

The
WURLITZER
Twelve Fifty

**GOLDEN OPPORTUNITY
FOR PROFITS**

Designed **AND PRICED FOR TODAY'S MARKET**



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The Wurlitzer Twelve Fifty Ushers in a Golden Era for Music Merchants. Styled and produced by Wurlitzer's design, engineering and production staffs whose previous models have out-sold and out-earned all other makes combined, it is *new* all the way through. *New* styling—*new* simplified record changing mechanism—*new* record playing capacity—*new* protection against obsolescence—*new* time-saving service features.

PLAYS 48 SELECTIONS

No matter how the record situation goes, the Wurlitzer Twelve Fifty will not become obsolete. It plays 24 records, both sides — 48 selections in all. Can be converted in a few minutes, at a cost of less than ten dollars for material, to play either 45 RPM or 33 $\frac{1}{3}$ RPM seven inch records — has been designed to bring out the best musical qualities in any speed record.

NEW EYE APPEAL — PLAY APPEAL

Recognizing that the lower part of the phonograph is often obstructed by tables and chairs, Wurlitzer designers concentrated the greatest play appeal at the top so everyone in the room can see it. For the first time the visible record changer, long one of Wurlitzer's greatest crowd pulling features, is *completely* visible. It is housed in a spectacular cylindrical compartment made of transparent golden hue plastic, molded with prismatic bands that catch the light and shine with myriad reflections.

Brilliant lighting directs every eye in the room to the record changer compartment with its decoratively colored and mirrored background and beautifully quilted chassis shelf cover.

NEW CABINET BEAUTY

Side panels are beautifully grained walnut, finished in the Wurlitzer tradition. The illuminated 48 selection program holder is divided into six columns for direct selection with conventional push buttons. The chrome pilasters and illuminated, colorful plastic front make the Twelve Fifty the center of all eyes.

Its new sensational play appeal will pull in more profits for you. Compare the Wurlitzer Twelve Fifty for quality — price — security of your investment — play appeal — profits — and you will know why Wurlitzer has again given you a phonograph that will out-sell and out-earn any other make.



Adapta-Speed

RECORD CHANGER



PLAYS 48 SELECTIONS

Greater visibility of the record changing operation is provided in this model.

The Adapta-Speed Record Changer in the Wurlitzer Twelve Fifty is designed to play both sides of 24 records—48 selections in all, the number which operators agree is sufficient to satisfy the most exacting patrons. Additional records induce selection delay—entail needless expense for records—increase service costs. The Playmeter on the Twelve Fifty will prove this to you—will show you that a few of the latest tunes will get most of the play.

After years of research, development and testing, Wurlitzer engineers designed the Adapta-Speed Record Changer so that it—

- will play both sides of a record—
- can be adapted to play any size or speed record.

The record changer has been greatly simplified. Fewer parts! Oilless bushings! Chassis and trays are of steel—stronger than ever before. Its performance is not affected by floor vibrations or external jolting.

The Adapta-Speed Record Changer retains Wurlitzer's time-tested principle of handling records. Records are fully supported on trays—locked in the stack—gently elevated to playing position by the turntable. They are not subject to warping, chipping or breaking as are records that are stacked on their rims—unsupported—picked up on the edge. Thus record replacement cost is held to a minimum.

DOESN'T OBSOLETE PRESENT REMOTE CONTROL EQUIPMENT

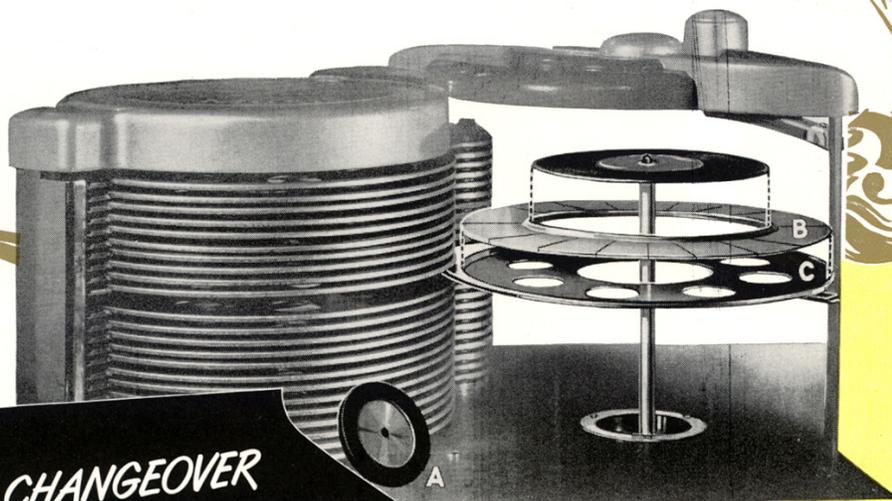
The Adapta-Speed Record Changer will play the 24 selections on the top side of the records from your present remote control equipment.

