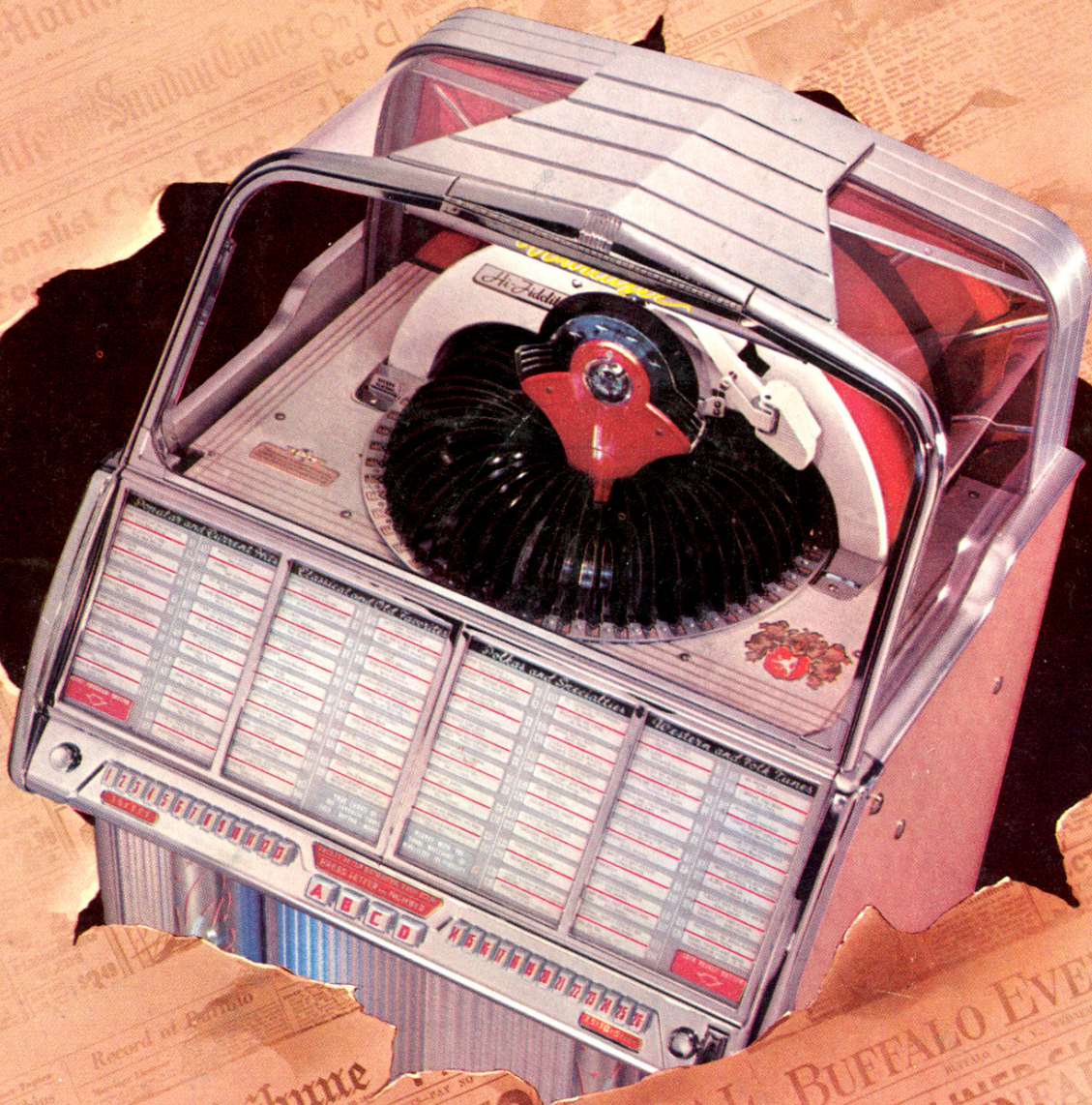
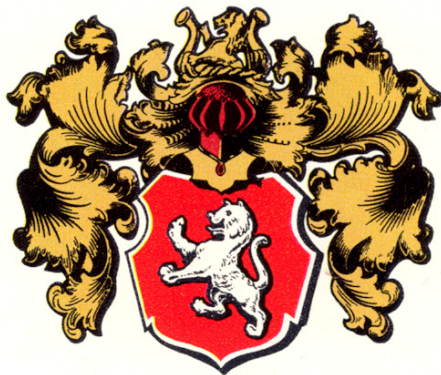


THE *Wurlitzer* **1800**
BREAKS INTO THE HEADLINES



AS THE YEAR'S TOP PHONOGRAPH

**The Wurlitzer Crest Has Identified the
Finest Musical Instruments Since 1856**



Worthy of this Emblem of Excellence

THE WURLITZER 1800

Ultimate Achievement in Coin-Operated Phonographs

Here is front page news for every phonograph operator and location owner the world over. It's the distinguished, new, 104-selection, all 45 RPM Wurlitzer Model 1800. Alive with eye appeal from its gracefully formed glass dome trimmed with bright chromed metal to its sculptured ebonized base — this tuneful beauty literally sparkles with what it takes to turn music into money. Cabinets are available in a gorgeous array of fresh, new, sky colors for 1955 — Dawn Mist, Horizon Blue, Sunset Red and Midnight Black.

