



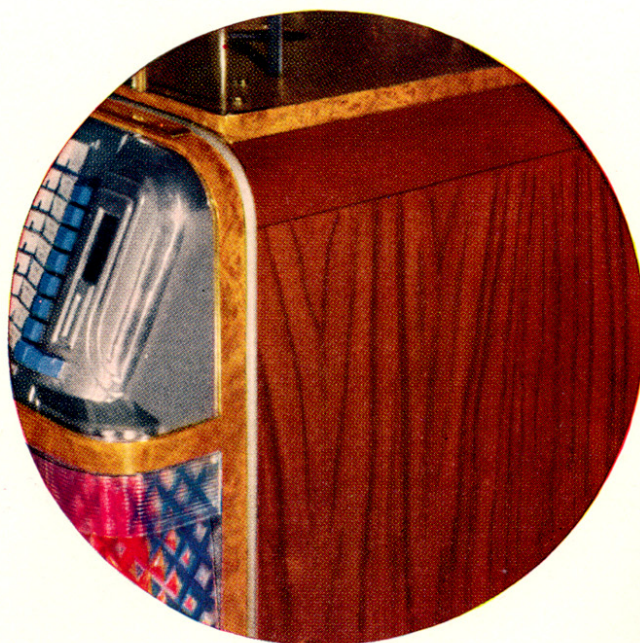
WURLITZER
Presents A
**CROWNING
ACHIEVEMENT**
In
**PHONOGRAPH
VALUES**



The
WURLITZER
Fourteen Hundred

B R I L L I A N T N E W S T Y L I N G

W A L N U T



C A B I N E T

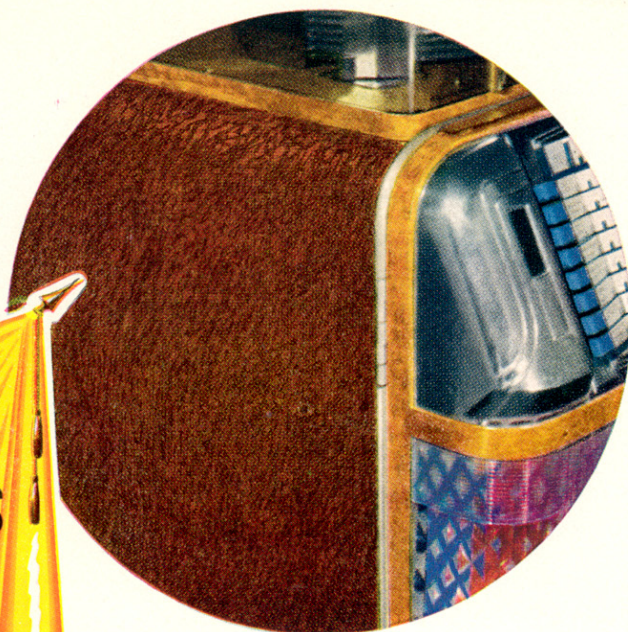
Here it is! As rich as a king's ransom in beauty. As colorful as a coronation ceremony. Wurlitzer's crowning achievement—the Wurlitzer Fourteen Hundred! Equipped with Zenith Cobra Pick-ups and the famed Dynatone Sound System, it retains Wurlitzer's profit-proven record complement—48 tunes on 24 records. It introduces a new and sensational example of Wurlitzer leadership . . . *30 second changeover from 78 RPM to 45 or 33-1/3 RPM records!*

Feast your eyes on its completely visible, softly glowing, plexiglass record changer compartment! The background gleams with an iridescent eye-pleasing pattern of musical fantasy. Look at the brilliance of those pilasters! Illuminated color cylinders reflect their light through a pattern of molded diamonds to create a magical illusion of changing color. And to compliment it all—an exquisitely styled nickered metal grille facade backed by an indestructible perforated metal speaker screen.

Proudly Wurlitzer presents the Fourteen Hundred. Its regal splendor assures a royal reception that will mean greater profits for you!