Models 3020, 3025 and 3045 Wall Boxes can also be converted to play all 48 selections.

The Adapta-Speed Record Changer was deliberately designed so that it will *not* play twelve inch records. This eliminates the use of these records that cut down your profits since they take nearly twice the time to play.

Protects You

AGAINST OBSOLESCENCE



**KITS FOR QUICK CHANGEOVER
TO 45 OR 33 $\frac{1}{2}$ RPM RECORDS**

The adaptation of 7 inch records is graphically portrayed in this illustration.

Regardless of what transpires in the record situation, you can't lose when you buy the Wurlitzer Twelve Fifty.

The Twelve Fifty has been designed so that, with a kit that will cost less than ten dollars, you or one of your mechanics in thirty minutes can convert it to play 45 RPM or 33 $\frac{1}{2}$ RPM records. As illustrated above, the kits consist of one new idler (A), and twenty-four record locating spacers (B), which fit into the standard trays (C). All that is necessary is to slip in new pickup cartridges, install the new idler and place the record locating spacers in each tray.

No need to tear out the complete record changer and, provided one is available for the speed you need, replace it with an expensive new mechanism.

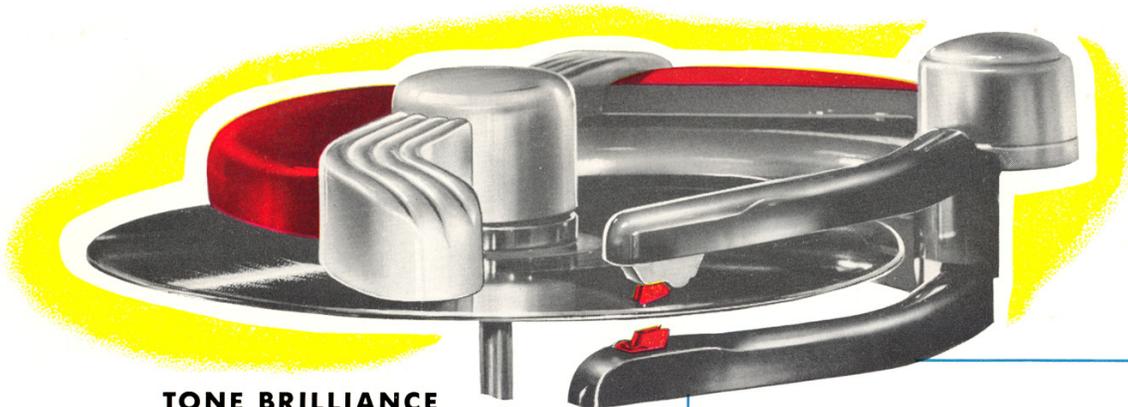
You can't get caught the way you would with a phonograph designed only for conversion to 45 RPM records, if 33 $\frac{1}{2}$ RPM records become the vogue—or vice versa. Wurlitzer has made provision for *both* contingencies.

**NEW DYNATONE SOUND SYSTEM DESIGNED FOR
PERFECT REPRODUCTION OF ANY SPEED RECORD**

To further protect you from obsolescence, the Dynatone Sound System has been designed so that by simply turning a tone control knob it is possible to bring out the best musical qualities in any speed record, be it 78, 33 $\frac{1}{2}$ or 45 RPM. The sound system has greater power which reduces distortion at high volume—an increased frequency range to reproduce the high fidelity in the new records—a perfect balance between bass and treble.

THE WURLITZER

Twelve Fifty

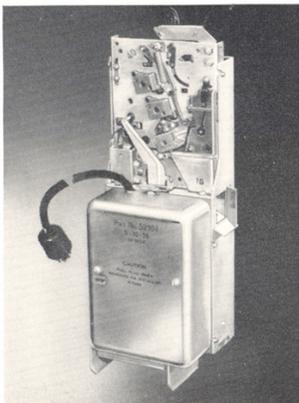


TONE BRILLIANCE

ENHANCED BY **ZENITH** COBRA PICKUPS

In the Twelve Fifty, Wurlitzer continues to use the famous Zenith Cobra Pickups which have saved Wurlitzer operators more money—done more to improve music quality in their locations than any other feature ever built into a phonograph.

With less than $\frac{1}{2}$ ounce pressure on the record and the extremely free compliance of the floating filament stylus point, Zenith Cobra Pickups reduce surface noise to an extremely low level—pick up the finest modulations—give you unsurpassed musical reproduction.



