

WURLITZER *Lifts the Lid on* OPERATOR PROFITS



WITH THE *Most Magical* PHONOGRAPH EVER BUILT

The
WURLITZER
Series Fifteen Hundred

It's the Topper in Record Selection

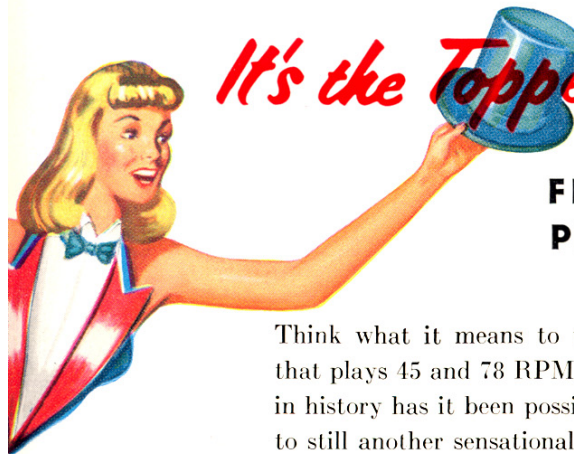


**FIRST COIN-OPERATED PHONOGRAPH
TO PLAY MORE THAN 100 SELECTIONS**

Wurlitzer presents its phenomenal new Fifteen Hundred, confident that you will acclaim it the most beautiful, colorful, versatile, magical phonograph ever built. That it will prove the most profitable on location is equally obvious for it is literally alive with money-making features.

First off—it tops them *all* in number of records—*plays 104 selections*—the greatest array of tunes to tempt all musical tastes in the history of this business—the greatest money-making feature ever offered you as an operator. But, that isn't all—

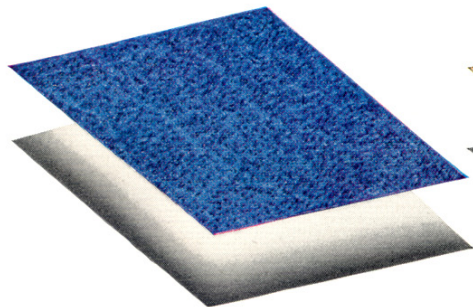
It's the Topper in Versatility



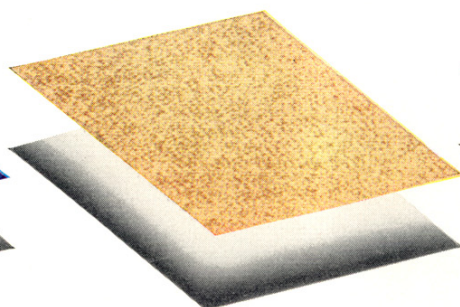
**FIRST PHONOGRAPH TO AUTOMATICALLY
PLAY 45 AND 78 RPM RECORDS INTERMIXED**

Think what it means to you. One phonograph that plays 45 and 78 RPM records mixed! Never in history has it been possible. Now it is, thanks to still another sensational example of Wurlitzer leadership—the WurliMagic Brain. By sheer mechanical magic it enables you to mix up any combination of fifty-two 45 and 78 RPM records throughout the twin tray stacks.

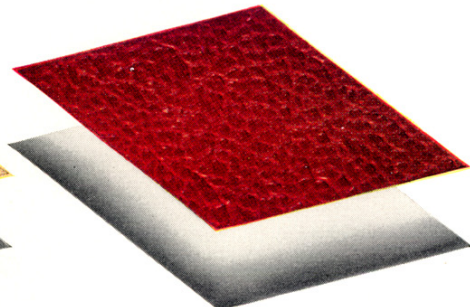
Whichever record is selected will play. What's more, with a simple change of the idler wheel, this wondrous Wurlitzer Fifteen Hundred will play 33 $\frac{1}{3}$ RPM records—can give you 26 hours of continuous play. Unheard of versatility, yet, no extra kits—no extra cost. The WurliMagic Brain is a built-in feature of the Wurlitzer Fifteen Hundred included in its base price.



Blue



Blonde



Mahogany

Cabinet available as Model Fifteen Fifty, covered with scuff-proof, water-proof, alcohol-proof Textileather in blonde, blue or mahogany finishes shown here.