Model 1400



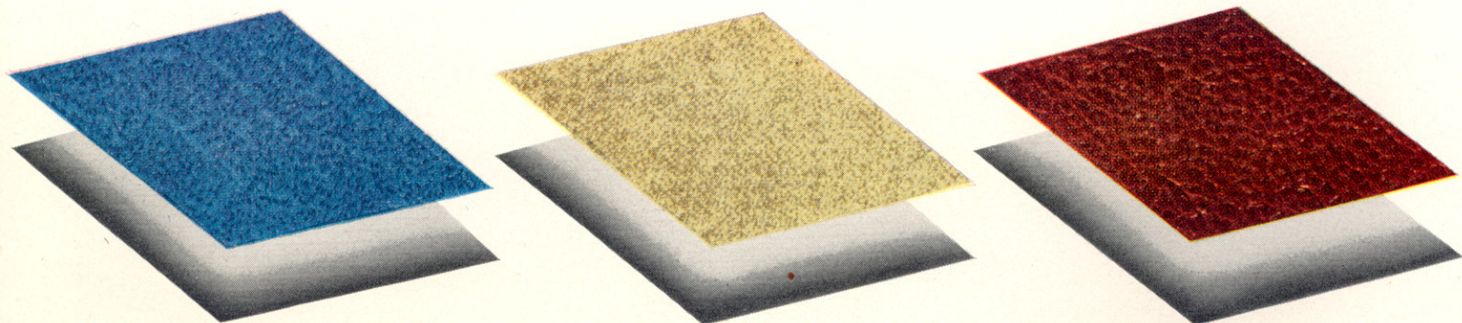
The
WURLITZER
Fourteen Fifty

WITH TEXTILEATHER COVERED CABINET

Queenly consort for the Wurlitzer Fourteen Hundred, pictured on the preceding page, the Fourteen Fifty plays any speed record—ten inch 78 RPM or 33-1/3 LP; seven inch 45 or 33-1/3 RPM. Now you can use them all, and *all* on one phonograph!

Identical, in appearance, to the Fourteen Hundred in every respect but one . . . the Fourteen Fifty is handsomely housed in a wooden cabinet covered with Textileather. One of the modern materials in the fine furniture field, Textileather is scuff proof, water proof and alcohol proof. Available in standard mahogany or in blonde, blue and brown colors to compliment location interiors, tough, glamorous Textileather will last the life of the phonograph.

As in the Fourteen Hundred, this model incorporates Zenith Cobra Pick-ups and the Dynatone Sound System to bring out the glorious brilliance and the fine modulations of the micro-groove records, and to bring in the greatest flow of coins ever earned by any phonograph.



