

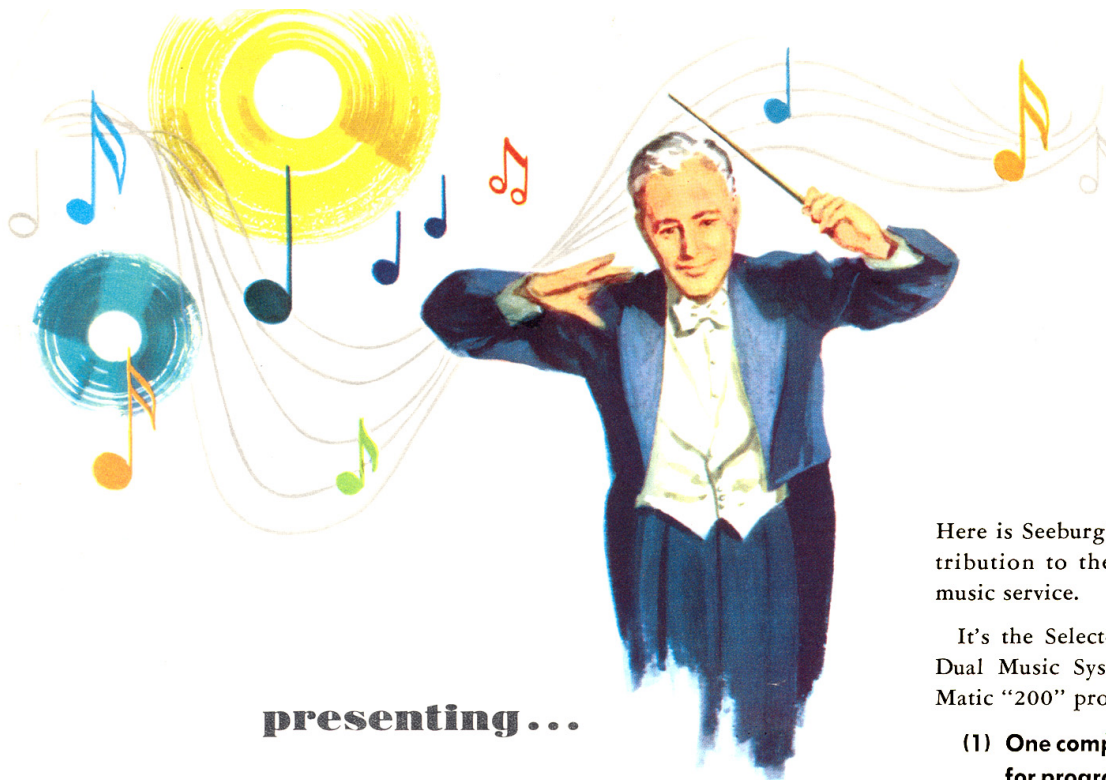


2000

**world's first
Dual Music System
... by Seeburg**

J. P. SEEBURG CORPORATION, CHICAGO 22, ILLINOIS





presenting...

the dramatically new

Dual Music System

Select-o-matic
200

the system that opens

the door to an entirely

new concept of music

merchandising

Here is Seeburg's latest . . . and greatest . . . contribution to the advancement of coin-operated music service.

It's the Select-O-Matic "200", the world's first Dual Music System. Actually, the new Select-O-Matic "200" provides *two music systems in one!*

- (1) One complete 100-selection music system for programming 45 RPM singles
- (2) One complete 100-selection music system for programming 45 RPM E. P. discs

Now look at the Select-O-Matic "200" itself. It's striking in appearance . . . its design and engineering are typical of the leadership you've come to expect from Seeburg.

You see at a glance

. . .the completely new and dramatic styling, a combination of modern materials and skillfully blended colors.

. . .the new revolving-drum program holder and selection panel.

. . .the massive, horizontal chrome bars of the grille that bespeak quality.

. . .the Select-O-Matic "200" mechanism, the only one in the world of its kind.

What you have yet to see are electro-mechanical developments for the first time offered in a coin-operated music system. These include the exclusive Tormat Memory Unit Selection System . . . an ingenious dual credit mechanism . . . the finest high fidelity characteristics . . . plus many other features.

We urge you to see the Seeburg Select-O-Matic "200" and learn all about its business-building possibilities at your first opportunity.

