



Presenting the new

Wurlitzer 1650

Priced to Pay Greater Operator Profits

1650 THE WURLITZER

**Introduces Wurlitzer's famed
48 selection mechanism in a 45 rpm phonograph
at a new low price**

Wurlitzer presents the Model 1650 with the prediction that it will pay any operator the greatest return per dollar invested he ever enjoyed from any phonograph.

Let's start with its styling. The 1650 has an air and a flair that give it that magical quality known in show business as "showmanship."

Of new French Provincial design — this Wurlitzer will attract and hold attention!

The 1650 is engineered to reproduce flawlessly and with great brilliance one of the world's most popular entertainment mediums — recorded music.

The tone of this Wurlitzer is a sheer triumph that will constantly encourage more play!

And, finally, this marvelous Model 1650 is not only priced to offer the operator maximum value, it is constructed to require minimum service.

While on one hand it will make more money for you, on the other it will save more, too.

Beauty is its birthright.

Its AstraDome picture-window encloses a record changer compartment that is literally alive with an interplay of turquoise and silver light and color—complimented by a rich maroon tray stack cover. Topping it all is a valance of turquoise, magenta and gold, proclaiming WURLITZER . . . "The Name that Means Music to Millions." The cabinet is available in blonde vinyl plastic or grained walnut finishes with natural birch trim. The glass pilasters reflect a gorgeous pattern of vari-colored light. The Rigidized Metal grille sparkles with reflected pastel shades behind vertical birchwood bars.

Designed for the location with a minimum amount of available space, this colorful, tune-ful, all 45 RPM Wurlitzer 1650 has been exhaustively pre-tested. The results were nothing short of amazing. The 1650 has it!

This fine phonograph is also available as Model 1600 with Wurlitzer's time-tested mechanism playing either 7 inch 45 RPM or 10 inch 78 RPM records.



WURLITZER
The name that means music to millions

Model 1650

THE *Wurlitzer* 1650

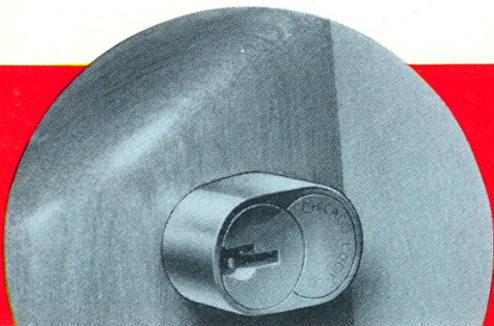


NEW

ASTRADOME DISPLAYS RECORD CHANGER THROUGH FULL-VIEW PICTURE WINDOW

People like to "see the wheels go 'round." Long ago Wurlitzer applied this principle to the juke box business by exposing the record changer compartment before the fascinated eyes of millions of musical "sidewalk superintendents." In the magnificent Model 1650 it opens wider than ever with a one-piece, double-weight, glass Astradome. The glass sides are easily removable for cleaning.

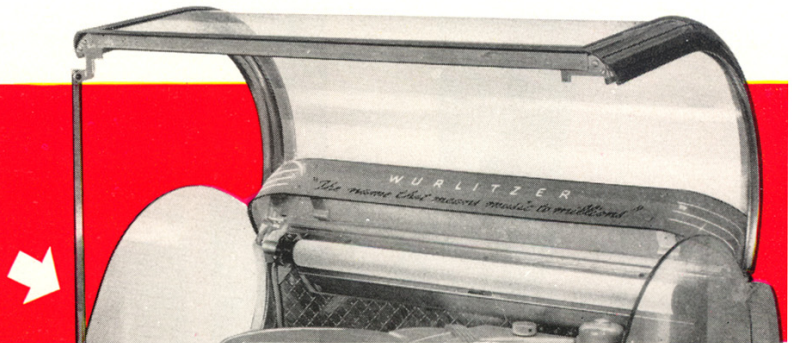
This cinch-to-clean picture window puts the whole record changer compartment on parade—vividly displays the valance carrying the Wurlitzer slogan—richly reflects the colorful, thread-impregnated, vinyl plastic background that sets the 1650 apart from any other phonograph in appearance. That it will be an eye-catcher everywhere is certain. It will stimulate both play and profits.