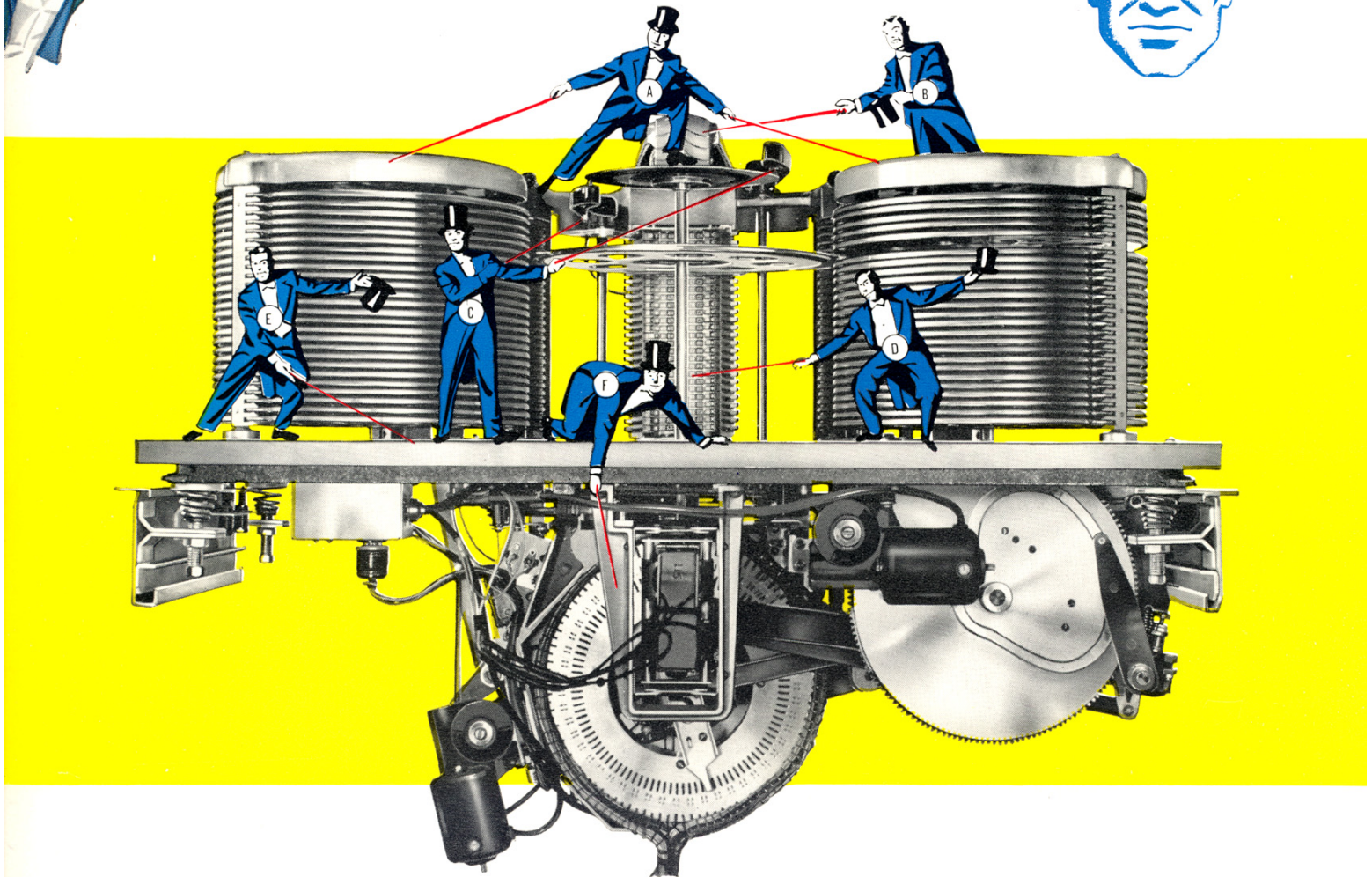
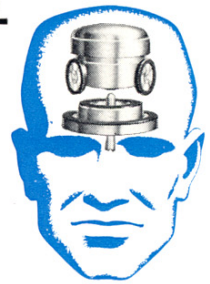
Model 1500

It's the Topper for Ingenious Engineering



FEATURES THE SENSATIONAL

WURLIMAGIC BRAIN



A **TWIN TRAY STACKS**—each holds 26 intermixed 45 and 78 RPM records in any combination desired. All you do is place the records on the trays. Fifty-two positioning spacers for 45 RPM records are provided. Freedom from warping and chipping assured.