the Seeburg Dual Music System

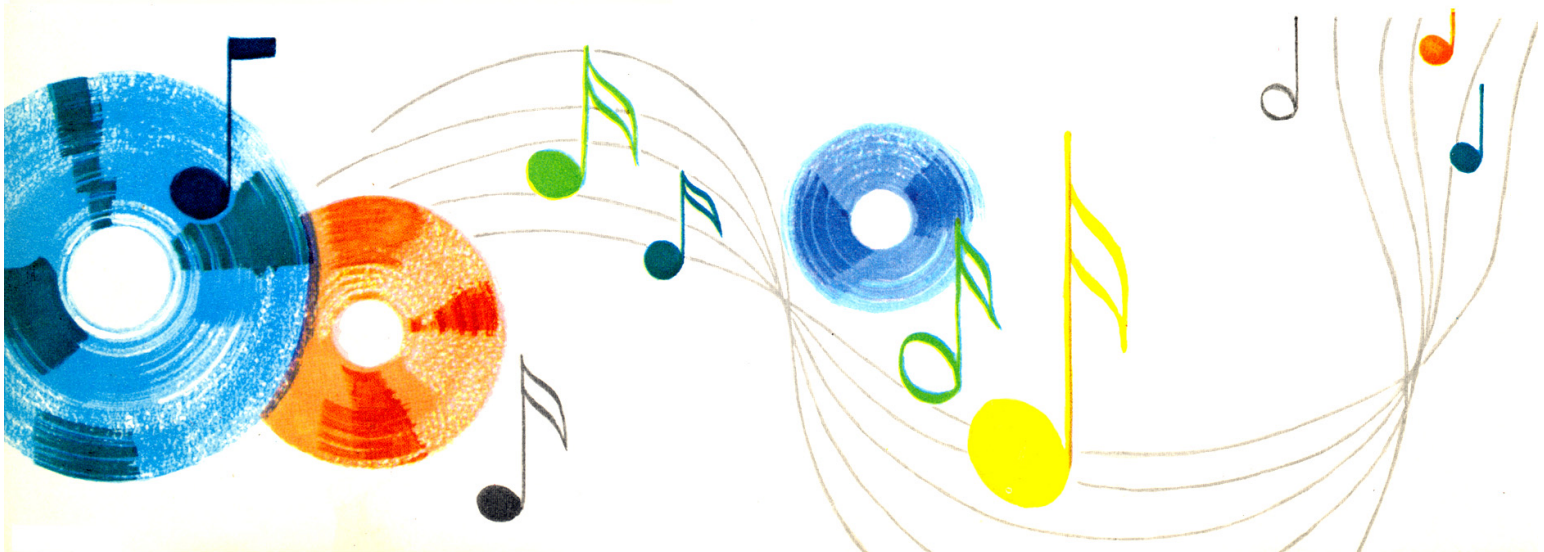
two music systems in one

Here is the most revolutionary development in the entire history of the coin-operated music industry.

The Select-O-Matic "200" is the world's first Dual Music System. It permits you to program:

- (1) 50 single records—100 selections
(one tune per selection)
with a separate credit system
- (2) 50 Extended Play records—100 selections
(two tunes per selection)
with a separate credit system

The two separate credit systems are combined in a single Dual Credit Mechanism. This Dual Credit Mechanism in combination with the Select-O-Matic "200" mechanism makes it possible for Seeburg to offer the world's first Dual Music System.





The finest in Remote Control for the world's first Dual Music System

**Wall-o-matic
200**



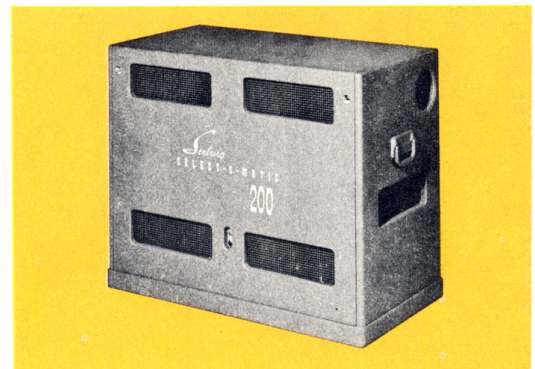
the **Select-o-matic** 200 Hideaway

The Seeburg High Fidelity Hideaway incorporates all the basic features of the world's first Dual Music System. Ideal for locations where space limitations permit Wall-O-Matic "200" operation only. Remote volume control and monitor-speaker are standard equipment. Attractive cabinet. For use with all Seeburg high fidelity remote speakers.

The champion "music salesman" of the world. An electronic achievement overshadowed only by the Select-O-Matic "200" itself.

The Wall-O-Matic "200" catalogs 200 title strips under the 5 basic music classifications. Easy-to-see, easy-to-read instruction panels at left and right of titles duplicate those on the phonograph. Easily accessible program levers, directly below titles, swing freely. Letter-number selection keyboard at fingertip level. Single coin chute accepts nickels, dimes and quarters—accumulates credits up to \$1.00.

Compact, streamlined design. Attractive, sparkling chromium-plated housing. 3-wire type for quick, simple installation.