COIN MECHANISM "BANKS" COINS

Any number of coins can be inserted and selections made *after* the coins are deposited. No complaints that customers didn't get the plays they paid for. Provides for three for a quarter or six for a quarter play.

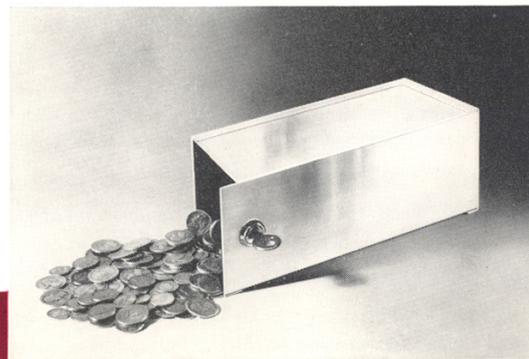
LARGER CAPACITY CASH BOX

A particular advantage to music merchants who do not make weekly collections is the cash box in the Wurlitzer Twelve Fifty. It holds approximately \$70 in assorted coins. New vertical design prevents piling or stacking.

SENSATIONAL SAVINGS IN RECORD WEAR

With the Zenith Cobra Pickups, one record will play the entire life of the tune—will have 95% fidelity after 2,000 plays—will still be suitable for secondary spots or resale.

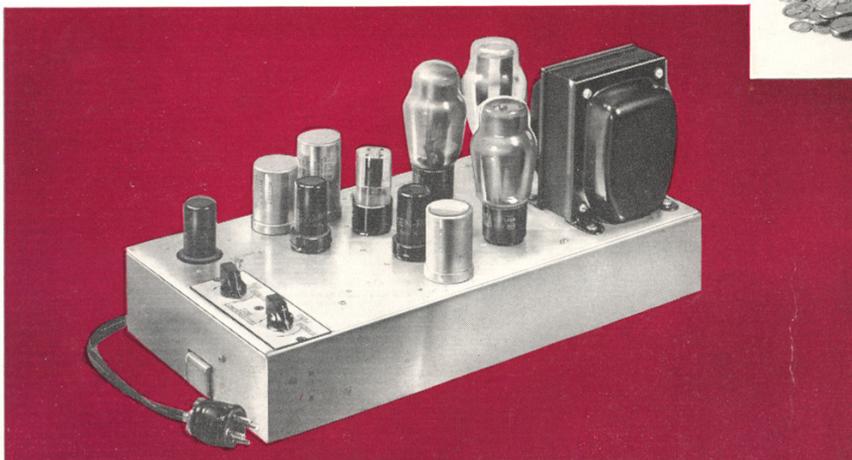
You can conservatively figure a 50 to 75% reduction in needle and record costs—a saving that can represent hundreds of dollars in extra profits from every Wurlitzer Twelve Fifty.



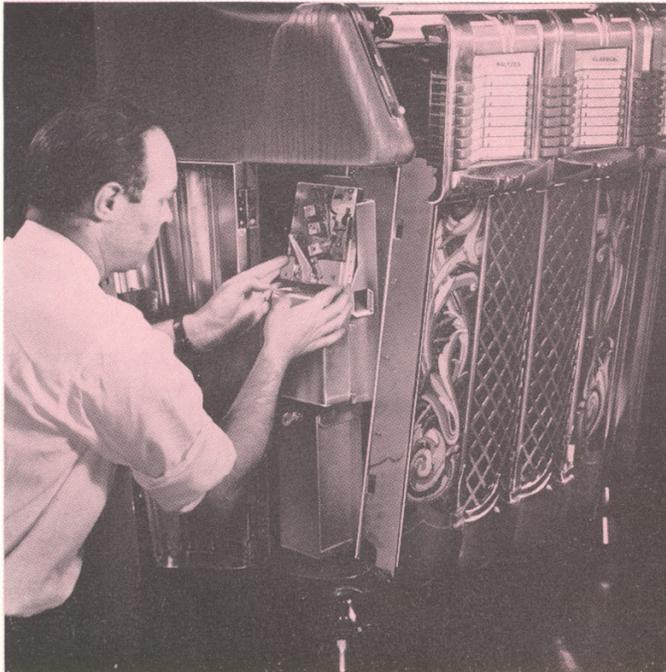
SIMPLIFIED AMPLIFIER

All component parts of the amplifier are now in *one*, easy to remove unit that simplifies servicing.

