

100

SELECTIONS
... AT THE PHONOGRAPH



THE NEW **Select-o-matic**
100

THE MECHANISM...

THAT HAS ESTABLISHED NEW STANDARDS
OF PERFORMANCE IN THE
COIN-OPERATED MUSIC INDUSTRY



STREAMLINED DESIGN

A self-contained unit, easy to remove for service. Note how new end covers add to finished appearance.

DURABILITY

Sturdy, light-metal frame provides rigid, yet lightweight, support for entire mechanism.

RECORD MAGAZINE

Vertical storage in individual compartments keeps records cleaner. All records always on display.

SERVICE-FREE

Performance has proved the Select-O-Matic "100" to be the most service-free coin-operated mechanism ever developed.

FLYWHEEL TURNTABLE

Clamping arm holds record firmly against the constant-speed flywheel turntable. No slipping, no spindle hole wear.

LONGER RECORD LIFE

Abrasive dust and dirt drop from the surface of records played in a vertical position.

NYLON BRUSHES

Located on both sides of pickup. Automatically brush lint and dust off stylus after each record is played.

MAGNETIC, SPRING-TENSION PICKUP

Lightweight, constant pressure in every part of micro-groove. Superior tone quality. Longer pickup life.

VERTICAL PLAY

Only the Select-O-Matic "100" plays records vertically, never drops a record, never turns a record over.

**ONLY SEEBURG
HAS THE**

Select-o-matic MECHANISM
100

100 SELECTIONS
 ... ANYWHERE IN THE LOCATION



THE Wall-o-matic

An electronic achievement, overshadowed only by the Select-O-Matic "100" itself. The Wall-O-Matic "100" brings the same 100 selections -- cataloged 20 at a time under the 5 basic musical classifications -- right to the finger tips of guests. 3-wire type for quick, easy installation.

THE **Select-o-matic** 100 MECHANISM

Here is the new, the beautiful Select-O-Matic "100"...the phonograph that's years ahead in design...the centerpiece of the finest music system ever produced.

NEW, FUNCTIONALLY BEAUTIFUL CABINET DESIGN

The new dress of the Select-O-Matic "100" - a blend of rich wood veneers, clear and translucent glass, glittering mirrors, brilliant metals and modern plastics - is a triumphant combination of function and beauty. The one-piece, full-vision glass top, equipped with a newly designed safety latch, provides the perfect showcase for the Select-O-Matic "100" mechanism mounted against an angles mirror background. Immediately below the showcase top is the handsome selector panel, perfectly banked for easy selection, with the 20-button selection system located directly in the center of the panel. Then flanking the grille - brilliantly composed of vertical, corrosion-proof 1 1/4 glass tubes, are the ribbed plastic pi-

lasters that send forth a soft, ever-changing pattern of synchronized color. Note, too, how the pilasters do not overhang the cabinet but become an integral part of its flawless design.

NEW AUTOMATIC VOLUME COMPENSATOR

To provide for consistent volume level from every record, the amplifier includes an automatic volume compensator circuit. This 4-position fixed stage control is built right into the amplifier... it is not an accessory. A squelch circuit, also built into the amplifier, is another innovation.

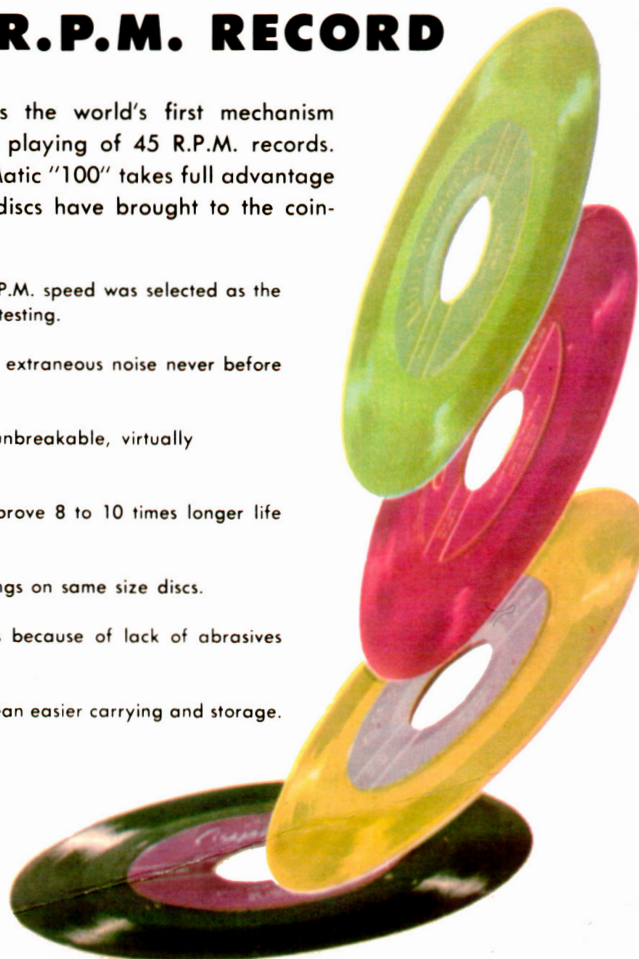
Beyond this, the new Select-O-Matic "100" incorporates features that make operation quick, easy and profitable. These include: popularity meter, conveniently located selection counter, easy back-end accessibility, loading strips, removable title strip holders, single coin chute and pilfer-proof coin box.