OPTIONAL COLORS AVAILABLE



Model 1450



30 Second

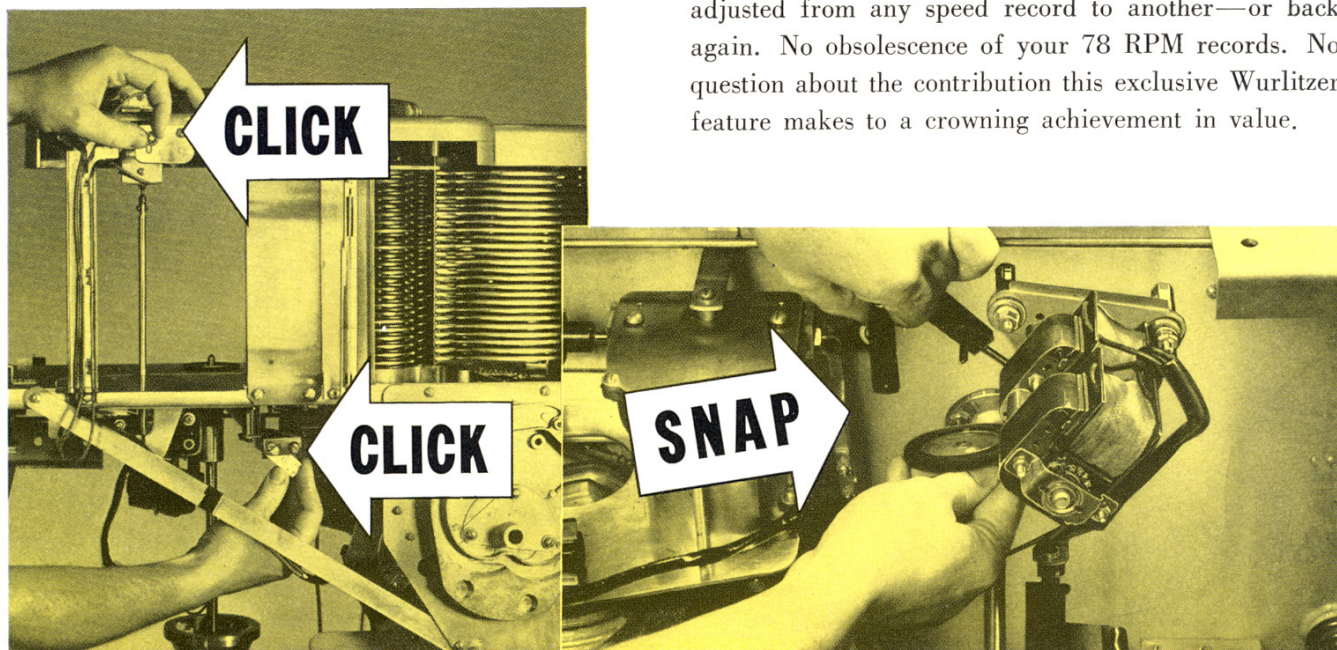
FROM 78 TO 45 OR 33



Think of it! A flick of two levers and the factory-adjusted tone arms of the 1400 and 1450 instantly and automatically shift from one size record to another.

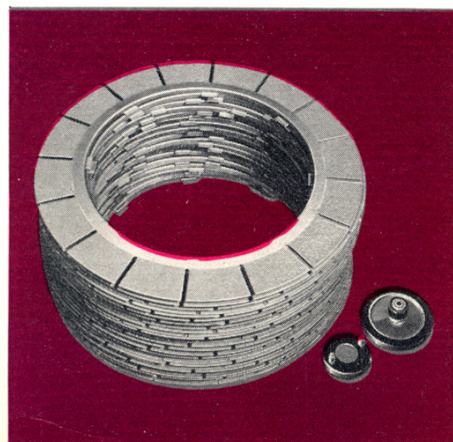
Then, to change record speed, just swing out the idler wheel lever, slide out the old wheel, snap on the new. It takes but another second or two to slip the "45" record center into the turntable.

30 seconds and these phenomenal phonographs are adjusted from any speed record to another—or back again. No obsolescence of your 78 RPM records. No question about the contribution this exclusive Wurlitzer feature makes to a crowning achievement in value.

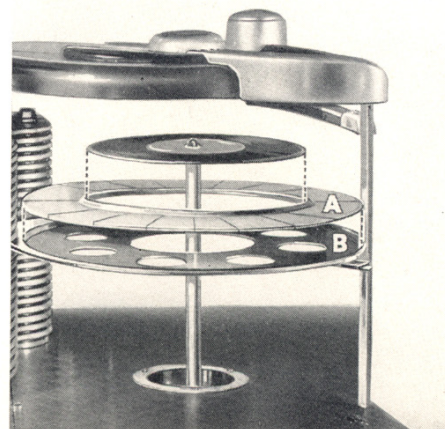


CHANGEOVER KIT

The Wurlitzer Record Speed Conversion Kit, as illustrated here, costs but \$8.75. It consists of New Idler, "45" Turntable Center and 24 Record Locating Spacers.



When a new phonograph is converted to play 45 or 33-1/3 RPM records, the changeover is a 30-second job because it requires no extra work to place 7" records in the spacers (A) and insert them in the trays (B).