Seeburg High Fidelity

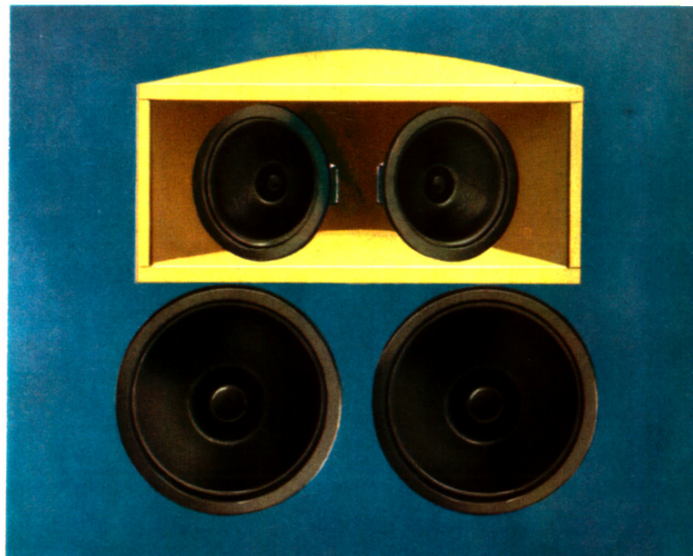


High Fidelity Pickup and Amplifier

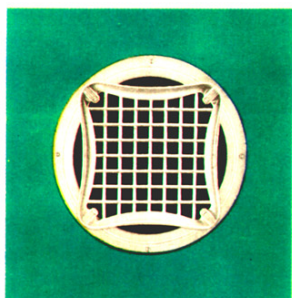
The high fidelity pickup assembly and amplifier have been designed to faithfully reproduce every note in the tonal spectrum . . . from the lowest lows to the highest highs. In addition, the amplifier has been equipped with a record compensator to permit complete adjustment of the amplifier to assure the maximum in listening pleasure.

High Fidelity Speakers in the Phonograph

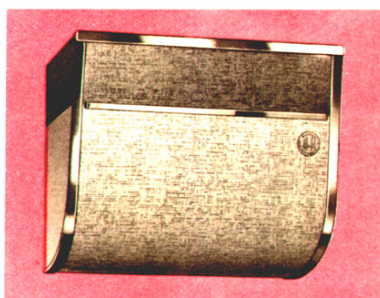
A completely new 4-speaker high fidelity system. With this advanced electro-acoustical system, 2 specially designed 8-inch speakers (housed in a separate, skillfully constructed enclosure) reproduce tones in the middle and higher register; while 2 specially designed 12-inch speakers reproduce tones in the low and middle range. All 4 speakers are scientifically angled for the most efficient distribution of sound.



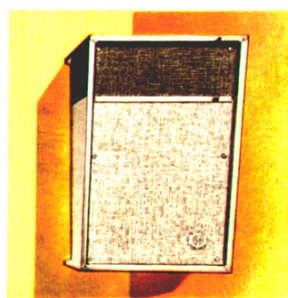
High Fidelity Remote Speakers for Scientific Sound Distribution



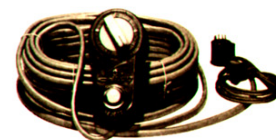
Recessed Mounting. 12-inch high fidelity remote speaker. Recessed mounting provides infinite baffle conditions for superlative performance.



Wall Mounting. An outstanding 8-inch, wide-range base reflex speaker scientifically housed in attractive 2-tone cabinet.



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



Master Remote Volume Control

For complete control of phonograph speakers and all remote speakers. Automatically maintains balance between base and treble at all stages of volume. Includes reject button. May be mounted anywhere.

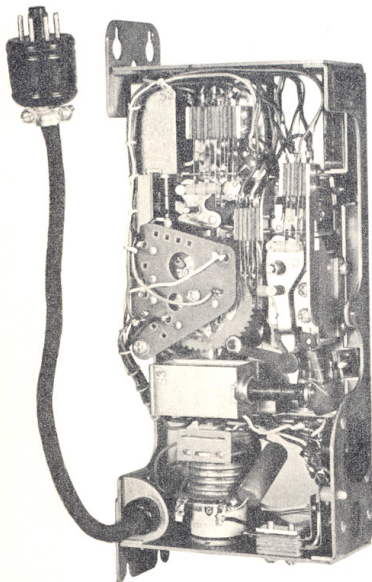
Our Business and the Record Business

Seeburg was first to design a coin-operated mechanism to play 45 RPM records exclusively. Now, Seeburg is first to design a music system to play 45 RPM Extended Play records on a basis that makes sense to the operator, to the location and to the public.

The trend in the recording industry is clear

- All-time favorites, show tunes, light classics and other music the public loves and wants to hear more and more are available only on 45 RPM Extended Play discs.
- Current releases of hit tunes, rhythms and blues, country and western and all other current releases will in all likelihood continue to be available on 45 RPM singles.

how the Dual Credit System works



Thanks to the ingenious Dual Credit Mechanism, the operator can offer single records and Extended Play records at *two separate* rates. That's because with the Seeburg Dual Music System the operator is "selling time." See chart below.

The Dual Credit System, which operates from a single coin chute, establishes credits up to a total of \$1.00 for nickels, dimes and quarters.

Once sufficient credits have been established, the player may select either single selections or Extended Play selections. Three illuminated windows, adjacent to the coin chute, "keep track" of the credits as follows:

- (1) If 15 cents or more has been deposited, the green window will light up, indicating, "Make Any Selection."
- (2) If a credit of 10 cents remains in the phonograph, or if only 10 cents has been deposited, the orange window will light up, indicating, "Make 10¢ Selection Only."
- (3) If, after various selections have been made, a 5 cent credit remains, then the red window will light up, indicating, "5¢ Credit—Another Coin Required." A nickel or a dime (or 2 nickels) may now be deposited, depending on whether a single or an E.P. selection is to be made.



