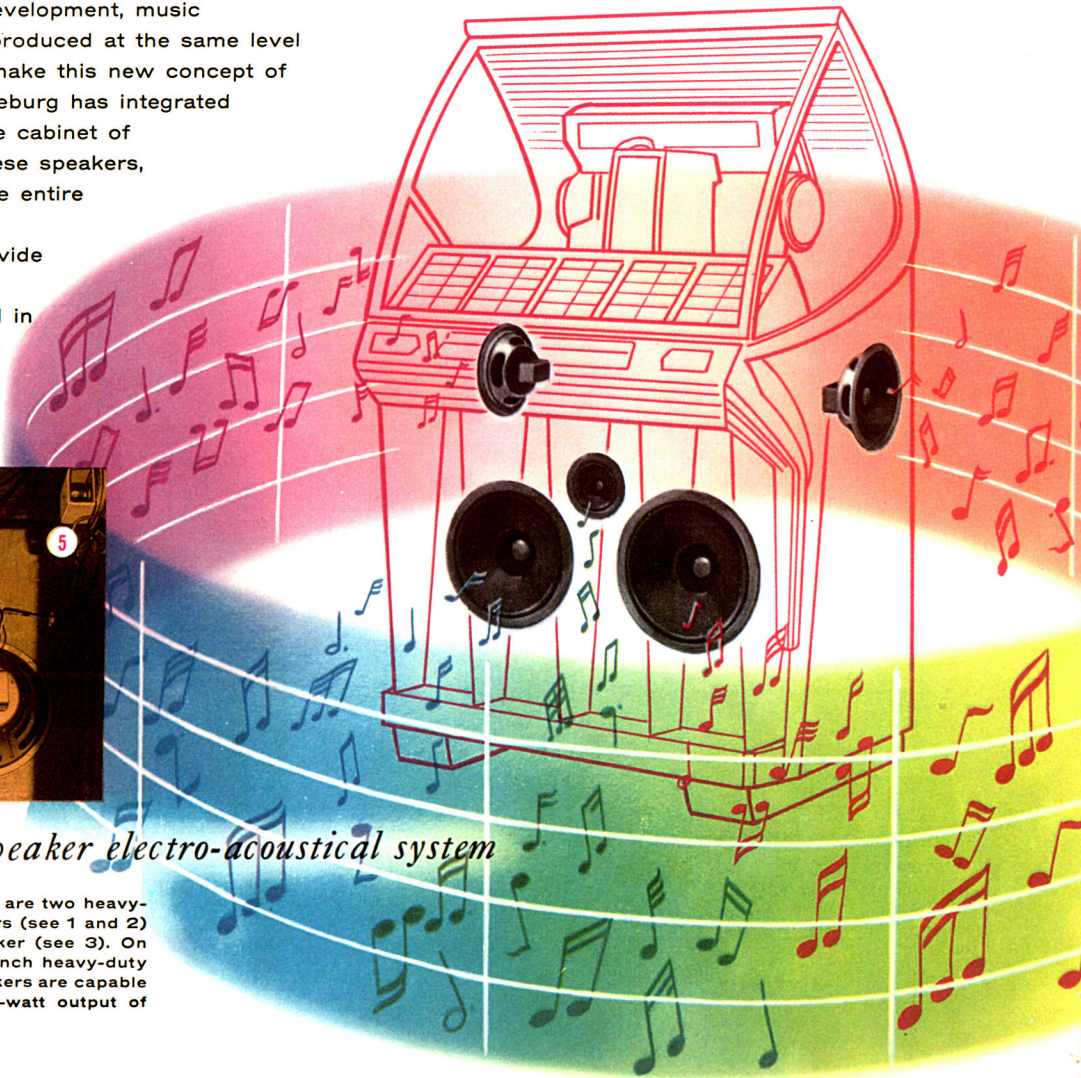
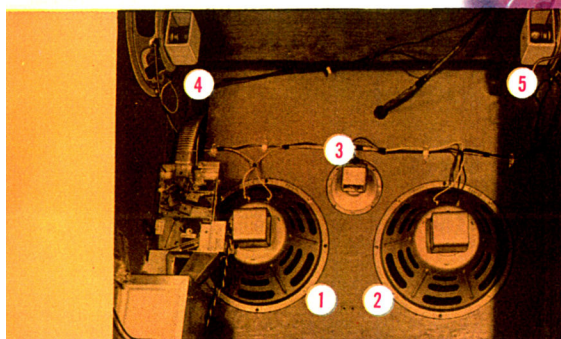




omni-directional sound

Here's the last word in musical reproduction . . .
it's omni-directional sound . . . music in all directions!