Changeover Without Tools

33-1/3 RPM RECORDS



PLAYS 48 SELECTIONS ON 24 RECORDS

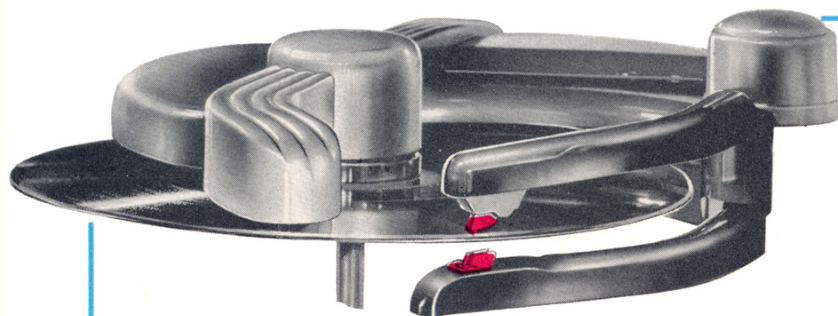
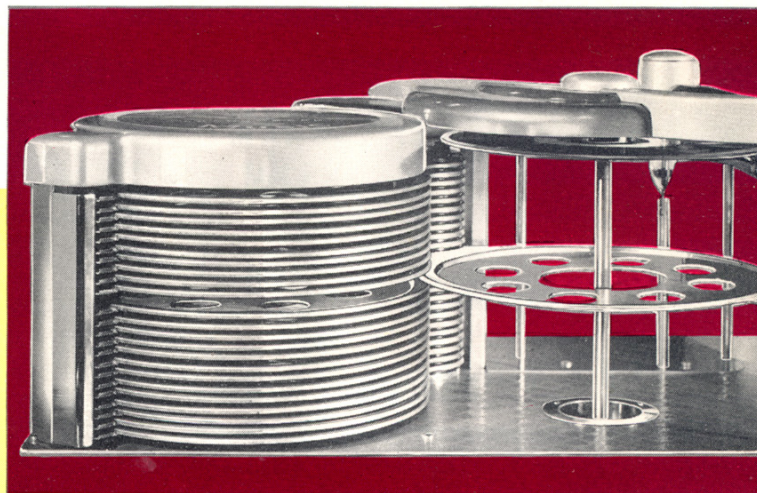
Wurlitzer asked the operators—they told us that 75% of their income comes from eight or ten selections on a phonograph. Their answers were unanimous—"48 tunes on 24 records is enough!"

Additional records get little play, entail needless expense, slow up selection, increase service costs.

Both the Fourteen Hundred and the Fourteen Fifty carry this record complement.

Every record rests flat on a tray—fully supported.

No danger that the new, thin, plastic records will chip, break or warp in a Wurlitzer as they do when stacked un-supported on their rims and picked up by their edges.



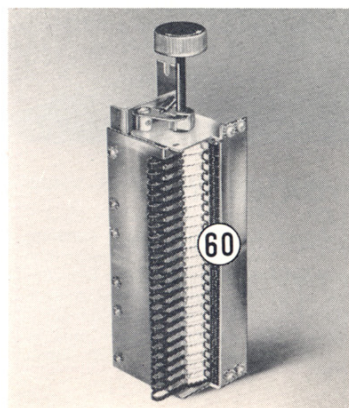
**FAMOUS
ZENITH COBRA PICKUPS
PRODUCE FULL TONAL
BRILLIANCE OF THE NEW 45
AND 33 1/3 RECORDS**

Less than one-half ounce pressure on the record! A floating filament stylus with extremely free compliance! These twin features of the Zenith Pickups reduce surface noise to an

amazingly low level—bring out the full brilliance of the new micro-groove records.

These features, coupled with the high volume and low distortion reproduction of the Wurlitzer Dynatone Sound System, give both the 1400 and the 1450 a frequency range that reproduces the high fidelity of the new records with perfect balance between treble and bass.

By the simple turn of a tone control knob, you bring out the fine modulations and the full brilliance inherent in the new speed records.



NEW PLAYMETER REGISTERS SIXTY PLAYS PER RECORD

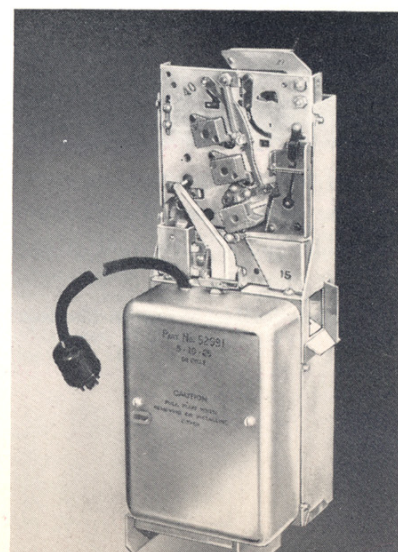
Which are the big pay records? You *know* with a Wurlitzer. Available for both the 1400 and the 1450 the new Playmeters, count sixty plays per record, an un-failing guide to planning top profit programs.