Dual Music System Price List

Number of SELECTIONS	Number of TUNES	Prices and COINS
1—Single	1	10¢ { 1 Dime or 2 Nickels
3—Singles	3	Quarter Only
1—Extended Play	2	15¢ { 1 Dime and 1 Nickel or 3 Nickels
2—Extended Play	4	Quarter Only



NOW...
more than ever, there's
“Music for Everyone”
with the Seeburg
Dual Music System

The ultimate in proper programming. It's the new Revolving-Drum Program Selector that catalogs 40 selections under the 5 basic musical classifications, a total of 200 selections.

It's easy to make selections. Simply press the program selector button . . . the drum revolves . . . stops . . . and displays 40 selections of music. Then after credits have been established, select the music of your choice by pressing the keys on the letter-number keyboard.

Proper programming of the Select-O-Matic “200” is:

100 Single Selections	{	20 Records—Hit Tunes 20 Records—Rhythm and Blues 10 Records—Folk and Western
100 Extended Play Selections	{	10 Records—Folk and Western 20 Records—All-Time Favorites 20 Records—Classics and Varieties
200 Selections 100 Records		

This kind of programming—made possible only by the world's first Dual Music System—is the answer to modern music merchandising.



hit tunes



rhythm and blues



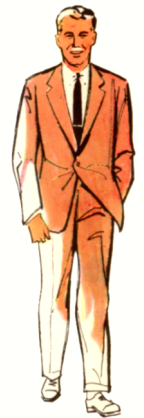
folk and western



all time favorites



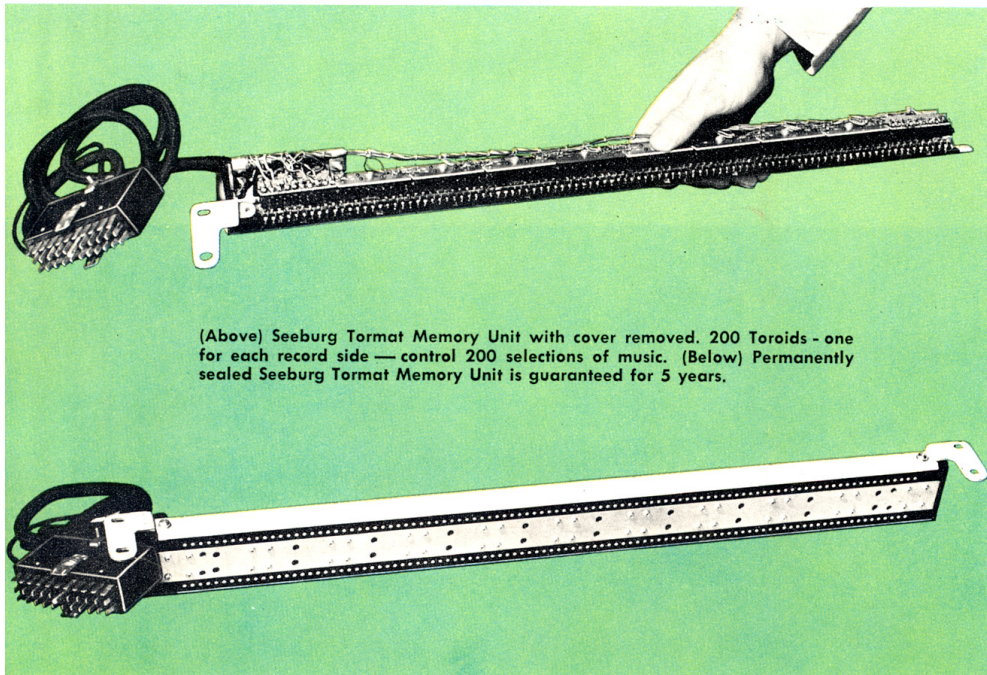
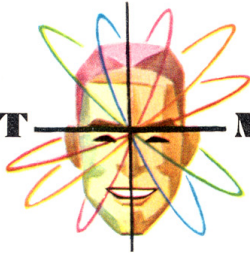
classics and varieties



Electro-Mechanical Features never before offered

NEW...Exclusive Selection System

with **TORMAT** Memory Unit

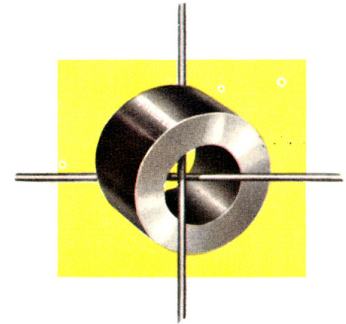


(Above) Seeburg Tormat Memory Unit with cover removed. 200 Toroids - one for each record side — control 200 selections of music. (Below) Permanently sealed Seeburg Tormat Memory Unit is guaranteed for 5 years.

Until the development of the Seeburg Tormat Memory Unit, all such previous assemblies involved *hundreds of moving parts*. With the Tormat Memory Unit there are **NO MOVING PARTS!**

That's because there is a tiny *Toroid** for each of the 200 selections (or record sides) of the Select-O-Matic "200".

Here is a Toroid enlarged many times. Two copper wires pass through it—one carrying impulses from a letter key, the



other from a number key. When a selection is made, by pressing 2 keys (one letter key and one number key), this message is "written into" and retained by the particular Toroid that controls that record side. The Toroid then stops the carriage of the Select-O-Matic "200" and the particular selection is played.