With this amazing Seeburg development, music is beautifully and faithfully reproduced at the same level everywhere in the room. To make this new concept of listening pleasure possible, Seeburg has integrated five separate speakers into the cabinet of the Select-O-Matic "100". These speakers, carefully designed to cover the entire tonal spectrum, are skillfully mounted in the cabinet to provide the most advanced electro-acoustical system ever offered in a coin-operated music system.

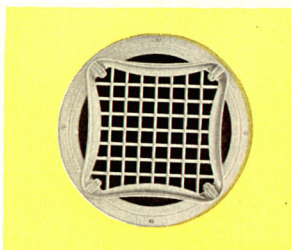


omni-directional, 5-speaker electro-acoustical system

Mounted on the front of the cabinet are two heavy-duty, 12-inch low frequency speakers (see 1 and 2) with a 5-inch high frequency speaker (see 3). On each side there is a wide range 8-inch heavy-duty speaker (see 4 and 5). The five speakers are capable of absorbing far more than the 25-watt output of the amplifier without distortion.

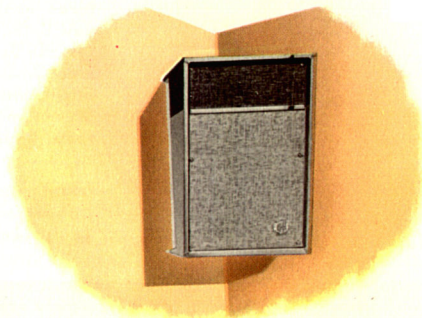
remote high fidelity speakers for scientific sound distribution

All Seeburg high fidelity remote speakers are of the constant voltage type, permitting complete interchangeability without additional accessories. This makes it possible to tailor the sound to the exact needs of every location.



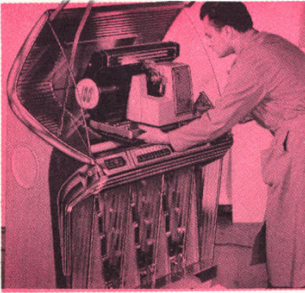
Recessed Mounting. 12-inch high fidelity remote speaker. Recessed mounting provides infinite baffle conditions for superlative performance.

Wall Mounting. An outstanding 8-inch, wide-range base reflex speaker scientifically housed in an attractive two-tone cabinet.

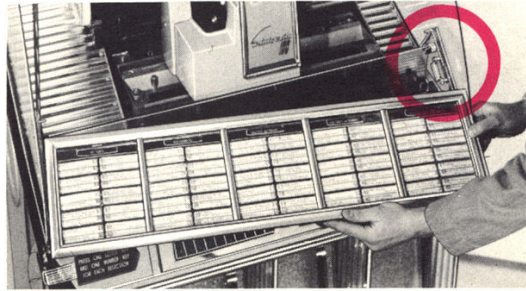


Corner Mounting. 8-inch speaker in a modified folded-horn enclosure. Attractive corner cabinet may also be used as console on floor.

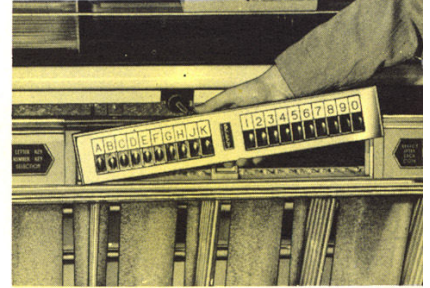
designed... for unexcelled



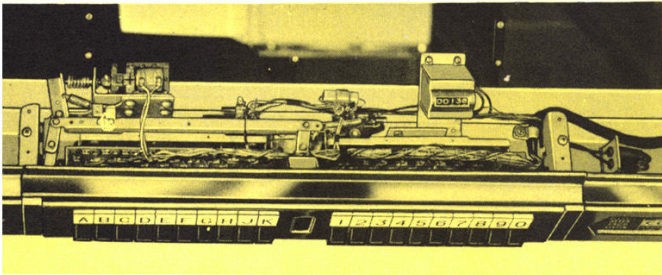
Entire mechanism slides out from front. Front end rests securely on selector castings for easy cleaning, servicing.



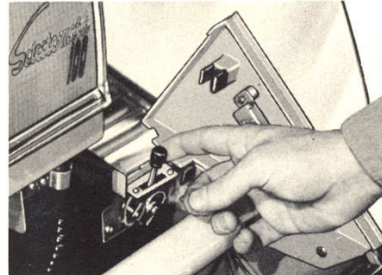
Title strip selection panel is held firmly in place by two magnets (inset). No tools needed. To remove, simply "break" the magnetic tension.



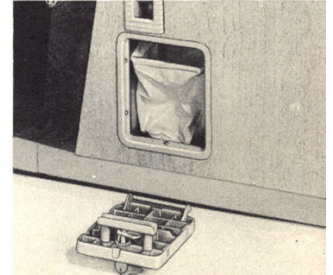
Letter-key, number-key panel is simply removed by releasing two sliding lock fasteners.