B **WURLIMAGIC BRAIN**, the mechanical miracle that enables the fabulous Wurlitzer Fifteen Hundred to play 45 and 78 RPM records automatically and interchangeably. You place the records on the trays. Leave the rest to the Wurlimagic Brain. Activated by the size of the hole in the record, it not only properly positions the tone arm, but in-

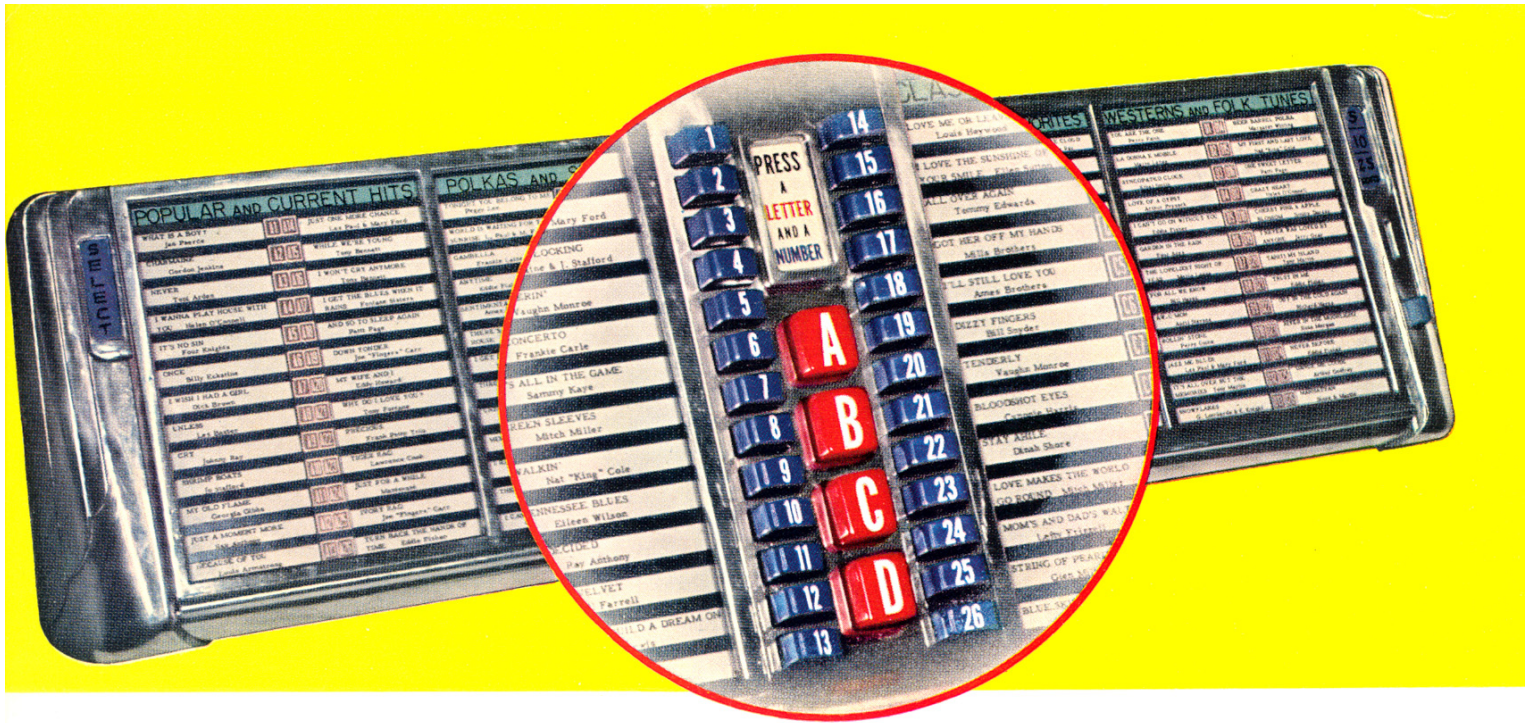
geniously chooses the correct turntable speed. No kits to buy. No adjustments to make. The built-in, fool-proof Wurlitzer Wurlimagic Brain does its own thinking—and it thinks in terms of **MORE MONEY FOR YOU.**