*This is the first commercial application of Toroids other than for "memories" utilized in mammoth computing machines.

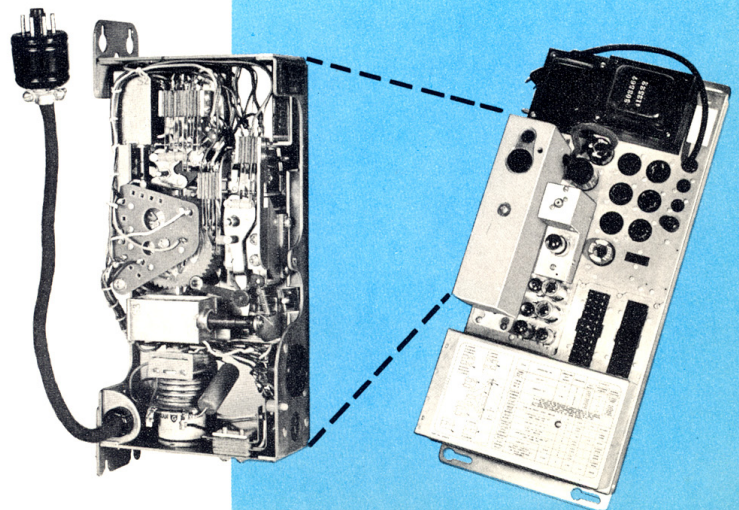
Permanently Sealed! Guaranteed 5 years!

The Seeburg Tormat Memory Unit is a permanently sealed assembly and its performance is guaranteed for 5 years.

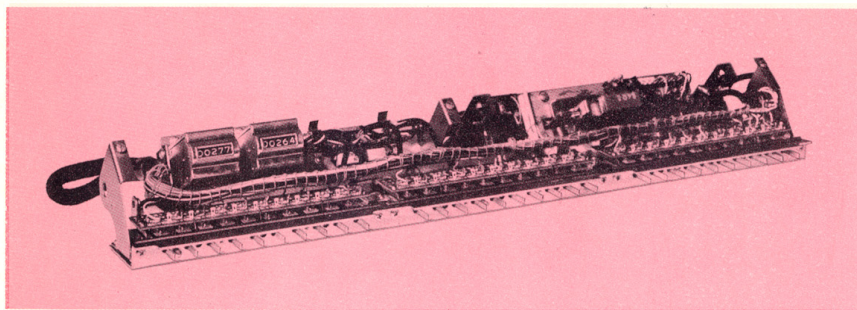
Dual Credit System and Selection Receiver

The new Seeburg Dual Credit Unit, mounted on the selection receiver of the Select-O-Matic "200", accumulates credits up to \$1.00 for coins (nickels, dimes and quarters) received at the phonograph. Each Wall-O-Matic "200" incorporates a Dual Credit Unit whose function is identical.

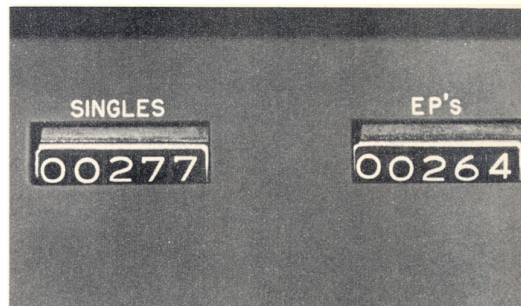
The function of the selection receiver is to relay selections from any or all Wall-O-Matic "200's" to the Select-O-Matic "200".



in a coin-operated music system



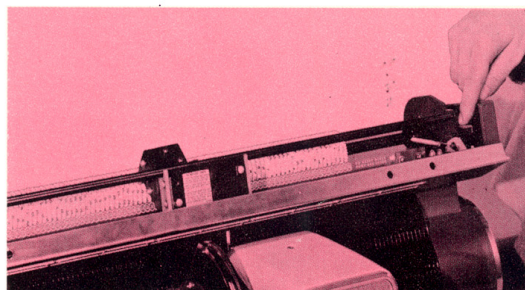
Electric Selector. Located directly behind and a part of the letter-number keyboard. Easily accessible for inspection and also easily removed for service and cleaning.



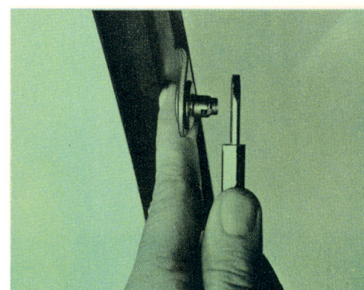
Dual Selection Counter. Separately records all selections from both the phonograph and all wall boxes for 45 RPM singles and 45 RPM E.P.'s.



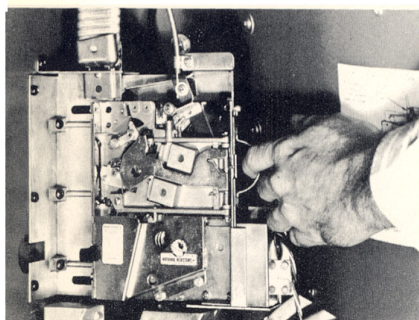
Title Strips. Each half of revolving drum shifts right or left to permit ease of removing and inserting title strips.



