



1960 SEGA "1000"



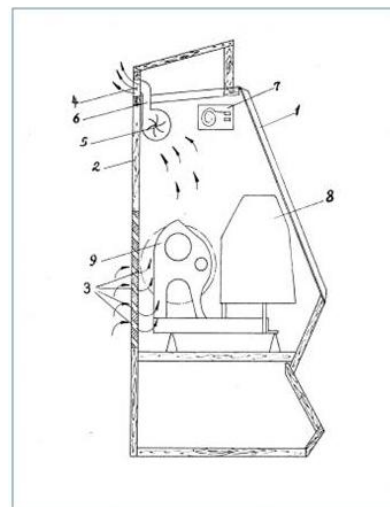
Richard D. Stewart Jr.
1925-2020

The 'SEGA 1000' was the first domestically produced jukebox for the Japanese market released in 1960 as a joint venture between the sales division Nihon Goraku Bussan and the manufacturing division Nihon Kikai Seizou within the Service Games Japan operated by the American Richard D. Stewart Jr.. The two divisions were founded by June 1, 1960, but the sales division took over the management of the production division in June 1964. Then the SEGA brand was used as the Service Games Japan merged with the American Rosen Enterprises by July 15, 1965, to form SEGA Enterprises Ltd.. A total of about 3,000 units were produced in the period from 1960 until 1962. The jukebox was styled like the German Harmonie wall units introduced in 1959 by Beromat (Günter Wulff), and protected by design patent from April 25, 1960. The German patent was filed August 28, 1959. The original sales division Nihon Goraku Bussan operated by Richard Davant Stewart Jr., who came from Service Games Hawaii, 1951, was mainly distributing American Rock-Ola jukeboxes in Japan in the 1950s. However, it seems the sales division also used the name Uta Matic; - the first part 'uta' meaning 'song' in the Japanese language.

[gja/11-20](#)



Richard Stewart and employees
Service Games Japan, 1957



Beromat Automaten GmbH
'Musikautomat'