NEW

PUSH TYPE DOME LOCK

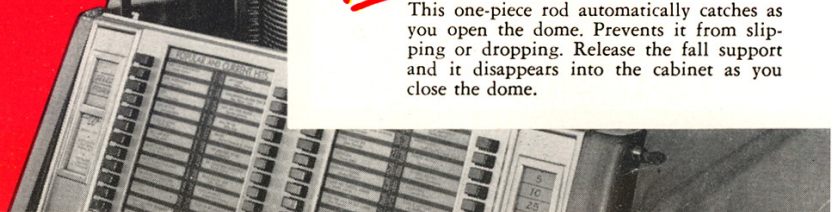
New Wurlitzer safety lock features a latch on each side of the AstraDome. Close the dome and the rear door is automatically locked. Another feature — the dome can be locked after the key has been removed.



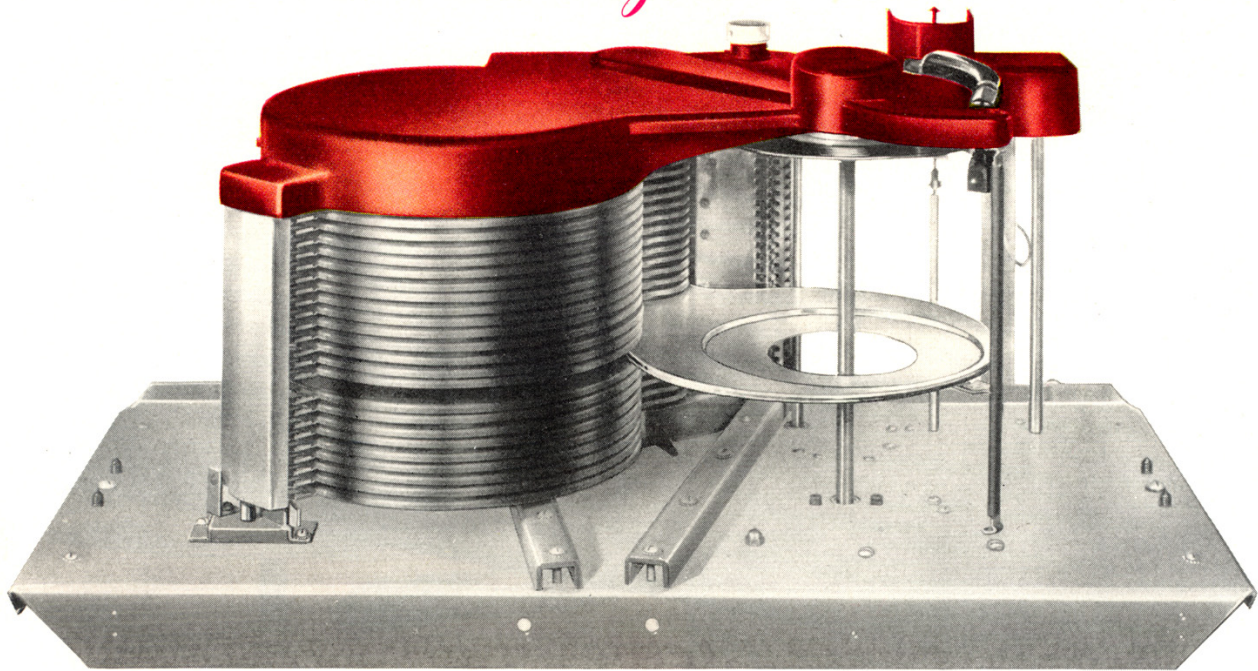
NEW

AUTOMATIC FALL SUPPORT

This one-piece rod automatically catches 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.



