



THE EXCITING, NEW

Seeburg 200

Superb Styling. Every line contributes to fresh, modern appearance—from the distinctive showcase to the jets of the grille that spell beauty in motion.

Unmatched Performance. Advanced engineering and design features include the straight-in-line Select-O-Matic mechanism . . . Dual Pricing . . . Tormat Memory Unit . . . new printed circuits . . . full-range high fidelity.

J. P. SEEBURG, CHICAGO 22, ILLINOIS
Division of Fort Pitt Industries, Inc.

THE NEW *Seeburg 200*

IS THE WORLD'S FINEST MUSIC SYSTEM

STRAIGHT-IN-LINE



Select-o-matic

MECHANISM

The only one of its kind. The Select-O-Matic mechanism never drops a record . . . never turns one over because, even when playing, records never completely leave their individual storage compartments. Lightweight, spring-tension magnetic pickup exerts minimum pressure for longer record life.

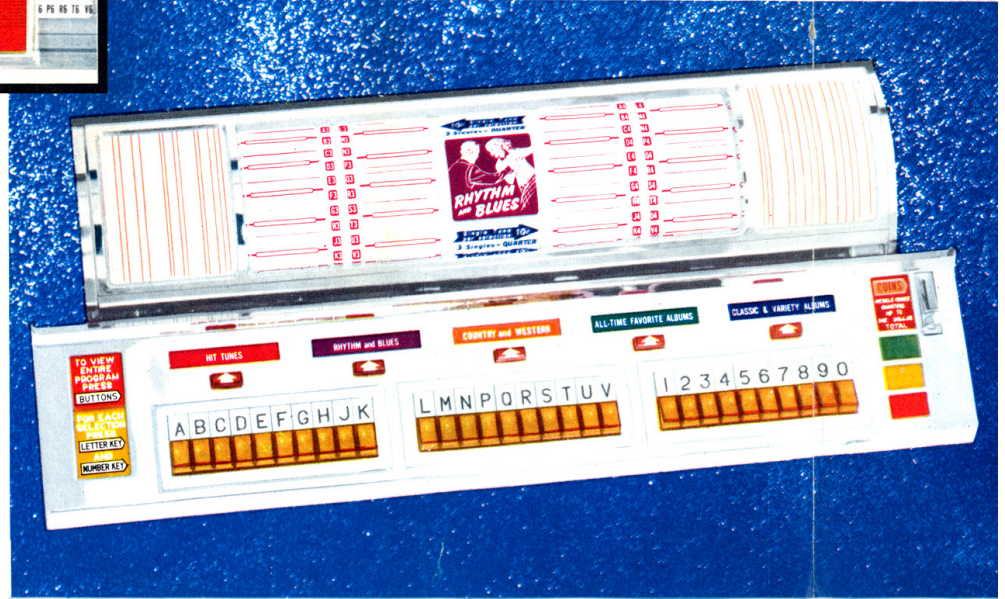
A new magnifying indicator at base of the carriage identifies "selection playing."



DUAL PRICING FOR PROFITABLE PROGRAMMING

Revolving Drum Program Selector catalogs 200 selections of music, 40 at a time under appropriate classifications, for fast reference, easy selection.

Dual Pricing. Much of the 45 RPM music the public wants to hear is only available on EP Album (two tunes per side) records. With Dual Pricing single records are programmed at one price and EP Albums at a proportionately higher price.

