

Introducing the

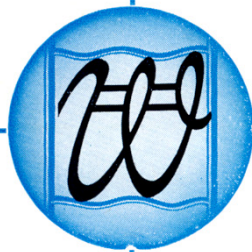
*W*rlitzer

1500-A

The feature phonograph of the year

# The Magnificent *Wurlitzer 1500-A*

**Leader in the Fine Phonograph Field**



It is with tremendous pride that Wurlitzer presents the Model 1500-A as the finest phonograph ever to bear its name.

Exquisitely styled and excitingly lighted, its super-size AstraDome affords the widest view ever offered of a record changer compartment. And what a colorful compartment it is! Twin tray stacks capped with rich maroon covers. Gold backdrop in draped effect. A turquoise valance tastefully proclaiming in magenta lettering—WURLITZER—“The Name That Means Music To Millions.”

Its sturdy grille, flanked by gorgeous glass pilasters, features the Wurlitzer “W” framed with turquoise bars against a magnificent metal backdrop.

## **Plays 104 Selections on 45 and 78 RPM Records Intermixed**

The 1500-A offers music lovers their choice of 104 selections, a musical menu amply adequate to please every taste.

Motivated by an improved version of Wurlitzer’s WurlMagic Brain, it automatically plays both 45 and 78 RPM records intermixed—versatility enabling the operator to program the newest microgroove releases and, at the same time, utilize and capitalize on his existing inventory of standard seasonal and current favorites on the higher speed discs.

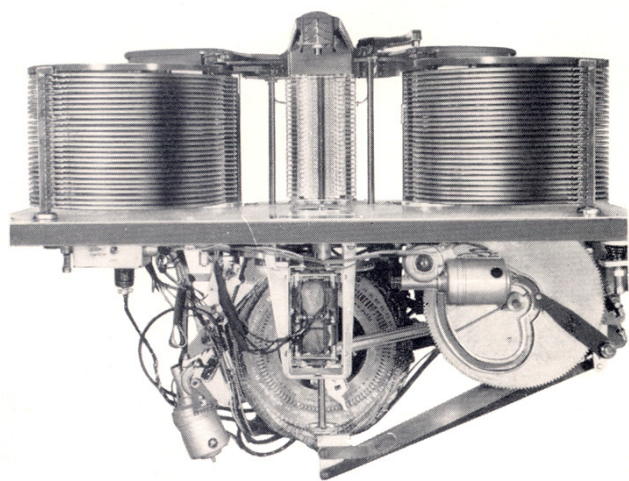
In every sense a deluxe phonograph, the Model 1500-A is worthy of a place in America’s top locations where it will prove, beyond question, the top money-maker of all time.

This fine phonograph is also available as Model 1550-A in blonde Texti-leather or in custom colors—blue and red. The blonde cabinet is illustrated on the opposite page.

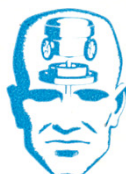


Model 1550A

# The 1500-A Combines Time-Tested Wurlitzer Features with Important Style and Engineering Advancements



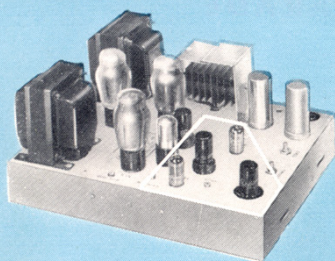
**IMPROVED RECORD CHANGER MECHANISM  
MOTIVATED BY WURLITZER'S FAMED**



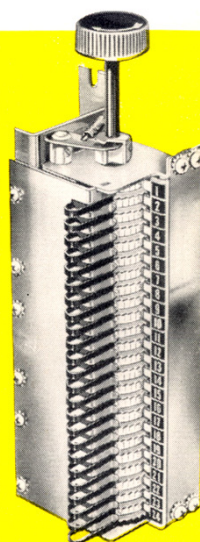
## WURLIMAGIC BRAIN

Wurlitzer has given its wondrous WurliMagic Brain more brain power. Better than ever it enables you to mix up any combination of fifty-two 45 and 78 RPM records throughout the twin tray stacks. With stepped up efficiency, the tune selected swings out and plays—swings back and stays, always held the Wurlitzer way, the safe way, horizontal on a tray to prevent chipping and breakage. More than ever, the WurliMagic Brain thinks in terms of greater operating efficiency—higher operator profits.