COIN BANKING MECHANISM STOPS COMPLAINTS

"I put in two coins but I didn't get enough plays." You won't hear that with these new Wurlitzers. Both contain a coin banking mechanism. Any number of coins can be inserted and selections made *after* the coins are deposited. Can be adjusted to 3-for-25c or 6-for-25c play.

DOUBLE SIZE CASH BOX

Holds approximately \$140 in assorted coins. Extra large capacity eliminates piling or stacking.





6 Program Classifications

Program flexibility? You've got it with either of the new Wurlitzers! As many as SIX SECTIONS for quick, easy selection from a program custom-built for any location. Here's a great play stimulating feature, spearheading the most flexible program system ever offered—an important and constant source of extra phonograph profits.



DEVOTE ANY MULTIPLE OF EIGHT TO ANY TYPE MUSIC

Standard classification cards available for POPULAR TUNES, WALTZES, FOLK NUMBERS, WESTERNS, POLKAS and CLASSICAL NUMBERS. You can have 8 tunes, or any multiple of 8, under any heading. In a location patronized by teen-agers you can go heavy on the hit tunes of the day such as 16 Pops, 16 Waltzes, 8 Polkas and 8 Westerns. In neighborhoods populated by people of foreign extraction, it's profitable to give Polkas the prominence. Wurlitzer program flexibility enables you to tailor your programs to local demand on either the 1400 or the 1450—far and away the most flexible, versatile phonographs ever built!

PLAY TOP AND BOTTOM IN SEQUENCE

All new Wurlitzer record selectors play the top and bottom of each record in sequence. This new flexibility enables you to number the SIX SECTIONS 1 to 8, 9 to 16, etc.

SELECTOR BUTTONS NEXT TO TITLES

Simple "one-punch" selection system. No time-consuming title search required.

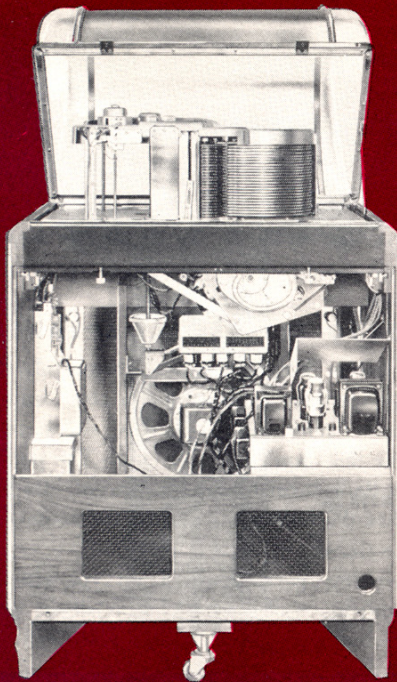
SINGLE PUSH BUTTON CHOICE

Pick a tune! Push a button! It plays! No complicated combinations to confuse patrons—cause errors—discourage play.