THE *Wurlitzer* 1650



NEW

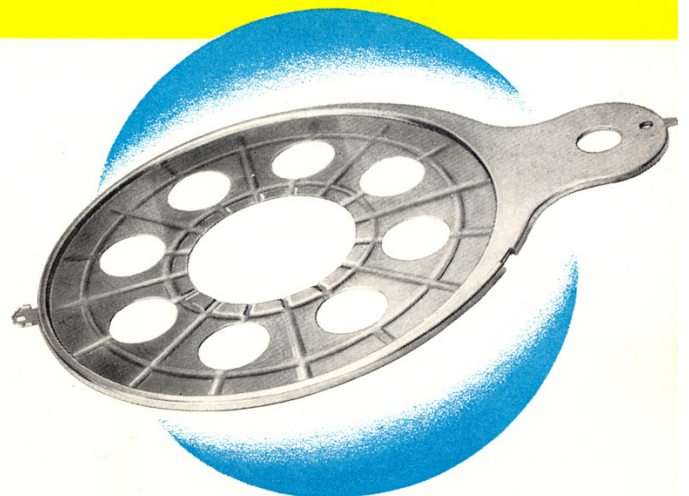
DEEP-INDENT TRAYS FEATURE WURLITZER'S TIME-TESTED RECORD CHANGER MECHANISM

The Model 1650 features Wurlitzer's time-tested, 48 selection record changer—long proved to be remarkably trouble-free. Now improved for all 45 RPM performance by the incorporation of new, small, Deep-Indent Trays, specially designed to hold microgroove records snugly in position.

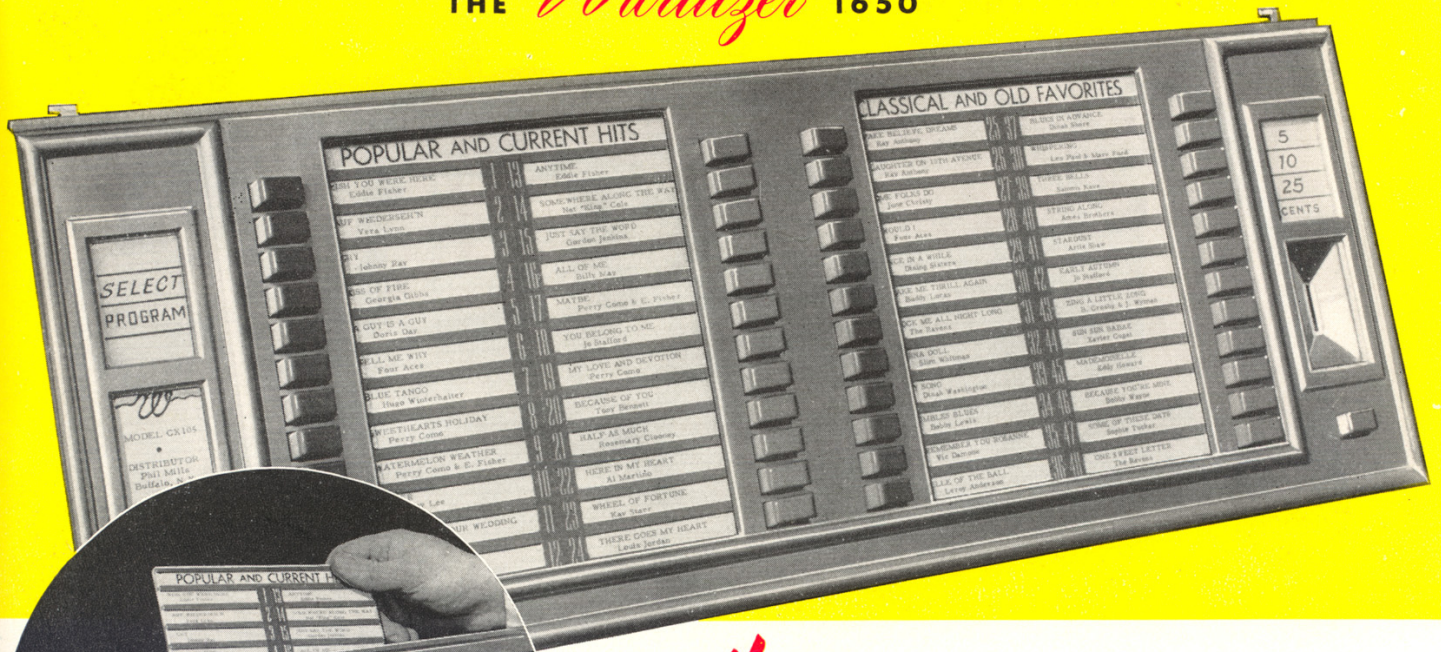
Even warped records can't slip out when cradled in these counter-sunk carriers.