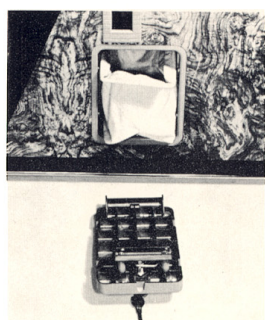
Popularity Meter. Directly behind "record-now-playing" indicator at top of mechanism. Separate disc for each record indicates plays from phonograph and wall boxes. Easy to read, and reset.



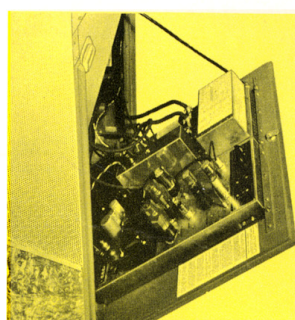
Safety Lock Lid Support. Firmly supports lid in fully open position. Out of sight when not in use.



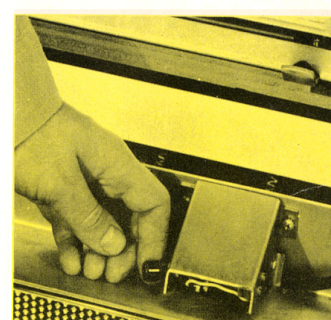
Slide-Away Coin Mechanism. Slug-proof. Slides to right permitting complete inspection and service without dropping coins into coin box.



Pilfer-Proof Coin Box. Cast aluminum coin-box door, steel reinforcing bezel and sturdy lock assembly greatly minimize tampering.



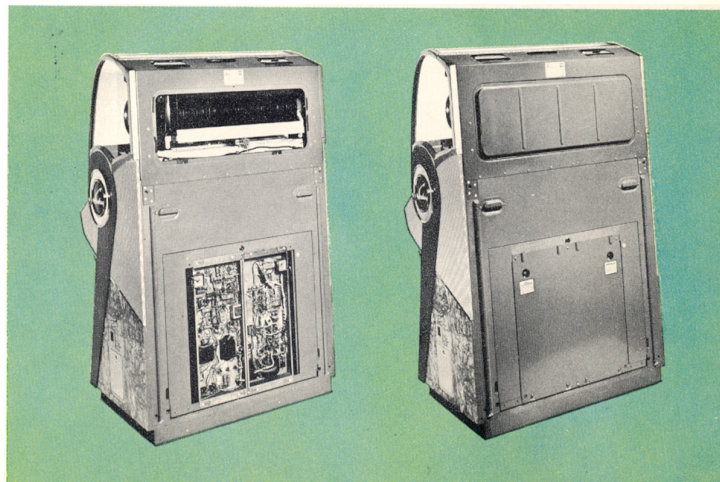
Easy Accessibility. Door, on which amplifier and selection receiver are mounted, may be dropped for servicing without stopping music.



Service Switch. Permits complete control of entire mechanism. Conveniently located. Includes manual credit switch for serviceman's use only.

Clean Engineering. Panels off. Upper and lower cover panels easily removed, providing easy access to (upper panel) mechanism and Tormat Memory Unit, and (lower panel) amplifier and selection receiver without stopping the music.

Panels on. Neat appearance. Properly located handholds and loading strips simplify handling.