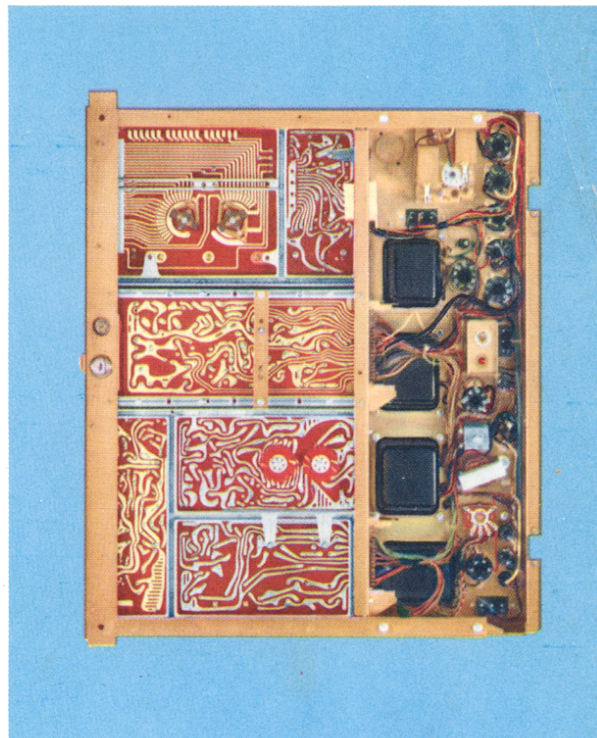




PRINTED CIRCUITS

Here is another design advancement that places the Seeburg 200 in a class by itself. This photograph pictures all the electronic assemblies which are concentrated in the swinging door. Back door assembly consists of "unitized" (individual) boards for the six major electronic units of the Seeburg 200. Each can be removed separately.

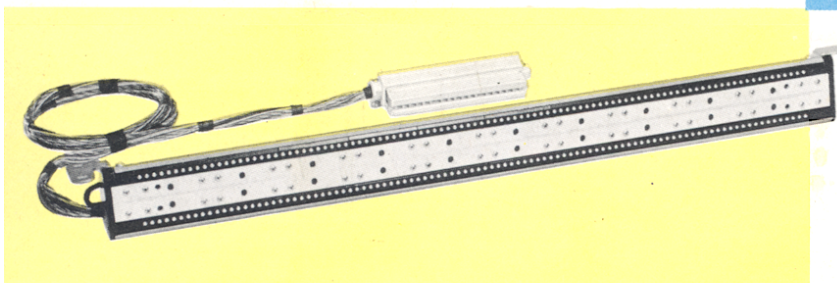
This widespread use of printed electronic wiring reduces the time required for service and inspection and assures maximum uniformity of performance and quality.



TORMAT MEMORY UNIT

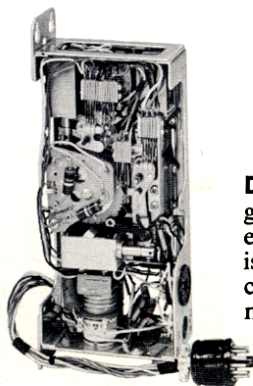
No moving parts. There is a tiny Toroid to completely control each of the 200 record sides. This is the first commercial application of Toroids other than for the "memories" of mammoth computing machines.

Permanently Sealed! Guaranteed 5 Years!



Wall-o-matic 200

Catalogs 200 titles under the same musical classifications that appear on the phonograph. Easily accessible program levers, directly below titles, swing freely. Letter-number keyboard at finger-tip level makes selection easy. The Wall-O-Matic is also equipped for Dual Pricing to assure profitable as well as proper remote programming. Chromium-plated housing. 3-wire type.



Dual Pricing Unit of the phonograph. The Wall-O-Matic is equipped with a similar mechanism. Both mechanisms establish credits up to \$1.00 to encourage multiple selection.





THE *Seeburg 200*

**PLAYS
"MUSIC FOR EVERYONE"**

The tremendously increased sale of album records to the public has created a welcome new concept in the programming of coin-operated phonographs. Single tune records continue to be essential to a well-programmed music system. But EP Albums, with two tunes per side, are now equally necessary to balanced programming.

With the Seeburg 200 proper, profitable programming is easy because: (1) Dual Pricing permits programming singles at one price and EP Albums at a proportionately higher price and (2) the colorful classification windows provide for programming "music for everyone" under appropriate headings. That's modern, profitable music merchandising.

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