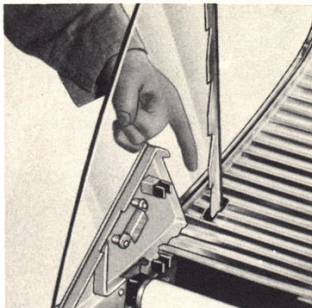
The new electrical selector is designed for maximum ease of service. Includes credit switch.



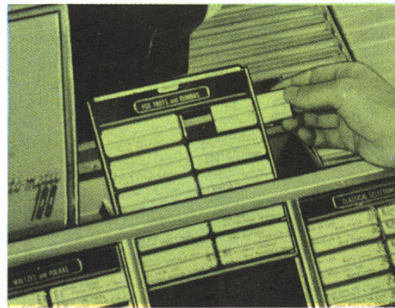
Single, conveniently located, service switch permits complete control of entire mechanism.



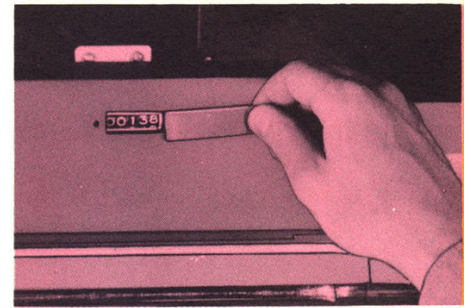
Pilferproof coin box. Cast aluminum door, steel reinforcing bezel and new lock assembly minimize tampering.



Six-position, positive action lid support holds full-vision, glass top in any position. Spring action safety catch.

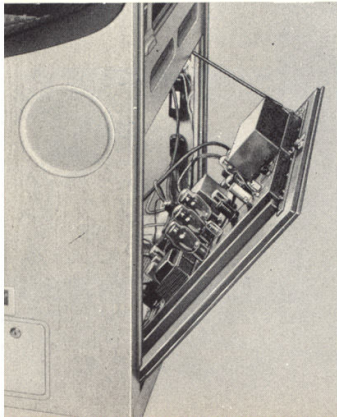


Title strip holders lift out easily from top. Double title strips are inserted or removed from sides.



Selection counter keeps accurate record of total plays. Conveniently located, easily read by lifting rubber flap.

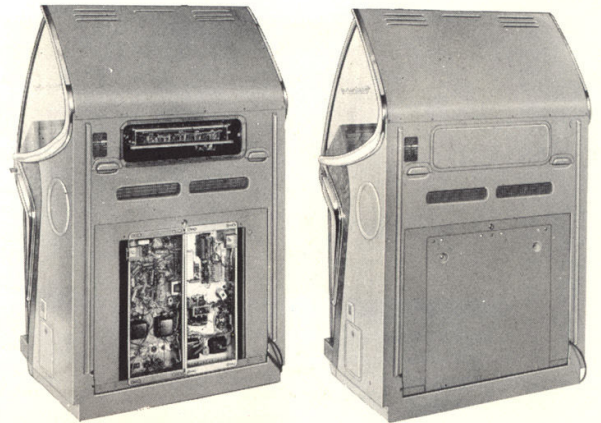
performance and profitable operation



(left). Electronic assembly, mounted on hinged door, may be dropped to any position to permit servicing without stopping phonograph.

(right, open). Lower cover panel affords easy access to amplifier and new selection receiver. In-line selector can be removed independently of mechanism through the access port. Maximum accessibility permits all tests under actual operating conditions without loss of revenue.

(right, closed). Clean appearance. Conveniently positioned handholds and loading strips for easy handling.



proper programming

The title strip panel of the Select-O-Matic "100" makes proper programming easy. Grouped under the five basic musical classifications is "music for everyone" . . . music for tots, for teenagers, for old-timers.

Proper programming is the key to successful music merchandising. It's the way progressive music men display their product . . . it's the way to make music easier to sell and easier to buy.



SPECIFICATIONS

Select-O-Matic "100" Phonograph—Model HF100R

Height, 59" • Width, 35" • Depth, 26" • Weight (net), 315 Lbs. • Weight (shipping), 395 Lbs. • Watts (standby), 85 Watts • Watts (normal), 230 Watts • Volts, 117 Volts • Frequency, 60 Cycles • Cabinet lighting, One 25 Watt, 33" Day-light Fluorescent Lamp • Cabinet finish, Sea Mist and Olive Burl Plastic Veneer • Record capacity, 50 Records (100 Selections) • Record speed, 45 RPM • Pickup, Seeburg High Fidelity Magnetic • Amplifier, Seeburg High Fidelity • Power output—25 watts • Bass compensated volume control • Automatic Volume Compensator • Output for Remote Speakers, Constant Voltage (up to 24 watts).