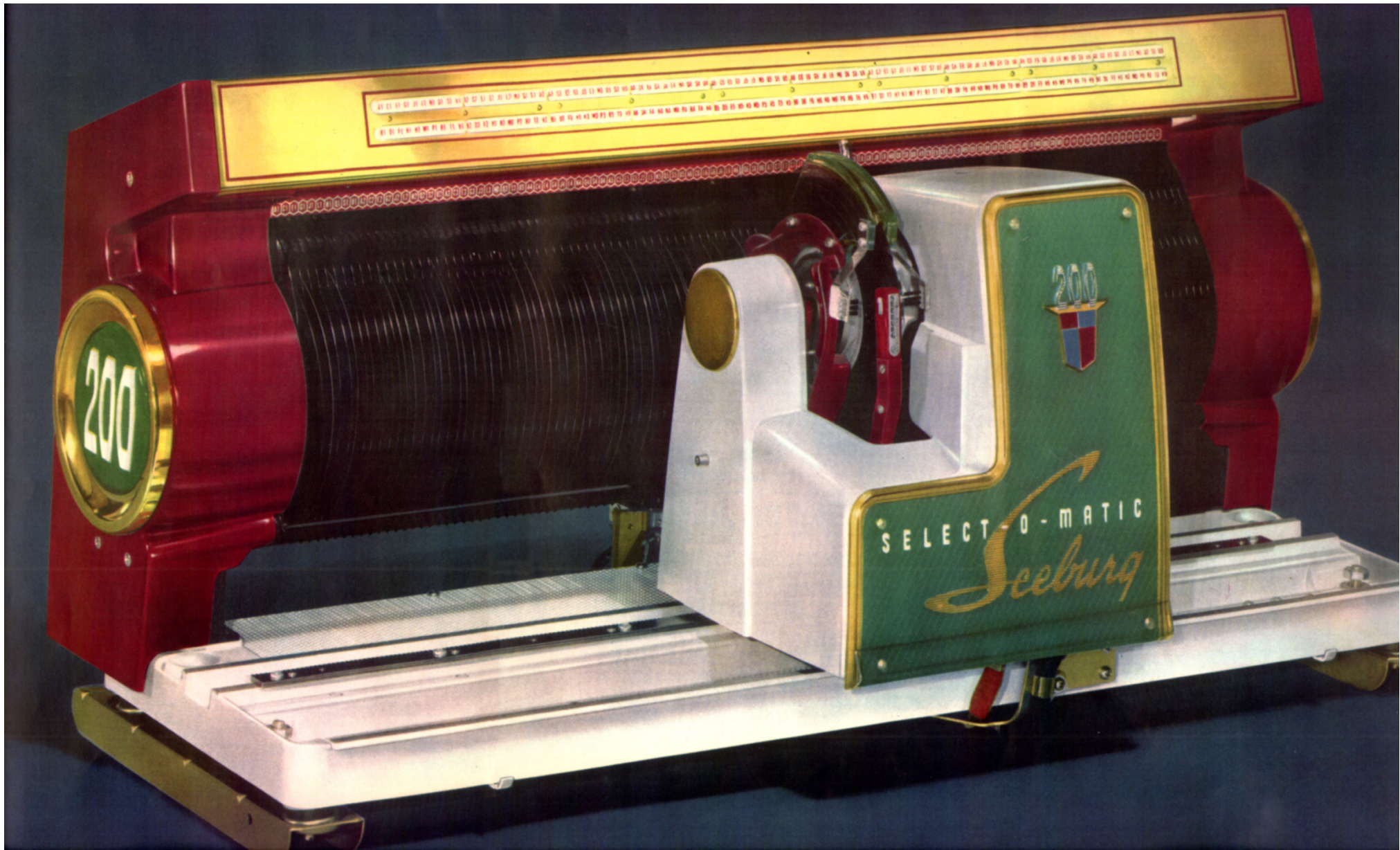


the **Select-o-matic** **200** mechanism



The only one of its kind . . . "the most revolutionary development for the playing of recorded music since the invention of the phonograph." This superbly engineered and smartly styled mechanism has set new standards of performance in thousands upon thousands of coin-operated, commercial and industrial installations. This is the first mechanism designed to store and play records in the vertical position . . . it's the first coin-operated mechanism designed exclusively to play 45 RPM records.

The Select-O-Matic "200" is the first mechanism designed to play both sides of 100 records . . . 200 selections . . . it's the mechanism that makes possible the world's first Dual Music System.



COINS
NICKELS, DIMES AND QUARTERS
UP TO \$1 VALUE

A1	A BLOSSOM FELL	UNCHAINED MELODY	L1
B1	RAY (KING) COLE	DES WATER	M1
	IF I WAY	MEDIC	
C1	LEARNIN' THE BLUES	HOOCHWINE	N1
	FRANK SINATRA	HE PAUL-DICK FORD	P1
O1	IF I HAD THREE WIVES	LOVE, MY LOVE	Q1
E1	DAY BY DAY	GO BACK YOU FOOL	R1
	THE FOUR PRECIOUS	FARON YOUNG	
F1	HOW CAN I TELL HER	ALL NIGHT	S1
G1	HIS HANDS	PITFALL	T1
	"TENNESSEE" BRUCE FORD	THE LUTVIN BROTHERS	
H1	I AM A FIDELM	WHEN I STOP DREAMING	U1
J1	THE VERMONT	THE POPCORN EDG	V1
	THE FIVE BRYS	CLIFFIE STONE	
K1	WE MAKE UM POW WUM		

Hit Tunes 3 for 10c
SINGLES 10c
SINGLE TUNE PER SELECTION

Seeburg *Waltz-matic*

A	B	C	D	E	F	G	H	J	K
L	M	N	P	Q	R	S	T	U	V
1	2	3	4	5	6	7	8	9	0

Specifications

Select-O-Matic "200" Phonograph — Model V-200

GENERAL: Height, 58½" • Width, 36" • Depth, 27½" • Weight (net), 416 lbs. • Weight (shipping), 498 lbs. • Watts (standby), 147 • Current (standby), 1.7 Amps. • Watts (normal), 325 • Current (normal), 3.25 Amps. • Volts, 117 • Frequency, 60 Cycles • Cabinet Lighting, two 25 Watt, 33", and one 20 Watt 24" Daylight Fluorescent Lamps • Cabinet Finish, Olive Burl Plastic Veneer, Perforated Metal and Rose Maroon Duolux Overlay Panel • Record Capacity, 100 (200 Selections) • Record Speed, 45 RPM • Pickup, Seeburg High Fidelity Magnetic • Amplifier, Seeburg High Fidelity • Power Output, 25 Watts • Bass Compensated Volume Control • Record Compensation Control • Automatic Volume Compensator • Output for Remote Speakers, Constant Voltage (up to 24 Watts).