**BUILT-IN VOLUME CONTROL  
NOW STANDARD EQUIPMENT**



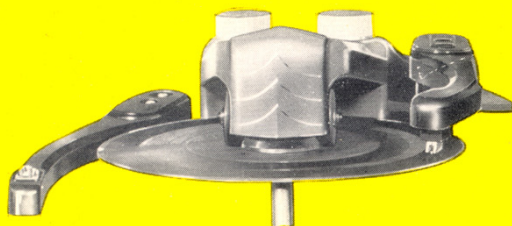
The Model 1500-A incorporates into Wurlitzer's famous sound amplifier a built-in, automatic volume control, assuring an even sound level for all records. No customer complaints because they must strain to hear or are blasted out of their seats by the music.



**TWIN PLAYMETERS  
REGISTER 60 PLAYS  
PER RECORD**

An unfailing guide to the top playing records, these twin Playmeters register 60 plays per record, give you a constant picture of the public's tune preferences—knowledge that enables you to program your 1500-As to maximum profit levels.

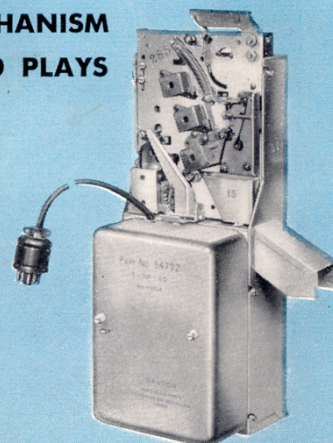
**TWIN LOW INERTIA TONE ARMS  
WITH ZENITH COBRA STYLUS**

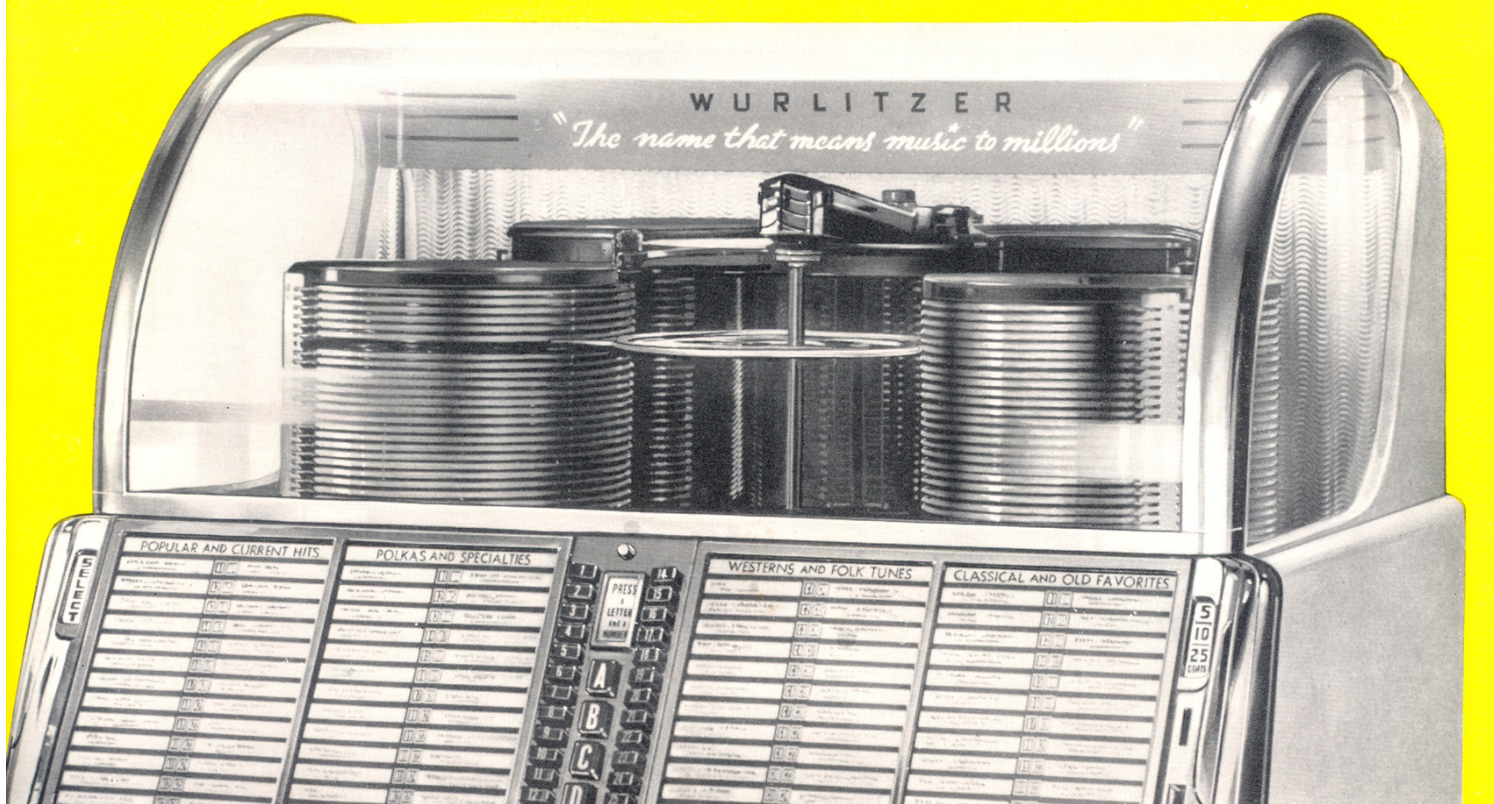


Still a Wurlitzer exclusive. And one of the greatest contributions ever made to minimize surface noise and increase tonal brilliance. Wurlitzer's Zenith Cobra Stylus gives you at least 1000 more plays per record without impaired fidelity, plus many more thousand plays per stylus.

**COIN BANKING MECHANISM  
REGISTERS UP TO 20 PLAYS**