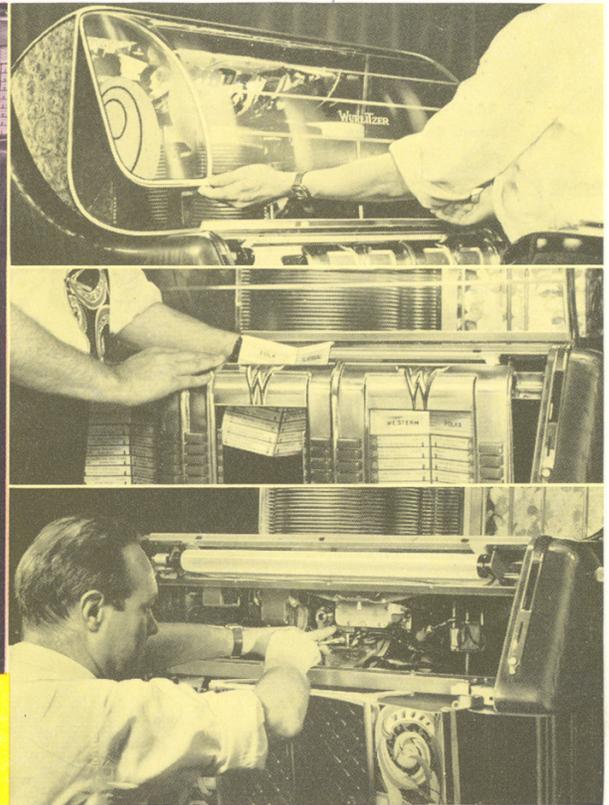
The amplifier has been designed so that by turning a tone control knob, it will bring out the best musical qualities in any speed record. A fader device is built into the amplifier and 500 Ohm output provided for auxiliary speakers.



— GREATEST PHONOGRAPH OF ALL TIME!



**ACCESSIBILITY AND
EASY REPLACEMENT UNITS**
Save Time and Money



The Wurlitzer Twelve Fifty has been made more accessible than ever before. The record changer compartment has a hinged cover that can be lifted to provide access to the mechanism. Program holder drops forward to allow serviceman to change slips and can be lifted out to provide full access to the chassis. Left front side opens to expose the coin mechanism. Right side opens, exposing all amplifier controls.

There are two hand holds in the one piece removable rear panel. Metal channels protect back edges of the phonograph. It can be slid off a truck without suffering nicks and dents.

3 POINT SUSPENSION

For Accurate, Permanent Leveling

Wurlitzer is the only phonograph to date that has a caster under each front corner, and a double caster centered in the rear—a three point adjustable suspension that accurately and permanently compensates for uneven floors—prevents sag—saves service.

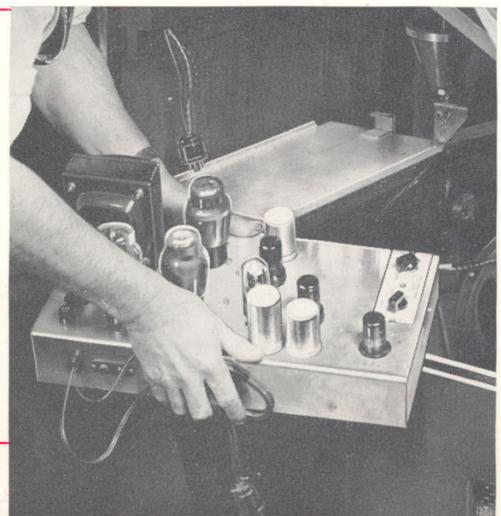
QUICK-AS-A-FLASH REPLACEMENT UNITS

Less Servicing than Ever Before

Coin mechanism, amplifier, slug rejector, program holder, junction box and other major components are assembled into units that can be removed and replaced with little more effort than is required to insert a plug in a socket.

No bolts, no screws, no soldered connections to fuss with. Just snap in the replacements and, quick as a flash, the Twelve Fifty is again working for you.

The direct result is an amazing saving in time that will reflect itself in a substantial increase in profits from every Wurlitzer Twelve Fifty.



The WURLITZER Twelve Fifty

ALL WURLITZER WALL AND BAR BOXES WILL PLAY THE 24 TOP SIDE SELECTIONS ON THE TWELVE FIFTY WITHOUT ANY CHANGE WHATSOEVER

New Models 4820 and 4825 Designed to Play 48 Selections

3020-3025-3045 Can be Converted at Small Cost to Play 48 Selections

MODEL 3020 5-10-25c WALL BOX 24 Selections

Has a highly polished nickeled metal case that picks up and reflects surrounding colors for added eye appeal. Always looks new.

Red Tenite Push Buttons. Illuminated Program Holder. Easily serviced, bug and dust-proof mechanism.