You'll have to see the new Select-O-Matic "100" to fully appreciate its beauty and value.

ADVANTAGES OF THE 45 R.P.M. RECORD

The Select-O-Matic "100" is the world's first mechanism designed exclusively for the playing of 45 R.P.M. records. Consequently, the Select-O-Matic "100" takes full advantage of the many features these discs have brought to the coin-operated music industry.

- Superior recording. The 45 R.P.M. speed was selected as the correct speed after years of testing.
- Absence of surface noise and extraneous noise never before achieved.
- 45 R.P.M. Vinylite discs are unbreakable, virtually indestructible.
- Longer life. Laboratory tests prove 8 to 10 times longer life than shellac discs.
- Popular and classical recordings on same size discs.
- Longer life of pickup styluses because of lack of abrasives and low stylus pressure.
- Small size and light weight mean easier carrying and storage.



PROPER PROGRAMMING

...THE KEY TO SUCCESSFUL MUSIC MERCHANDISING



Display counter of your business... the selector panel of the Select-O-Matic "100" with 100 titles, grouped under the 5 basic musical classifications. Proper programming has given progressive music men an entirely new concept of their business, for today, people who never before put a coin in a phonograph are listening to their favorite music on Select-O-Matic "100" Music Systems. You realize the maximum potential in every location when there is "music for everyone"... music for tots, for teen-agers, for old-timers.

The Select-O-Matic "100" Selection Panel with the 5 basic musical classifications (1) Hit Tunes; (2) Old Favorites; (3) Waltzes and Polkas; (4) Fox Trots and Rumbas; (5) Classical Selections.

THE NEW SEEBURG MUSIC SYSTEM

WITH THE *Select-o-matic* MECHANISM

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

The new Seeburg Music System is built around the Select-O-Matic "100" mechanism... the most revolutionary development for the playing of recorded music since the invention of the phonograph. Here, briefly, are a few of the many basic advantages the Select-O-Matic "100" mechanism brings to this modern music system. It is the only mechanism that plays records vertically. Vertical play means greater sales appeal... increased public interest. To the operator it means longer record life, better, more faithful reproduction... for the Select-O-Matic "100" mechanism handles records ever so gently — never turns a record over — never drops a record.

The flawless operation of the Select-O-Matic "100" has proved it to be the most trouble-free mechanism ever installed in a commercial music system. These facts about the Select-O-Matic "100" mechanism are a matter of record in tens of thousands of locations where Select-O-Matic "100" Music Systems are setting new

standards of comparison, by which all multiple-selection music systems will be judged in the future.

Remember, too, that Select-O-Matic "100" Music Systems are COMPLETE MUSIC SYSTEMS. With the Wall-O-Matic "100" you have remote control at its finest... 100 selections of music right at the finger tips of guests anywhere in the location. And, because every Select-O-Matic "100" is equipped for Scientific Sound Distribution, it is possible to tailor the music system to the requirements of the individual location, with music played at conversational level throughout... no fade-away in far corners... no blare near the phonograph.

See the new Select-O-Matic "100" at your first opportunity. It's built to help you build a better music business. Without question, and by any comparison, this is the finest piece of equipment ever offered to the coin-operated music industry.

J. P. SEEBURG CORPORATION, CHICAGO, ILLINOIS