C **TWIN LOW-INERTIA TONE ARMS WITH ZENITH COBRA STYLUS**—another Wurlitzer exclusive. They reduce surface noise to an amazingly low level—bring out the full brilliance of the new microgroove records. Separately suspended from each side of the chassis frame, each stylus follows with the record—doesn't buck it. Better tracking assures truer fidelity, less skipping on warped records and longer record life.

D **TWIN PLAYMETERS** serve the twin stacks. Each registers up to 60 selections per record, is read from the front, enables you to program your phonographs for maximum play and profit.

E **CAST CHASSIS BASE**, precision machined, won't warp or bend. Assures permanent alignment and ready interchangeability of parts.

F **VIBRATION ABSORBING TURN-TABLE MOTOR MOUNT.** The dual reversible turntable motors are suspended in free floating rubber shock mounts. Scientifically designed to eliminate the wows and rumbles caused by turntable vibration.



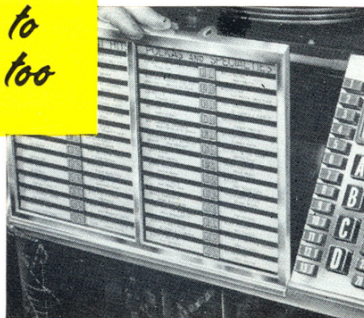
It's the Topper in Simplified, High-Speed, Fool-Proof Record Selection

Record selection on the Wurlitzer Series Fifteen Hundred reaches a new peak of perfection. The 104 selections are divided into four dual sections of 26 tunes each. Sections are classified alphabetically A, B, C, D. Tunes are numbered 1 to 26 in each panel. Patron selects by depressing one letter and one number for each tune desired. No selection errors are possible. Each button locks down until selection is registered by the phonograph mechanism. All buttons are grouped on center panel, making it easy for the patron to

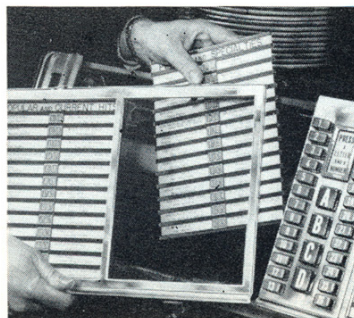
read—easy for you to service. By removing four screws and pulling four plugs, the entire selector assembly lifts out in one unit.

The Series Fifteen Hundred's four dual program sections can be divided into 8 program classifications, giving you the greatest program flexibility ever offered on any phonograph—a wider opportunity to tailor your music to the location's needs—a bigger opportunity to land more locations—an outstanding opportunity to make more money in every location on your route.

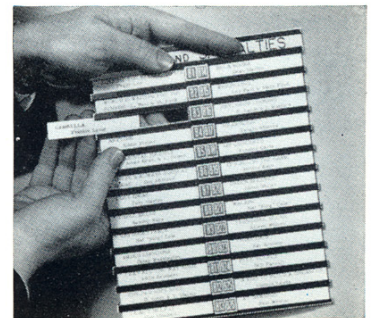
A Click to Program, too



Translucent plastic program holders snap into doors, hinged at bottom, that automatically unlock when the dome is lifted.



Frame holding 26 program slips lifts out. Top and bottom tune on each record contained on a single line of the program holder.



When changing a record, you remove only the slips for that record. You can change records one at a time without disturbing other program slips.