And, of course, this great Wurlitzer chassis has another point of great importance in its favor. It handles records the Wurlitzer way, the safe way—horizontally on a tray that protects them against chipping, warping and breakage.

THE WURLITZER MODEL 1600 PROVIDES FOR THE PLAYING OF 78 RPM RECORDS ON STANDARD 10-INCH TRAYS. THIS PHONOGRAPH CAN BE ADAPTED IN 30 SECONDS TO 45 RPM RECORDS BY THE USE OF AN IDLER WHEEL AND 7-INCH METAL SPACER DISCS.



THE *Wurlitzer* 1650



NEW

SINGLE BUTTON SELECTOR OFFERS FOUR PROGRAM PANELS IN TWO TWIN TITLE STRIP HOLDERS

Complementing the modern AstraDome styling on the 1650 is a new die-cast metal program selector panel featuring fast, single button selection from 48 tunes divided into four program classifications. The left side of the panel contains illuminated card holders for both Distributor and Operator identification. The right side provides a Make Selection Indicator and, below it, a recessed, stainless steel, 5, 10, 25¢ coin deposit slot that will not dent or scratch. A reject button for bent coins completes this attractive assembly.

NEW

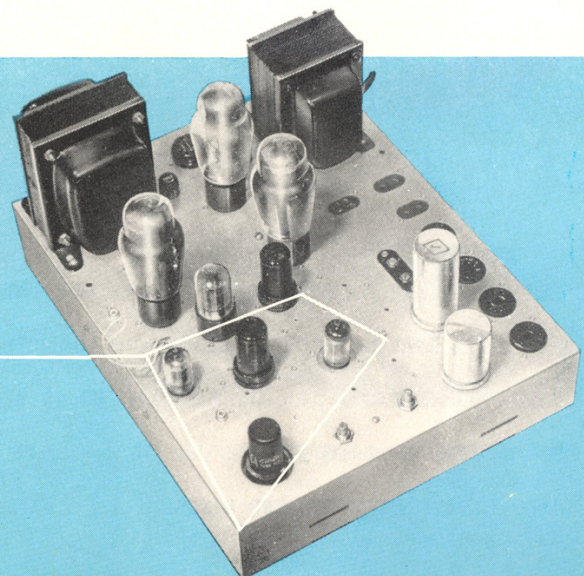
EASE IN CHANGING TITLE STRIPS

Merely open the AstraDome. Flip back the color shield. Snap out each twin program holder for quick, convenient title strip changing.

The pleasing effect of the metal frame, the illuminated title strips and the turquoise selector buttons, adds greatly to the eye and play appeal of this strikingly designed phonograph.

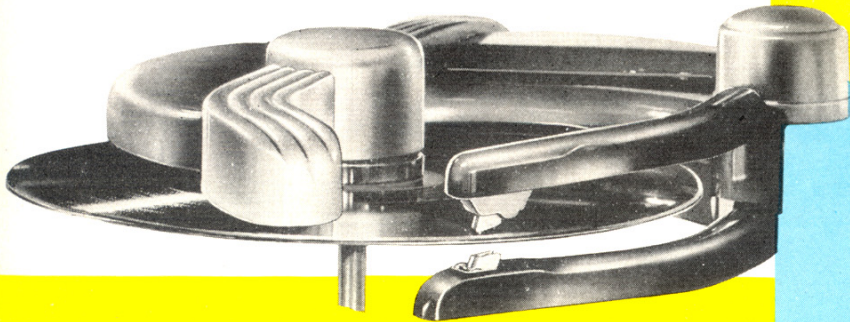
BUILT-IN VOLUME LEVEL CONTROL

The Model 1650 incorporates into Wurlitzer's famous sound amplifier a built-in, automatic volume control, assuring an even sound level for all records. No complaints that the music is too loud. No kicks because the customer can't hear it. No need for constant manual adjustment. Always music at a conversational level promoting more enjoyment—more play.



THE *Wurlitzer* 1650

offers many other service-
saving play-stimulating
money-making features



FAMOUS ZENITH COBRA PICKUPS

Still a Wurlitzer exclusive! And still 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.