Customers can insert coins of any denomination and make selections after the coins are inserted. No requests for refunds from patrons. Adjustable to 10-cent play, 3 for 25c, and other combinations.





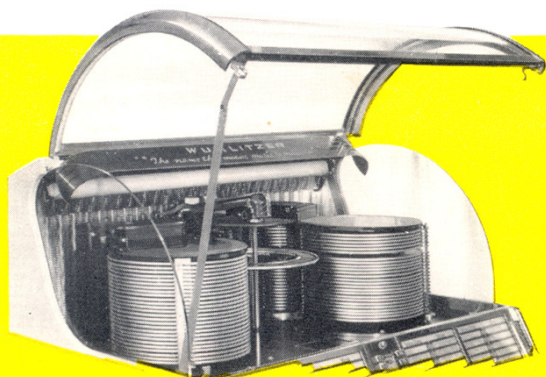
## SUPER-SIZE, ALL GLASS ASTRADOME PUTS RECORD CHANGER COMPARTMENT ON DRESS PARADE

The focal point of interest on any phonograph is the record changer compartment. That's where "the wheels go 'round'" and that's what the public loves to see. On the Model 1500-A they'll *really* see it through a super-size, one-piece polished glass AstraDome that puts all the color and action in this compartment on perpetual parade.

What an eyeful it is! The flash and play of light on gleaming

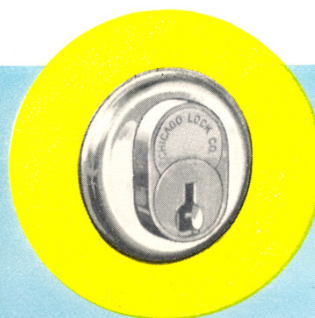
twin tray stacks. The vivid valance carrying the colorful Wurlitzer name and slogan. The gay, golden background. The fascinating motion of records moving in and out of the stacks at the customers' beck and call.

Call it what you will . . . eye appeal . . . play appeal . . . *pay* appeal . . . the Wurlitzer Model 1500-A has more of it! Another reason why it's the leader in the fine phonograph field.