SPEAKER SYSTEM: Full Range High Fidelity Sound • Special Dividing Network Feeding Low Frequencies to two 12" Low Frequency Speakers, and Middle and High Range Frequencies to two 8" Wide Range Speakers. The two 8" speakers are located in a separate acoustical chamber, to eliminate intermodulation distortion and provide wide angle coverage.

SYSTEM AUDIO PERFORMANCE: 40 CPS to 13 Kc ± 5 db. • Rumble Rejection Filter for frequencies below 40 CPS, and an adjustable Noise Suppression Filter for reducing undesirable high frequency noise. Equalizing and Frequency Range makes possible acoustically flat output from records made to new recording standards (AES, NARTB, New Orthophonic).

DUAL CREDIT SYSTEM: The credit system has an accumulator accepting coins in mixed denominations, and storing credits up to \$1.00 total. It is *not* required to make selections after depositing each coin. This dual credit system provides the means whereby two different prices may be charged for different kinds of selections in the phonograph.

PROGRAM SELECTOR: Selections are under 5 general classifications, but only one classification group is displayed at any one time, consisting of two panels (40 selections) along with that group's pricing windows. By means of buttons, the entire 5-group classifications may be selected successively.

SELECTION SYSTEM: The selections are stored in the "TORMAT" Memory Unit, which has no moving parts • For selections from remote points, the new Tormat Selection Receiver has built into it a power supply unit, which provides for use of up to 6 Wall-O-Matics without an additional power supply, Type No. PS6-1Z.

ACCESSORIES: Wall-O-Matic Type V-3WA • Microphone Pre-amplifier for remote operation and paging, Type PAK 3 • Master Remote Volume Control, Type MRVC2 • Power Supply, Type PS6-1Z • 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 "200" RC Special — Model HV-200

GENERAL: Height, 30⅞" • Width, 36" • Depth, 20½" • Weight (net), 231 lbs. • Weight (shipping), 277 lbs. • Cabinet Finish, Multicolor Sandel Brown • Monitor Speaker, 5" P.M. • Bass Compensated Remote Volume Control (with 60 ft. of cable) supplied as standard equipment • 117 Volts, 60 Cycles • Watts, (standby, without Wall-O-Matics), 71 • Watts (operating, without Wall-O-Matics), 225. For each V-3WA Wall-O-Matic, add 15 Watts to standby power requirements.

SELECTION SYSTEM: The selections are stored in the "TORMAT" Memory Unit, which has no moving parts. For selection from remote points, the new Tormat Selection Receiver has built into it a power supply unit, which provides for use of up to 6 Wall-O-Matics, Type V-3WA • An additional Power Supply, Type PS6-1Z, is supplied as standard equipment. This provides power for an additional 6 Wall-O-Matics. Thus a total of 12 Wall-O-

Matics, Type V-3WA, may be used with HV-200 RC Special without any other additional equipment. Space is provided for 3 additional Power Supplies, Type PS6-1Z.

For other specifications and accessories, see Specifications for V-200.

Wall-O-Matic "200" — Type V-3WA

GENERAL: Height, 14-5/16" • Width, 12¼" • Depth, 7¼" • Weight (net), 24 lbs. • Weight (shipping), 28 lbs. • Volts, 25 • Watts, 15 • Amps. (standby), 0.45 • Amps. (operating), 3.0 • Finish, Polished Chrome.

DUAL CREDIT SYSTEM: The credit system has an accumulator accepting coins in mixed denominations and storing credits up to \$1.00 total. It is *not* required to make selections after depositing each coin. This dual credit system provides the means whereby two different prices may be charged for different kinds of selections in the Wall-O-Matic.

PROGRAM SELECTOR: The program selector is divided into 5 classification groups of 2 panels each (20 selections per panel) along with that group's price. The panel pages are easily accessible for viewing the entire program. Number of selections available, 200. Designed to operate with Seeburg Select-O-Matic Model V-200 and RC Special Model HV-200 only.

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 HFCV3-8

Height, 21⅞" • Width, 14-5/16" • Depth, 16" • Weight (net), 15 lbs. • Weight (shipping), 23½ lbs. • Speaker, 8" Wide Range • Field, Permanent Magnet Alnico V • Constant Voltage Line • Wattage input, 4, 2, 1 or ½ Watt (taps).

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, 18⅞" • Width, 22⅞" • Depth, 10½" • Weight (net), 21 lbs. • Weight (shipping), 25 lbs. • Speaker, 8" Wide Range • Field, Permanent Magnet Alnico V • 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 frequency range required for the high fidelity reproduction of music.

High Fidelity Recessed Speaker—Type HFCV1-12

SIZE: Diameter, 12" • Depth, 5¾" • Constant Voltage Line • Wattage 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 Amplifier.

Remote Volume Control—Type MRVC2

This control is enclosed in a small, modern designed, Rose Maroon molded case, complemented by light grey knob and button. • It has a Bass Equalized Volume Control, supplied normally with cable for operating up to 60 ft. from phonograph. This cable may be extended up to 100 ft. with no loss of tone quality. • This unit controls the volume of the phonograph speakers and remote speakers. It also permits record cancellation from the remote point.

2000