NEW

HIGH-SPEED ACCESSIBILITY WITH QUICK-AS-A-FLASH REPLACEMENT UNITS

Raise the AstraDome. Turn two thumb screws. Lift the full length rear door out by convenient hand holes, and the entire mechanism is exposed. The chassis slides halfway out. No reaching. No straining. All amplifier junction box and auxiliary units completely accessible for high-speed service with Wurlitzer's Quick-As-A-Flash Replacement Units.

Last but not least, still another standout feature—the standby lighting on this phenomenal phonograph is the lowest in Wurlitzer history—only 60 watts!

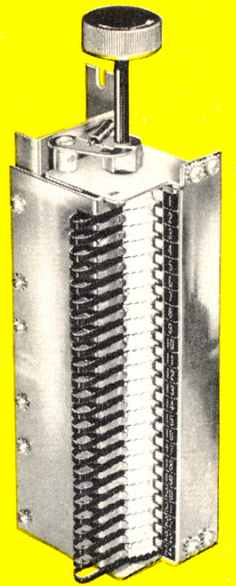
From dome to casters, it's designed and built in the traditional Wurlitzer way for a long life of high play with minimum service.

NEW

PLAYMETER REGISTERS

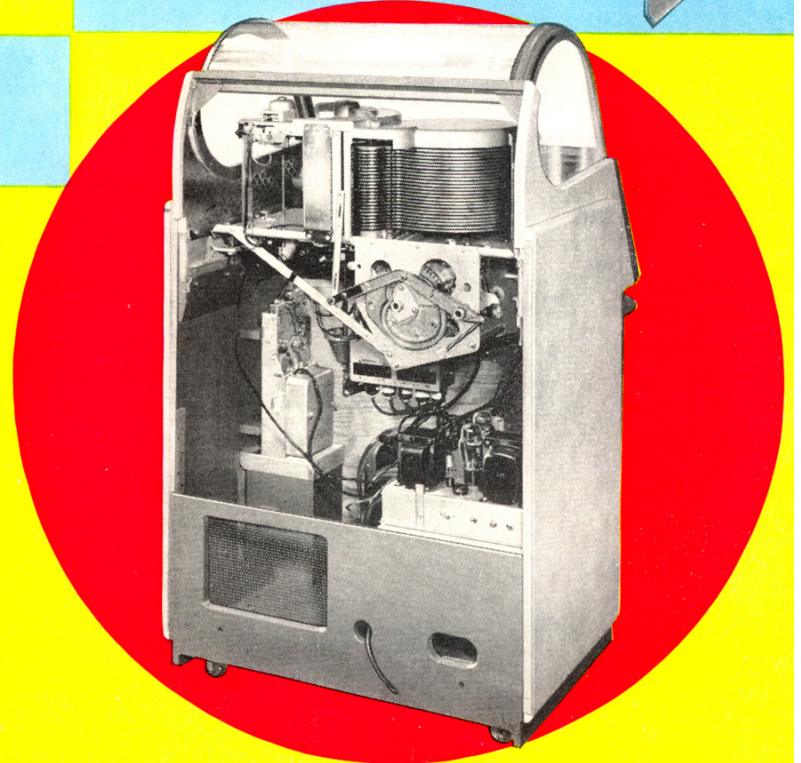
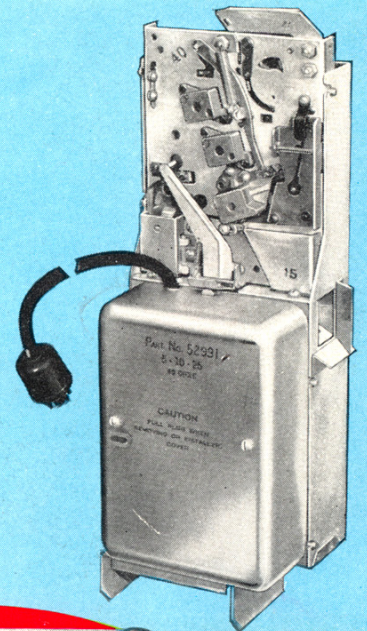
60 PLAYS PER RECORD

An unfailing guide to the top playing records, this Playmeter registers 60 plays per record, gives you a constant picture of the public's tune preference—knowledge that enables you to program your 1650s to maximum profit levels.