### AUTOMATIC FALL SUPPORT

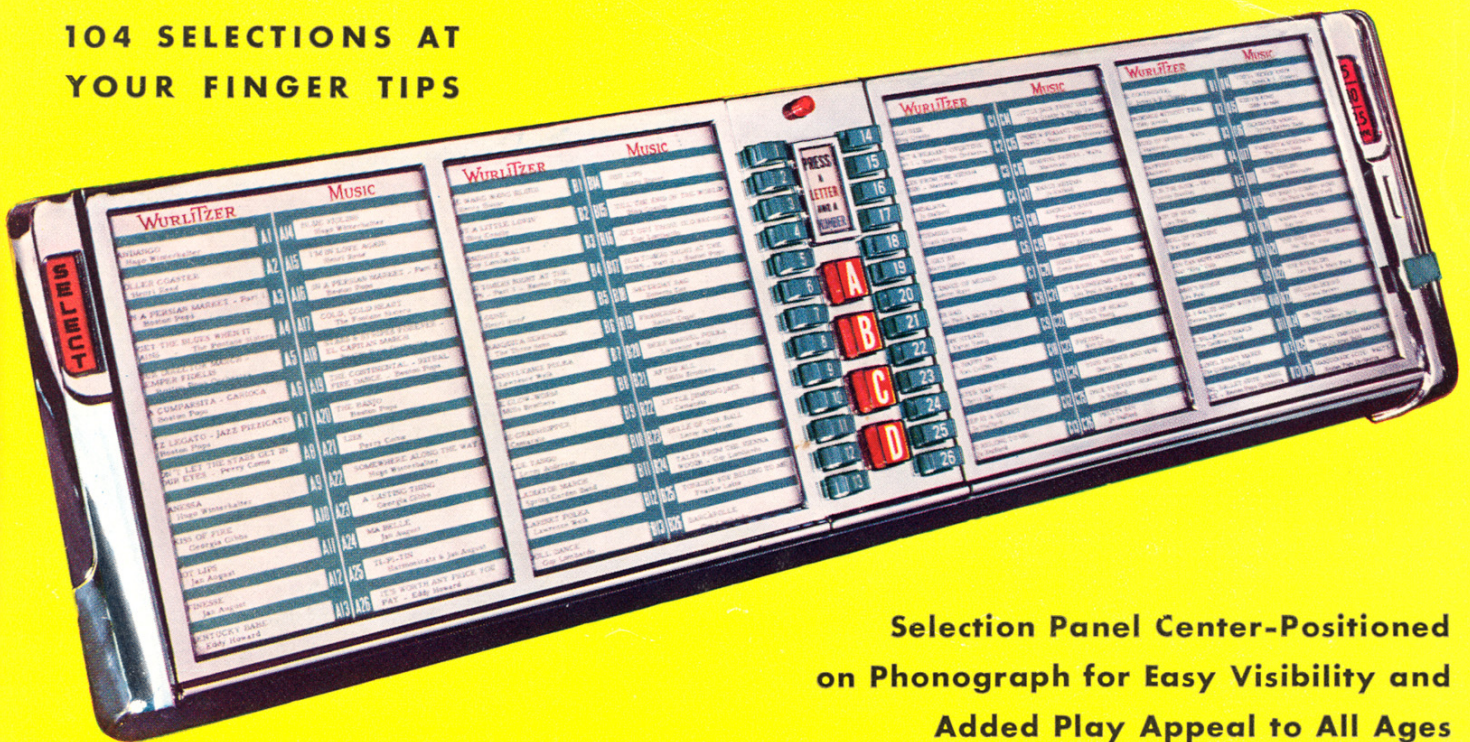
This sturdy, steel rod automatically latches as you open the dome. Prevents it from slipping or dropping. Release the fall support and it disappears into the cabinet as you close the dome.



### PUSH TYPE DOME LOCK

This new Wurlitzer safety lock features a latch on each side of the AstraDome. What's more, the dome can be locked after the key has been removed. In addition, there is a separate lock on the rear compartment door.