It's the Topper for Service-Saving, Play-Stimulating, Money-Making Features

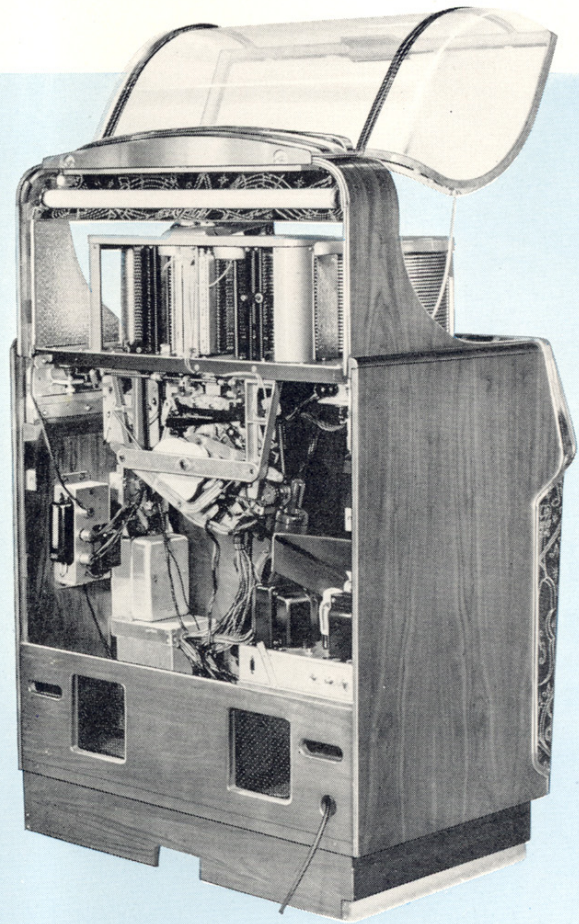
HIGH-SPEED ACCESSIBILITY

The Fifteen Hundred Series puts the accent on service accessibility. Dome lifts up and latches to make record changing a cinch. Record slip replacement is easier, faster than ever. Selector mechanism and wiring lifts out as a unit. Access to the cabinet is through the large, removable rear panel with four hand holes, plus a removable front section of the record changer shelf. The chassis slides out from the back of the cabinet for high-speed service with Wurlitzer's time-saving Quick-as-a-Flash replacement units.

Three-point caster suspension compensates for uneven floors. Coin banking mechanism permits use of any number of coins up to 20 plays, with selections made *after* coins are deposited. It eliminates non-registration complaints—is adjustable to 3-for-25c or 6-for-25c or other combination play.

Super-size coin box, largest in the industry, holds over \$200 in assorted coins—reduces frequency of collection calls on those top spots.

Combination amplifier and junction box saves space, is equipped with fader and matching transformer for connecting auxiliary speakers, provides socket for installation of famous Wurlitzer Volume Level Control.



SERIES *Fifteen Hundred* SPECIFICATIONS

HEIGHT: 59 $\frac{3}{8}$ "; **WIDTH:** 38 $\frac{1}{8}$ ";
DEPTH: 27 $\frac{7}{8}$ ".

WEIGHT: 470 lbs. Packed for shipment 540 lbs.

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 104 selections from fifty-two ten-inch 78 RPM and seven-inch 45 RPM records intermixed. Playmeter included.

SOUND SYSTEM: New Model 516 Amplifier includes pre-amp., volume, dual tone and fader controls.

tone ARMS: Two low pressure tone arms with Zenith Cobra Stylus cartridge.

WATTAGE: Standby lighting 93 watts. Operating wattage of complete phonograph 275.

LIGHTING: One 25-watt, two 20-watt and two 14-watt standard fluorescent tubes.

NUMBER OF SELECTIONS: One hundred and four.

TYPE RECORDS PLAYED: 78 RPM and 45 RPM or, with conversion kit, 33 $\frac{1}{3}$ RPM 10" records.

CABINET FINISH: Choice of polished walnut or optional colors of Texileather.

REMOTE: New one hundred and four selection wall box, Model 5204 available. Will use any Wurlitzer 3 or 4 wire, 24 or 48 selection wall box with an adapter.

SPEAKERS: Will use any present Wurlitzer speakers.