Shipped as 3 wire unit. Can be converted to 2 wire by addition of line cord, or to wireless system by addition of Model 215 plug-in wireless crystal controlled transmitter and line cord. Crystal control eliminates frequency drift.

SPECIFICATIONS

SIZE: 8 $\frac{7}{8}$ " wide, 11 $\frac{3}{4}$ " high, 5-11/16" deep.

MATERIALS: All metal case. Working parts accessible and removable as a unit.

COIN EQUIPMENT: Single 5¢, 10¢, 25¢ Coin Entry. Magnetic accumulator convertible to 1 play for 10¢—3 plays for 25¢—or 6 plays for 25¢.

MODEL 4820 5-10-25c WALL BOX 48 Selections

For 4 wire installation only. Similar in appearance and operation to Model 3020 but designed to play 48 selections.

MODEL 3025 5c WALL BOX 24 Selections

For 3 wire installation only. Bright nickeled finish—similar in appearance to Model 3020.

MODEL 4825 5c WALL BOX 48 Selections

For 4 wire installation only. Similar in appearance and operation to Model 3025. Designed to play 48 selections.

MODEL 3045 5c WIRELESS WALL BOX 24 Selections

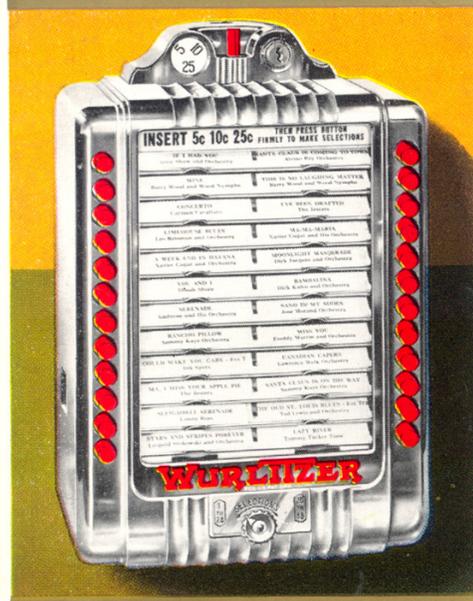
Similar in appearance to Model 3025 in nickeled finish. Designed for wireless operation.

KITS FOR CONVERTING 3020-3025 and 3045 WALL BOXES FROM 24 TO 48 SELECTIONS. 4 WIRE INSTALLATION

This kit consists of a new program holder, overlay casting, knob assembly and switch. The conversion can be made by your own mechanic, or by your Wurlitzer distributor, at small additional cost.



Model 3020—5-10-25c Wall Box



Model 4820—5-10-25c Wall Box

MODEL 3031 multi-wire WALL BOX 24 Selections

One of the smallest, simplest units ever built. Features cheat-proof, dial-type selector, highly polished metal case.

SPECIFICATIONS

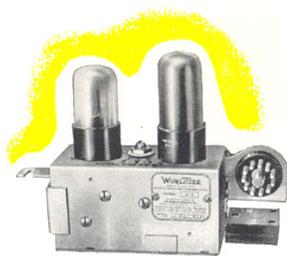
SIZE: 7 $\frac{1}{2}$ " wide, 9" high, 4 $\frac{3}{8}$ " deep.

MATERIAL: All metal case.

COIN EQUIPMENT: Magnetic coin selector. Single 5¢ coin entry convertible to 10¢ with special kit.

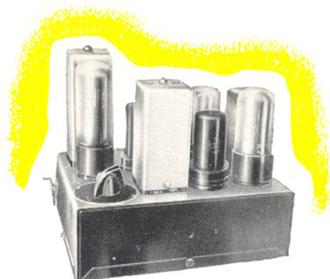


DOESN'T OBSOLETE PRESENT REMOTE CONTROL EQUIPMENT



**MODEL 215
TRANSMITTER**

Required with Model 3020 Wall Box, Wireless Installation. Tube Complement: 1-6V6GT, 1-6X5GT.



**MODEL 216
RECEIVER**

Required with Wireless Models 3020 and 3045 Wall Boxes and Model 2140 Bar Box. Tube Complement: 1-6SN7, 1-6SQ7, 1-6SK7, 1-5Y3GT/G.



**MODEL 218
TERMINAL BOX**

Installed in phonograph to provide a terminal board and fuse protection for use with Model 3031 Wall Boxes.



**MODEL 219
STEPPER**

Required with Models 3020, 4820, 3025, 4825 and 3045 Wall Boxes and Model 2140 Bar Box.