104 SELECTIONS AT  
YOUR FINGER TIPS



Selection Panel Center-Positioned  
on Phonograph for Easy Visibility and  
Added Play Appeal to All Ages

### HIGH-SPEED, FOOL-PROOF RECORD SELECTION PANEL FEATURES NEW COLOR STYLING AND RESET BUTTON

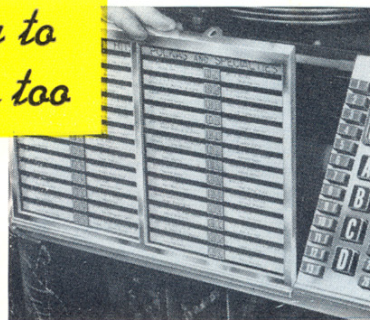
On the 1500-A, patron selects by depressing one letter and one number for each tune desired. No selection errors are possible. Each button locks down until selection is registered by the mechanism.

It's an easy-to-read, easy-to-service selection panel that can be divided into 8 classifications for peak profit programming.

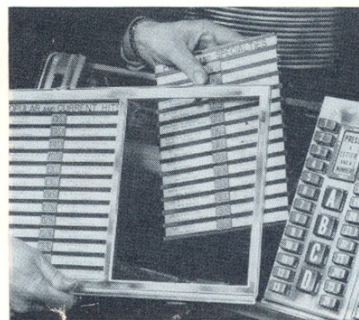


Reset button enables patron to change his mind and his selection of any tune after pressing either a letter or a number button.

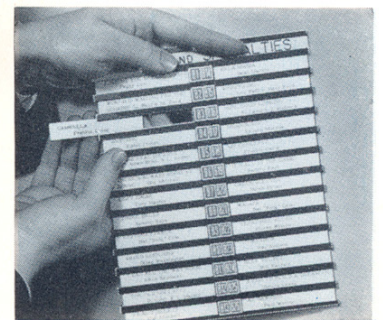
*A Cinch to  
Program, too*



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.

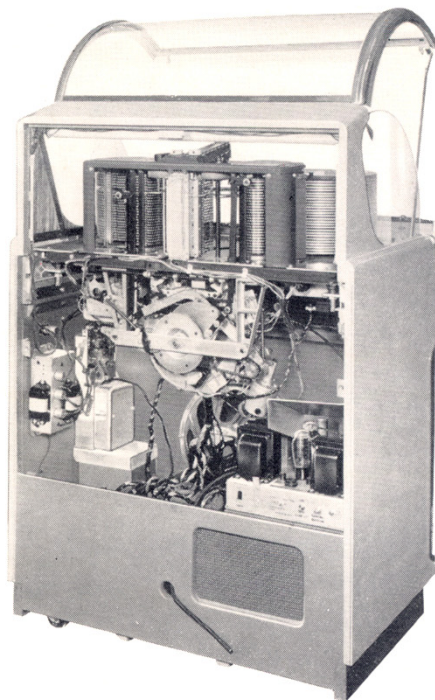


Title strip changing is made easy because each strip is held separately and firmly in its place.

## WURLITZER'S TRADITIONAL HIGH-SPEED SERVICE ACCESSIBILITY MAKES THE MODEL 1500-A A CINCH TO SERVICE

The design of the 1500-A follows Wurlitzer's long established leadership in operator service accessibility. The AstraDome lifts up and is secured by the new fall support to make record changing a cinch. Record slip replacement is easier and faster than ever. Selection mechanism and wiring lifts out as one unit. The cabinet is accessible both through a large, removable rear panel and a removable front section of the record changer shelf. The chassis slides out for high-speed service with Wurlitzer's Quick-as-a-Flash replacement units. Four point caster suspension.

Super-size coin box holds over \$200 in assorted coins. Combination amplifier and junction box saves space, is equipped with fader and matching transformer for connecting auxiliary speakers.



## WURLITZER *Model 1500-A* SPECIFICATIONS

**DIMENSIONS** — Height, 56  $\frac{3}{8}$ " ; Width, 38  $\frac{1}{4}$ " ; Depth, 27  $\frac{7}{8}$ " ; Weight, 448 lbs. Packed for Shipment, 518 lbs. approx.