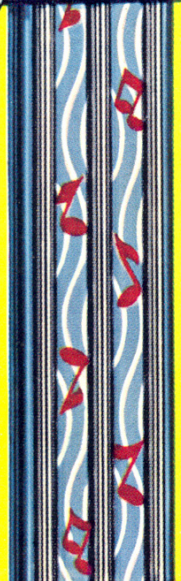
TUBE COMPLEMENT: 1 type 6J5, 1 type 5U4G, 2 type 6L6G, 2 type 6SJ7, 1 type 6SN7/GT.

Specifications and trim subject to change without notice.

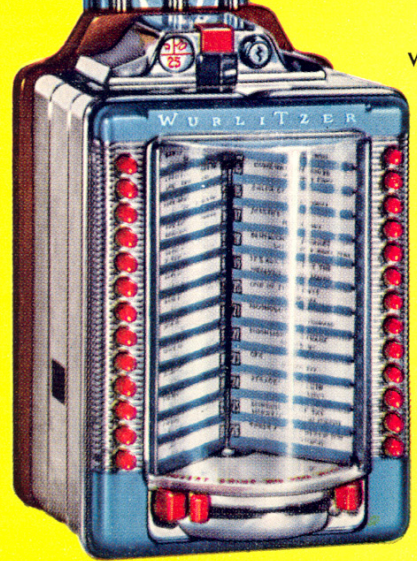
*A Brand New Topper in
Wall Boxes, too*



5100
SPEAKER



PILASTER



5204
WALL BOX

WURLITZER ADJUSTABLE
WALL PLAQUE

adjusts from 46" to 57"
to meet specific location requirements.

**with Rotating Pages for Easy
Selection of Complete Program —
Single Button Selection**

Ideal companion for Wurlitzer's Series Fifteen Hundred phonographs is this magnificent, new 5-10-25c Model 5204 Wall Box. Customer flips four rotating program panels like the pages in a book. Each panel is lettered A, B, C or D to correspond with selector panels on the phonograph. Each panel lists 13 tunes per side that line up with single push buttons which automatically make the proper contact.

The famous Wurlitzer Wall Box mechanism is readily accessible and easily removable. The gorgeous metal and iridescent powder blue and silver plexiglass case has "see deep" decorations and red tenite push buttons. An ensemble of mechanical perfection and play attracting beauty.

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: 59 $\frac{3}{8}$ " high, 38 $\frac{1}{8}$ " wide, 27 $\frac{7}{8}$ " deep.

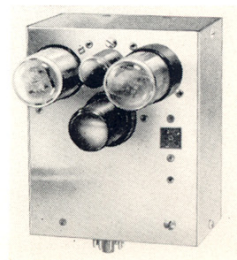
**WALL BOX MAY BE USED
ALONE OR IN CONJUNCTION WITH
SPEAKERS 5100 OR 5110 BY USE OF
ADJUSTABLE WALL PLAQUE**

For separate rooms requiring a completely selective music unit, you can assemble your own wall box-speaker combination by joining Model 5204 Wall Box with either Wurlitzer Model 5100 eight-inch Speaker or Model 5110 twelve-inch Speaker with a Wurlitzer Adjustable Wall Plaque.

Attractively finished with bright beaded molding and powder blue plastic background with decorative red musical notes, this plaque, with two rubbed walnut mountings for the wall box and speaker, is all you need to assemble this colorful combination into a single, strikingly beautiful unit.

ELECTRONIC VOLUME LEVEL CONTROL

Another Wurlitzer exclusive. Installation of this electronic unit maintains an even sound level for all records whether they are high or low volume. No sacrifice of record brilliance. No necessity for manual volume control. Amplifier socket provided for easy plug-in.



Continued as
companion Models to the
brilliant 1500 Series

The
Forty-Eight Selection
WURLITZER
MODELS 1400 - 1450



The sensational acceptance of the 24-record, 48-selection All-Speed Wurlitzer Models 1400 and 1450 has proved that they fill a broad, definite need. That need continues to exist and, by popular demand, production of these models will be maintained.

The Fourteen Hundred Specifications

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 $\frac{1}{3}$ RPM.

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.