Model 2140 Bar Box is only 7⁵/₈" Wide, 7³/₈" Deep, 5³/₈" High above bar. Has Wurlitzer Encore Program Selector

The smallest selective bar box ever built! An exciting, eye-arresting answer to the demand for a 5 and 10¢ Bar Box compact enough to be out of the bartender's way, yet attractive enough to stimulate a substantial volume of extra phonograph play at the bar. Extra large cash box. Can be converted to 10 and 25¢ play by use of kit.

Model 2140 Bar Box features a nickel-plated, streamlined case, colorful red plastic selector buttons, illuminated program holder, and its own version of Wurlitzer's *Encore* Program Selector. It



rotates 24 popular record titles into view in 6 easy-to-see programs of 4 tunes each.

Model 2140 Bar Box does not extend below bar in back—attaches with simple, inexpensive mounting bracket.

Put a battery of them on every bar in every location on your route. They pay a handsome return in coins you might otherwise never collect.

Model 212 Master Unit

MOUNTS UNDER BAR — HANDLES 6 BAR BOXES

Is required for installation of Model 2140 Bar Box. Will handle 6 bar boxes.

Model 212 Master Unit mounts under bar. Will operate in any position. Is bug and dirt-proof. Wireless to the phonograph, it features Wurlitzer's Crystal-Controlled Transmitter—first and only transmitter of its kind in the phonograph business.



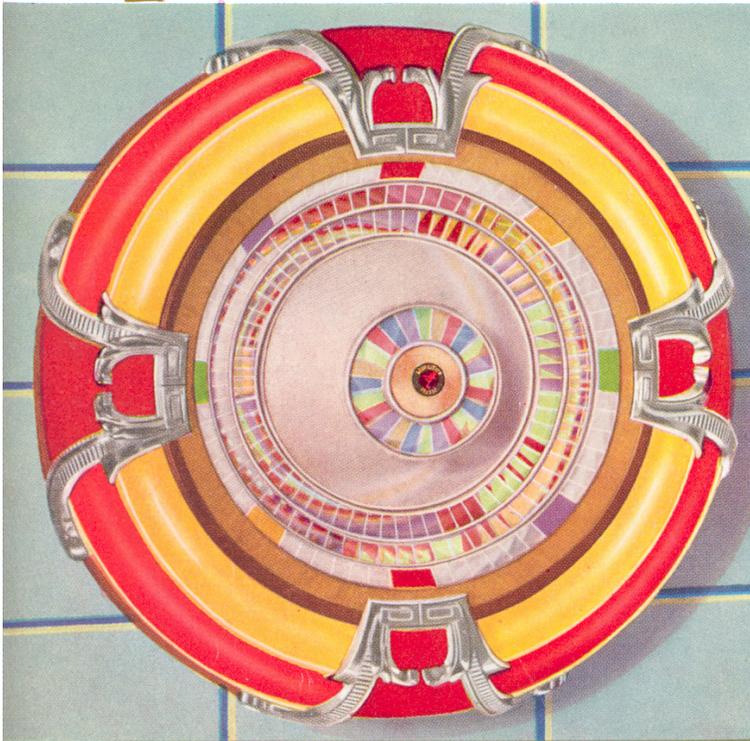
WURLITZER

ENGINEERED MUSIC SYSTEMS

From the equipment pictured and described on these pages it is possible for any Music Merchant to install a complete Wurlitzer Engineered Music System in any location regardless of size, shape or acoustical properties.

The Wurlitzer Twelve Fifty is basically designed to handle auxiliary equipment. All auxiliary speakers are fundamentally designed for tone, and then styled. Matching transformers match the voice coil to a high impedance line. The results are less line loss, better tone; music at a pleasing sound level at any point in any location.

In the final analysis, a Wurlitzer Engineered Music System means music with greater appeal to the public—producing greater profits for YOU!



Model 4008 Super DeLuxe Wall or Ceiling Speaker

MODEL 4008 First 15" Auxiliary Speaker ever offered. Real phonograph tone and output. Strikingly different design combines curly maple veneer, translucent molded plastics, polished metal trim and multi-faceted mirror glass.

Fully illuminated, including a positive motor-driven revolving, jewel-like center section that presents an ever-changing array of brilliant colors.

Wurlitzer's "SonoCircle" Tone Chamber assures musical reproduction never before attained by an auxiliary unit. Perfect for use with concealed phonograph installations. Can be used in conjunction with smaller speakers.

SIZE: 32 $\frac{1}{8}$ " diameter, 16-7/16" deep.

MATERIALS: Wood base, reinforced and decorated with highly polished castings.

SPEAKER: 15" heavy-duty permanent magnet and 8 Ohm voice coil.