**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 520 amplifier includes pre-amp,

volume, dual tone, fader and automatic level controls.

**TONE ARMS** — Two low pressure tone arms with Zenith Cobra Stylus cartridge.

**WATTAGE** — Complete Phonograph — 295. Standby — 130.

**LIGHTING** — Two 20-watt and two 25-watt fluorescent.

**NUMBER OF SELECTIONS** — 104.

**TYPE OF RECORDS PLAYED** — 78 RPM and 45 RPM or, with conversion kit, 33-1/3 RPM 10" records.

**CABINET FINISH** — Choice of polished walnut or optional colors of Textileather.

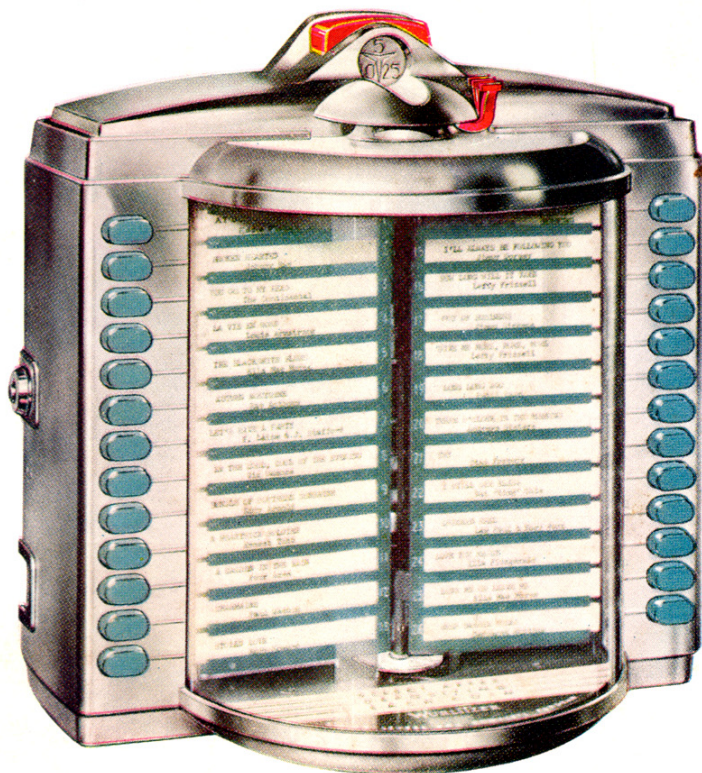
**REMOTE** — New 104-selection wall box, Model 5205 available. Any Wurlitzer 3 or 4-wire 24 or 48-selection wall box is usable with adapter.

**AUXILIARY SPEAKERS** — Will use any present Wurlitzer speakers.

**TUBE COMPLEMENT** — 1 type 5U4G, 1 type 6J5, 2 type 6L6G, 1 type 6SN7/GT, 2 type 6SJ7, 1 type 12AU7, 1 type 12AX7.

**NEW** *Colorful*

**3-WIRE 104-SELECTION  
WALL BOX MODEL 5205**



A handsome 3-wire box with chrome plated die-cast case, clear glass window, turquoise selection buttons and turquoise panels. Four rotating program panels—each lettered A, B, C or D to correspond with selector panels on the Model 1500-A phonograph. Each lists 13 tunes per side with single push button selection. Attractive red reject button and red program panel turners. Ace lock mounted on side.

Coin equipment consists of single 5-10-25c coin entry with magnetic slug rejector—convertible to 1 for 10c or 3, 4, 5 and 6 for 25c. Program holders easily removed for service.

Size: 12½" high; 11¾" wide; 7¾" deep.

**MODELS 5100-5110 SPEAKERS IN  
STRIKING NEW GOLDEN BEIGE COLOR**

Now attractively finished with a golden beige case and a gold mesh grille, the Model 5100 eight-inch speaker features the Wurlitzer name in gold on a red field. The Model 5110 twelve-inch speaker is the same except the Wurlitzer nameplate is scrolled in chrome on a red field. Both are equipped with matching transformer. Either may be used alone or with any Wurlitzer Wall Box by use of Wurlitzer's adjustable wall plaque.



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

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