More Accessible

THAN EVER BEFORE

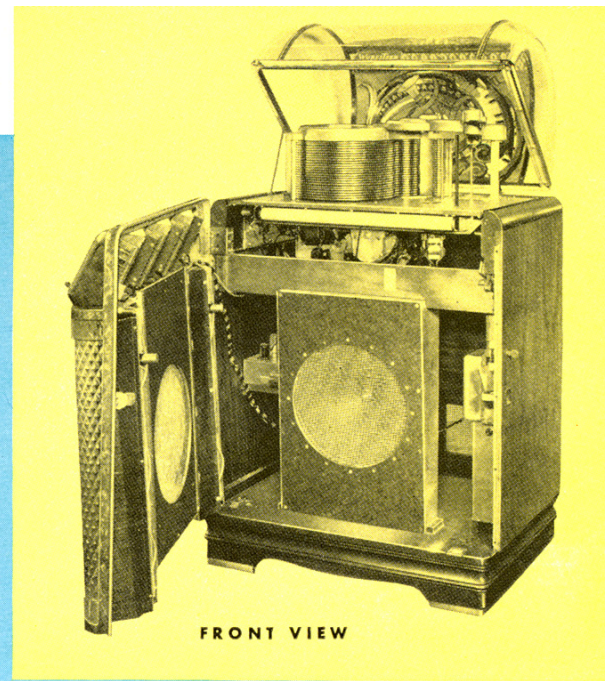


← REAR VIEW

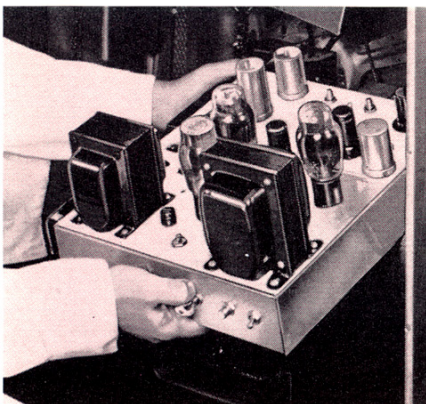
Accessibility unlimited! That's the Wurlitzer 1400 and 1450! Open the front door, tip the top up—it's a cinch to change records and title slips. Top comes completely off in a matter of seconds.

Want to reach the chassis? Very Easy! It slips halfway out. No reaching inside. Fewer oilings, less service because of anti-friction bearings.

Rear panel? It's one piece, removable—has twin hand holds and metal channels to protect the back edges. Can be slid off a truck without a nick or a dent. Two front casters and a double caster in the rear provide 3-point suspension, adjustable to compensate for uneven floors. Prevents sag. Saves service.



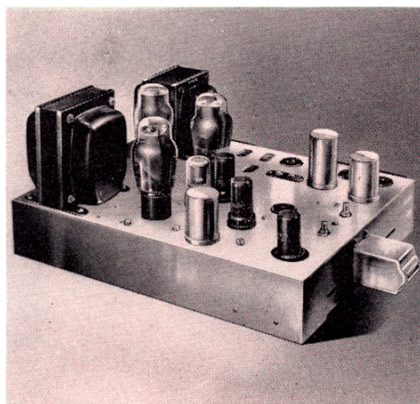
FRONT VIEW



QUICK-AS-A-FLASH REPLACEMENT UNITS

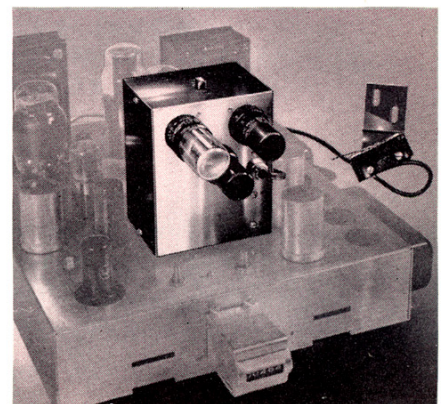
Coin mechanism, amplifier, slug rejecter, program holder, junction box and all major components come in units that may be removed and replaced with little more effort than it takes to push a plug in a socket.

No bolts, screws or soldered connections to fuss with. Amazing savings in service time—and time is money.



SIMPLIFIED AMPLIFIER AND JUNCTION BOX

Compact combination amplifier and junction box saves cabinet space, leaves more room for auxiliary equipment. Amplifier equipped with fader and matching transformer for connecting auxiliary speakers—also provides space for plugging in new Volume Level Control.



NEW VOLUME LEVEL CONTROL

First time ever used on an automatic phonograph! Electronic Level Control assures same tonal quality, same volume level from all records. Does not play up "lows" or play down "highs". Maintains constant level without sacrifice of record brilliance. Plugs into Wurlitzer amplifier. Available for both 1400 and 1450.