MISCELLANEOUS: Contains wall or ceiling mounting brackets. Terminal strip on back permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. 15' light cord with A.C. plug.



Model 4006-A Round Mirror Speaker

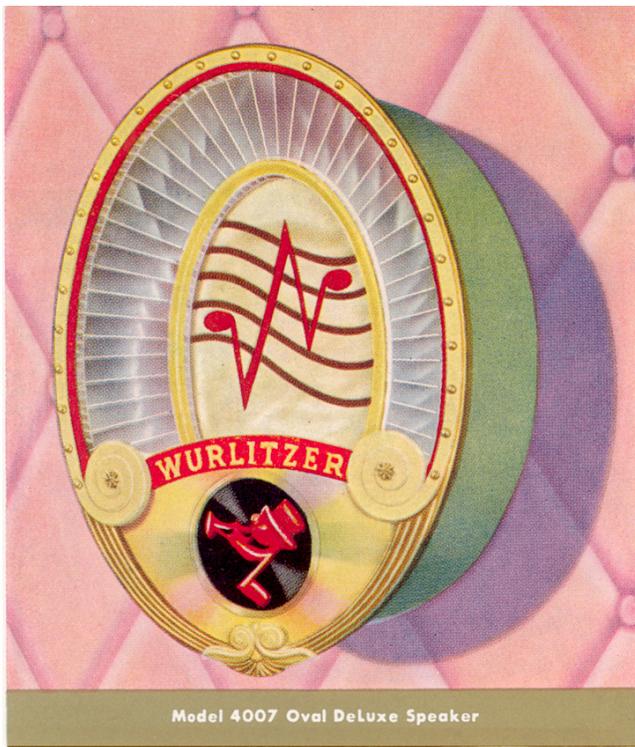
MODEL 4006-A Sparkling, scored mirror face reflects light and color. Bright, easily read lettering advertises "Wurlitzer Music." Permanent magnet speaker and exclusive Wurlitzer "SonoCircle" Tone Chamber assure perfect musical reproduction.

SIZE: 19" diameter, 8" deep.

MATERIALS: Walnut veneer cabinet with deluxe mirrored front. Musical design on grille cloth over speaker.

SPEAKER: 8" permanent magnet. 3 $\frac{1}{2}$ Ohm voice coil.

MISCELLANEOUS: Wall mounting provisions. Terminal strip on back provides for connecting voice coil directly to phonograph or through a 500 Ohm matching transformer.



Model 4007 Oval Deluxe Speaker

MODEL 4007 Unique oval design featuring everchanging colors that play on the sparkling silver grille cloth and mirrored rim. Novel 3-dimensional replica of Wurlitzer's *Sign of the Musical Note*. Combination of heavy duty 12" Speaker and "SonoCircle" Tone Chamber gives increased output, tonal fidelity and frequency response.

SIZE: 30½" high, 22¾" wide, 11⅝" deep.

MATERIALS: Wood frame, silver grille cloth with red overlay musical design. Mirror front with revolving colored light cylinder behind Musical Note.

SPEAKER: 12" heavy duty permanent magnet with 8 Ohm voice coil.

MISCELLANEOUS: Contains wall mounting provisions. Terminal strip on back permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. 15' light cord with A.C. plug.

MODEL 4005-A An inexpensive yet attractive genuine walnut veneer wall speaker that harmonizes with any location and reproduces phonograph music with amazing fidelity, thanks to Wurlitzer's exclusive "SonoCircle" Tone Chamber.

SIZE: 16½" diameter, 6" deep.

MATERIALS: Walnut veneer drum-shaped cabinet with stylized insignia on gold grille cloth.

SPEAKER: 8" permanent magnet, 3½ Ohm voice coil.

MISCELLANEOUS: Wall mounting provisions. Terminal strip on back for connecting voice coil directly to phonograph or through a 500 Ohm matching transformer.

MODEL 4009 An unusual utility speaker. Enables you to line up locations and offer them a permanent sound system before construction starts—or easily and conveniently installed in any wall or ceiling. Simple, inexpensive, amazingly high output speaker. Removable from mounting board for servicing.

SIZE: 14" diameter. Recess in wall 2½".

MATERIALS: Metal frame and grille complete with mounting board, braces, etc. Visible flange of speaker easily mounts flush with wall or ceiling with four screws.

SPEAKER: 12" permanent magnet with 8 Ohm voice coil.