SPEAKER SYSTEM • Omni-directional sound • Two 12" Low frequency speakers, two 8" Wide range speakers, and one 5" High frequency speaker.

SYSTEM AUDIO PERFORMANCE • 40 CPS to 15 KC ± 5 DB—Acoustical output from records which conform to AES recording standards.

SELECTION SYSTEM for remote control built into a new selection receiver. Provides for use of up to 6 Wall-O-Matics without accessories.

ACCESSORIES • Wall-O-Matic Type 3W1. Microphone pre-amplifier for remote operation and paging—Type PAK3. Master remote volume control—Type MRVC1. A complete line of Type CV high fidelity remote speakers.

The Seeburg remote control system meets all requirements of the National Electrical Code for Class 2 remote control and signaling systems.

Select-O-Matic "100" R. C. Special—Model HHF100R

Height, 27½" • Width, 36" • Depth, 23" • Weight (net), 208 Lbs. • Weight (shipping), 254 Lbs. • Cabinet Finish, Royal Blue Wrinkle Lacquer • Monitor Speaker, 5" P.M. • Bass Compensated Remote Volume Control (up to 60 ft. from phono), supplied as standard equipment. • Watts (standby), (without Wall-O-Matics) 40 Watts • Watts (operating), (without Wall-O-Matics) 200 Watts.

For each 3W1 Wall-O-Matic, add to standby power requirements—15 Watts.

SELECTION SYSTEM for remote control built into a new selection receiver. Provides for use of up to 12 Wall-O-Matics without accessories.

For other specifications and accessories, see specifications for HF100R.

Wall-O-Matic "100"—Model 3W1

Height, 12¾" • Width, 12¼" • Depth, 5¾" • Weight (net), 20¼ Lbs. • Weight (shipping), 24½ Lbs. • Volts, 25 Volts • Watts, 15 Watts • Amp. (standby), 0.45 • Amps. (operating), 3.00.

Designed to operate with any Seeburg Select-O-Matic.

The Seeburg remote control system meets all requirements of the National Electrical Code for Class 2 remote control and signaling systems.

High Fidelity Corner Speaker—Type HFCV1-8

Height, 21¾" • Width, 14¾" • Depth, 16" • Weight (net), 15 Lbs. • Weight (shipping), 23½ Lbs. • Speaker, 8" Wide range • Field, Permanent Magnet Alnico V • Wattage Input, 4, 2, 1 or ½ Watt (taps) • Input, Constant Voltage.

This is a specially designed cabinet for corner installation. May be suspended near ceiling or placed on floor, counter or table. Attractive, two-tone grey finish will complement any interior color scheme.

High Fidelity Wall Speaker—Type HFCV2-8

Height, 18¾" • Width, 22¾" • Depth, 10½" • Weight (net), 21 Lbs. • Weight (shipping), 25 Lbs. • Speaker, 8" wide range • Field, Alnico V • Connections, Constant Voltage Line • Wattage Input, 4, 2, 1 or ½ Watt (taps).

This speaker is designed for wall installations. Attractive two-tone grey finish of cabinet will harmonize with any interior color scheme.

Although it appears small in size, the acoustical chamber is of such design as to furnish all of the frequencies required for the high fidelity reproduction of music.

High Fidelity Recessed Speaker—Type HFCV1-12

Size, Diameter, 12"—Depth, 5¾" • Input, Constant Voltage • Watts Input, 8, 4, 2 and 1 Watts (taps) • Field, Permanent Magnet Alnico V • Grille Diameter, 14½" • Grille Color, Off-white • Minimum Depth of Recess, 7" (1" clearance back of speaker) • Weight (net), 8½ Lbs. • Weight (shipping), 10 Lbs.

This is a wide range 12" permanent magnet type of speaker, designed for recessed wall or ceiling installations. The reproduction from this speaker is excellent when used with the Seeburg High Fidelity Amplifiers.

High Fidelity Recessed Speaker—Type HFAS2-12

Size, Diameter, 12"—Depth, 5¾" • Input, 16 Ohms • Voice Coil Diameter, 2 Inches • Wattage Input, 16 Watts maximum • Field, Permanent Magnet, Alnico V, 1 Lb. • Grille Diameter, 14½" • Grille Color, Off-white • Minimum Depth of Recess, 6¾" (1" clearance back of speakers) • Weight (net), 11 Lbs. • Weight (shipping), 13.5 Lbs.

This is a wide range 12" permanent magnet type of speaker designed for recessed wall or ceiling installations. It has a dual cone for mechanical coupling and crossover that provides efficient high and low frequency response for true high fidelity reproduction.

Remote Volume Control—Type MRVC-1

Bass equalized, supplied normally with cable for operation up to 60 ft. from phonograph. May be extended up to 100 ft. with no loss of tone quality. Controls the volume of the phonograph speakers and remote speakers. This unit also permits record cancellation from any remote point.