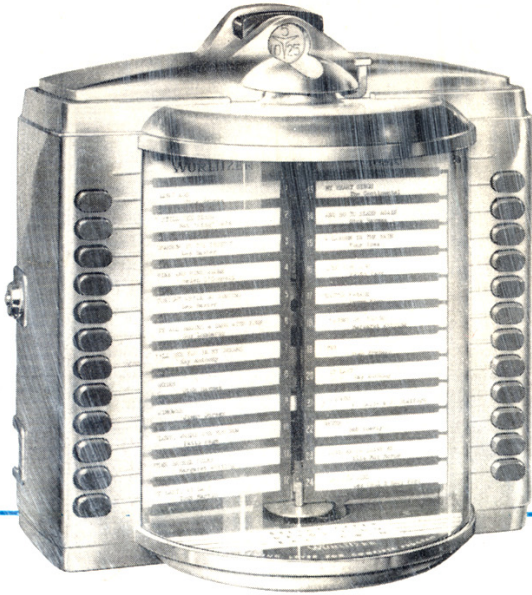
COIN BANKING MECHANISM REGISTERS UP TO 20 PLAYS

Enables customers to insert coins of any denomination and make selections *after* they are inserted. Adjustable to 10 cent play, 3 for 25¢, and other combinations.



NEW

HANDSOME 4-WIRE 48 SELECTION WALL BOX MODEL 5206



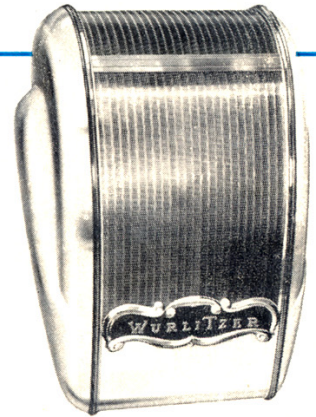
This beautiful 4-wire box with chrome plated die cast case and turquoise selector buttons features a single rotating program panel, single slot coin mechanism, attractive red reject button and an Ace lock mounted on the side. It may be used with any 48 selection phonograph equipped with a Model 248 Stepper. Its 5, 10, 25¢ coin mechanism may be easily converted to 1 for 10¢, or 3, 4, 5 and 6 for 25¢. The program holder may be easily removed for service. A magnificent box that's a sure-fire play stimulator.

DIMENSIONS — Width 11 $\frac{3}{4}$ "
Height 12 $\frac{1}{2}$ "
Depth 7 $\frac{3}{8}$ "

MODELS 5100-5110 SPEAKERS IN STRIKING NEW GOLDEN BEIGE COLORS

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 Model 5206 Wall Box by use of Wurlitzer's adjustable wall plaque.



WURLITZER MODEL 1650 SPECIFICATIONS

DIMENSIONS — Height 55", Width 33-1/16", Depth 27 $\frac{7}{8}$ ". Weight 335 lbs.

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

RECORD CHANGER — 48 Selections, 7" Records, 45 RPM, Playmeter Standard Equipment.

SOUND SYSTEM — Model 518 Amp. includes junction box components, automatic level control, pre-amp, volume, dual tone and fader controls.

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

WATTAGE — Lighting—40; Complete Phonograph—211; Standby—60.

LIGHTING — 2 20-watt fluorescent.

NO. OF SELECTIONS — 48

TYPE OF RECORDS PLAYED — 45 RPM

TYPE OF CONSTRUCTION — Metal, wood and glass combined for long life.

REMOTE — 48 Selection wall boxes. Previous wall boxes will play 24 tunes.

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, 1 type 12AU7, 1 type 12AX7.

MODEL 1600 SPECIFICATIONS

Same as 1650 except the following:

RECORD CHANGER — Provides 48 selections from 10" or 7" records, with quick change feature. Adaptable to any speed now in use. Playmeter standard equipment.

TYPE OF RECORDS PLAYED — 45 or 78 or 33 $\frac{1}{3}$ RPM.

THE RUDOLPH WURLITZER CO.



NORTH TONAWANDA, N. Y.

PRINTED IN U.S.A.