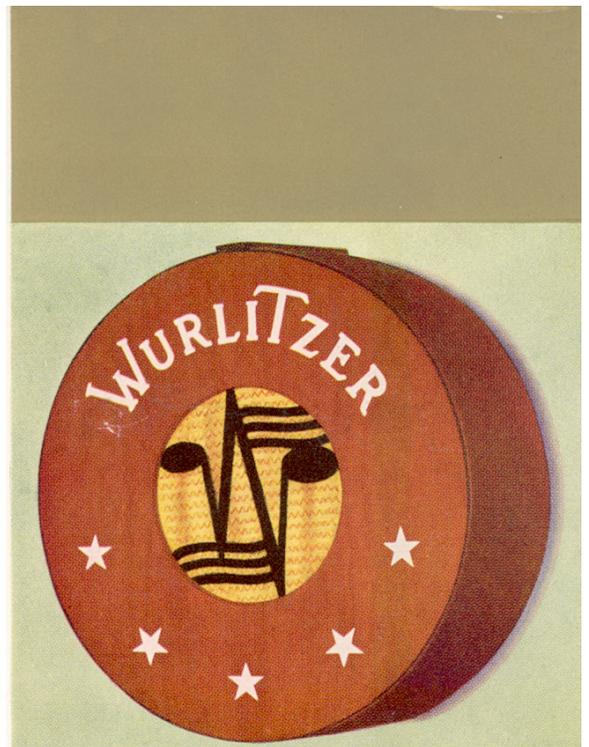
MODEL 4000 A handsome, all-metal speaker. Illuminated, highly polished metal frame will help sell Wurlitzer Music in any location. Stands away from wall or ceiling to cast a pleasing pattern of light around it. Picks up and reflects surrounding colors with gorgeous effects in eye appeal.

SIZE: 8¼" deep, 23¾" diameter.

MATERIALS: All metal exterior.

SPEAKER: 8" permanent magnet type.

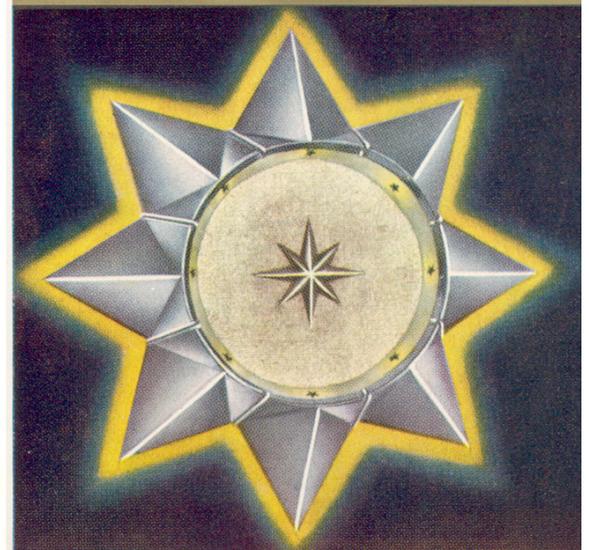
MISCELLANEOUS: Includes wall or ceiling mounting.



Model 4005-A Round Walnut Speaker



Model 4009 Recessed Wall or Ceiling Speaker



Model 4000 Silver Star Wall or Ceiling Speaker

S P E C I F I C A T I O N S

F O R T H E W U R L I T Z E R T W E L V E F I F T Y

HEIGHT— $59\frac{3}{8}$ inches.

WIDTH— $36\frac{1}{2}$ inches.

DEPTH— $27\frac{7}{8}$ inches.

WEIGHT—380 lbs.—435 lbs. approx. for shipment.

COIN EQUIPMENT—Single coin entry—5-10-25¢—three in one magnetic slug rejector
—Wurlitzer coin register mechanism—on-off automatic coin return.

RECORD CHANGER—Provides 48 selections from ten inch or seven inch records. Adaptable to any speed now in use. Playmeter included.

SOUND SYSTEM—Model 510 Amplifier includes pre-amp., volume, dual tone and fader controls.

TONE ARMS—Two low pressure tone arms with Zenith cobra stylus cartridge.

WATTAGE—Lighting 130—complete phonograph 325.

LIGHTING—Two 20 watt fluorescent tubes—six 15 watt bulbs.

NUMBER OF SELECTIONS—Forty-eight.

TYPE RECORDS PLAYED—78 or 45 or $33\frac{1}{3}$ R.P.M.

CONSTRUCTION—Rugged metal and wood combined for long life.

REMOTE—New 48 selection wall boxes available. Present wall boxes will play 24 selections.

SPEAKERS—Will use any present Wurlitzer speakers.

TUBE COMPLEMENT—1 type 5U4G, 2 type 6L6G, 1 type 6SN7/GT, 1 type 6J5, 2 type 6SJ7.



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.