**MODEL 4851
5-10-25¢ WALL BOX
48 SELECTIONS**

This tried and proven Wurlitzer Wall Box mechanism has a mirror-finish nicked case, red tenite push buttons and a colorful plexi-glass cover in iridescent powder blue, silver and red. Its "see deep" decorations and lettering give it a third dimensional appearance. The illuminated program holder is divided into two listings of 24 selections each. The listings are changed by turning the knob at the bottom.

Its bug and dust proof case makes readily accessible the famous Wurlitzer mechanism and retains the removable unit feature.

COIN EQUIPMENT: Single 5-10-25c coin entry with magnetic slug rejector and accumulator—convertible to 1 play for 10c, 3 plays for 25c or 6 plays for 25c.

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

Another
CROWNING ACHIEVEMENT
New
WURLITZER
REMOTE CONTROL UNITS

Wurlitzer offers music operators the most flexible and economical selection of remote control equipment ever produced. New 8" and 12" speakers with famous Wurlitzer tone. A 48 selection 5-10-25c wall box and a revolutionary adjustable wall plaque for combining the wall box and either speaker into a beautiful wall box-speaker combination.

MODEL 5110 12" DELUXE SPEAKER

Illustrated at left is Wurlitzer's new, beautiful, streamlined Model 5110 speaker, mounted on a steel frame. Its pleasing pastel-color sides are of a new shock resistant rubber base plastic that won't crack or chip. The perforated nicked metal grille is tarnish and stain proof. Its mirror-like surface catches the light and color of the room—shines with myriad reflections.

Speaker is heavy duty, permanent magnet type with 8 Ohm voice coil. The unit has wall mounting provisions; terminal strip on the back which permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. **SIZE:** 23 $\frac{1}{2}$ " high, 17 $\frac{1}{2}$ " wide, 8 $\frac{1}{2}$ " deep.



MODEL 5100 8" SPEAKER

Like the 12" speaker illustrated on the opposite page, the 5100 8" Speaker can be used as a separate unit or in combination with Wall Box 4851, as illustrated at left.

The 5100 8" Speaker is a companion design to the Model 5110 Speaker with the same eye-attracting—streamlined appearance. The speaker case, of rubber based plastic, is finished in iridescent powder blue with nickeled grille and trim. It is a size universally in demand, at a popular price.

The speaker is 8" permanent magnet type, $3\frac{1}{2}$ Ohm voice coil. The unit has wall mounting provisions: terminal strip on the back which permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. SIZE: $17\frac{1}{2}$ " high, $13\frac{1}{2}$ " wide, $7\frac{1}{4}$ " deep.

ADJUSTABLE WALL PLAQUE

COMBINES MODEL 4851 WALL BOX AND SPEAKER 5100 OR 5110 INTO ONE BEAUTIFUL UNIT

For those separate rooms requiring a completely selective music unit, Wurlitzer makes it possible for music operators to assemble their own wall box and speaker combination at an extremely low cost. As shown at the left, the units may be quickly and easily assembled with the help of an inexpensive kit consisting of rubbed walnut mountings for the wall box and speaker and an adjustable pilaster for connecting the two mounted units.

The pilaster is a combination of beaded nickel molding and powder blue plastic, embellished with red Musical Notes. It can be adjusted from a minimum length of 46" to a maximum of 57" to provide for specific location requirements.

MODEL 248 STEPPER

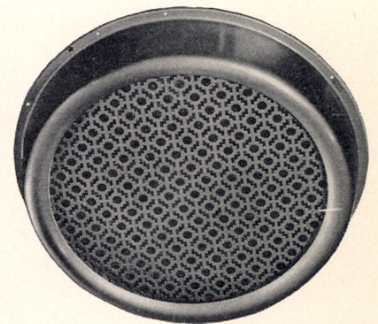
Available for use with Wall Box Models 4851, 4820, 4825. Two Model 219 Steppers may also be used.

RECESSED WALL OR CEILING SPEAKER—MODEL 4009

An attractive utility speaker which enables you to install a permanent sound system in locations as construction progresses or is easily and conveniently installed in any wall or ceiling.

SIZE: 14" diameter, recess depth $2\frac{1}{2}$ ".

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



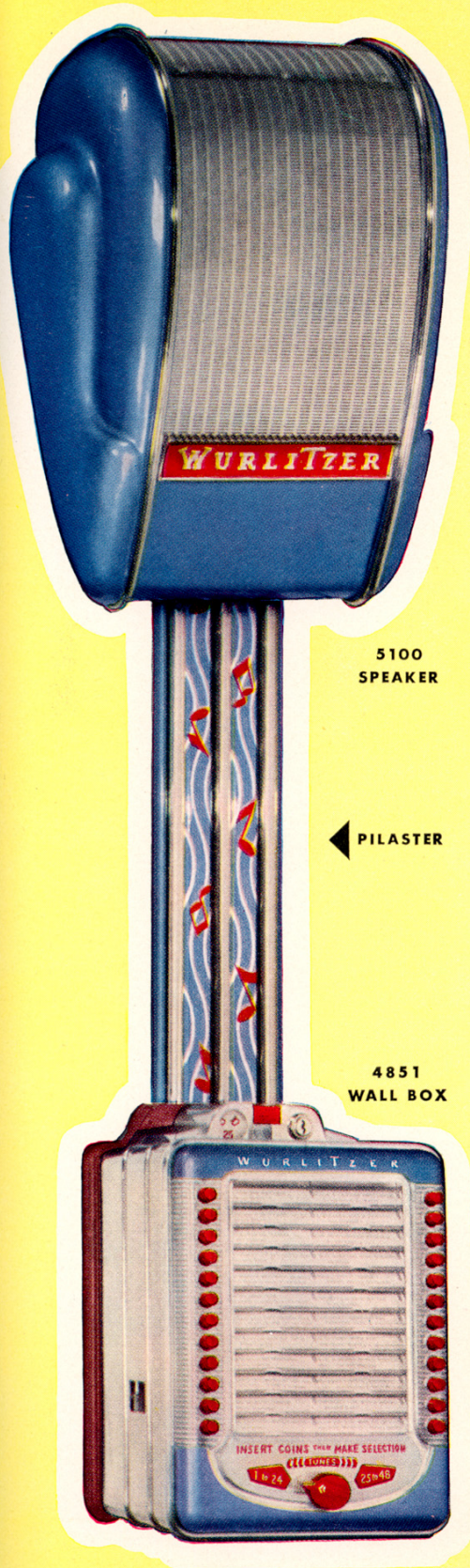
OUTDOOR SPEAKER MODEL 241

(not illustrated)

A sturdy, storm-proof speaker with durable, weather-proof finish.

20" diameter— $14\frac{1}{2}$ " length. All steel non-corrosive. Replace-

able permanent magnet driver unit with 16 Ohm voice coil. Connection provided for voice coil leads. Pivot-type mounting bracket.



With the Wurlitzer Adjustable Wall Plaque, either the 8" or 12" Speaker and a Wall Box can be assembled into this attractive combination.

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

WURLITZER

Fourteen Hundred and Fourteen Fifty



HEIGHT: 57 $\frac{1}{8}$ inches.

WIDTH: 34 $\frac{1}{2}$ inches.

DEPTH: 27 $\frac{5}{8}$ inches.

WEIGHT: 350 lbs.—425 lbs. approx. for shipment.

COIN EQUIPMENT: Single coin entry—5-10-25c—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 with quick change feature. Adaptable to any speed now in use. Playmeter available.

SOUND SYSTEM: Model 514 Amplifier includes junction box components, pre-amp., volume, dual tone and fader controls.

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

WATTAGE: Lighting 80 — Complete phonograph 290.

LIGHTING: Four 20 watt fluorescent tubes.

NUMBER OF SELECTIONS: Forty-eight.

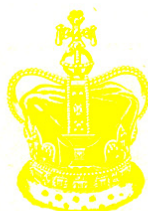
TYPE RECORDS PLAYED: 78 or 45 or 33 $\frac{1}{3}$ R.P.M.

CONSTRUCTION: Rugged metal and wood combined for long life.

REMOTE: 48 selection wall boxes. Previous wall boxes will play 24 selections.

AUXILIARY 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.