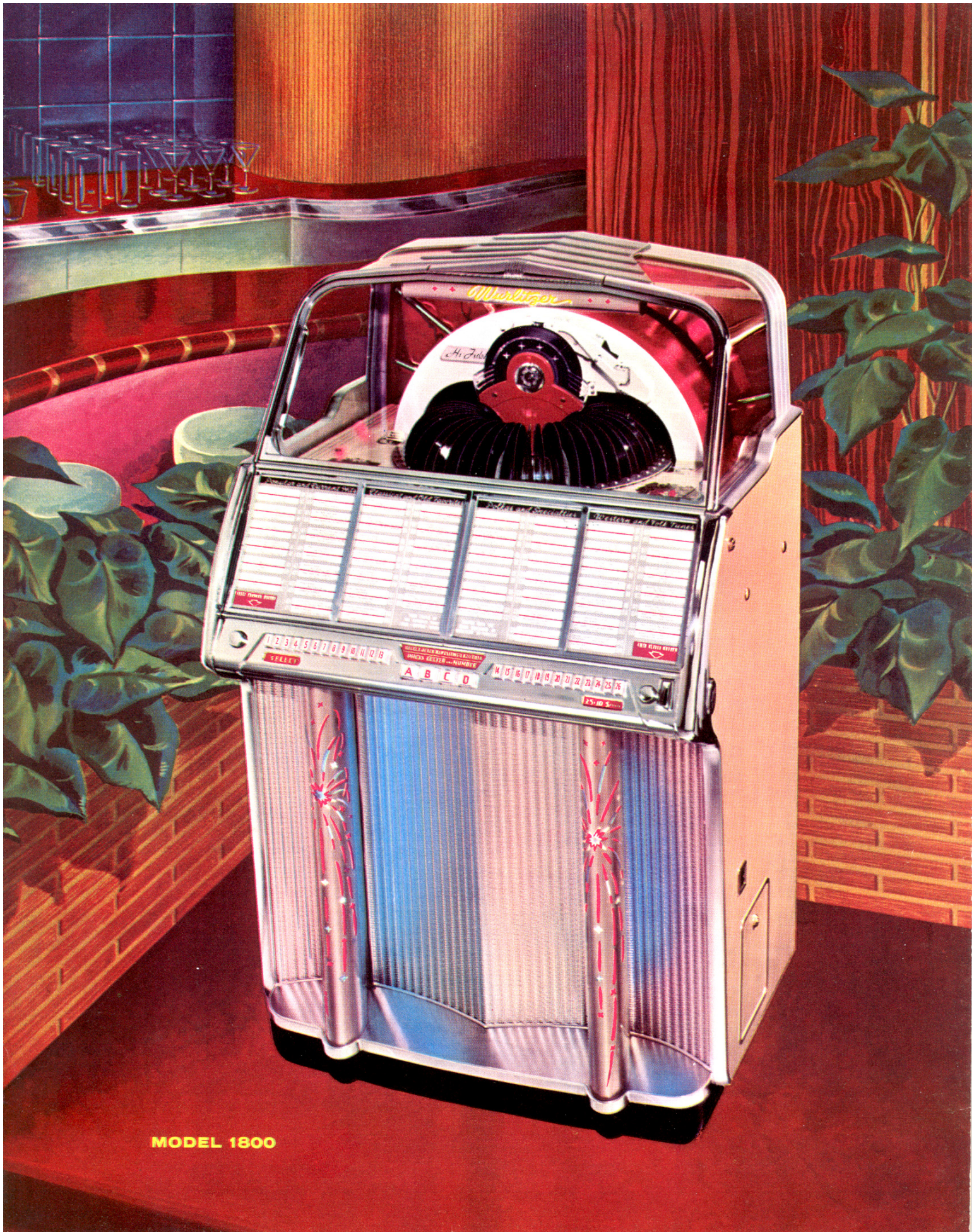
The Carousel Record Changer is completely visible through a full width clear view window, slanted to eliminate reflections and attractively framed with chrome plated steel

molding. The changer compartment itself is a gorgeous blaze of color and light. Background is quilted red plastic with a sunburst of stainless steel moldings. The changer cover is in matching red. The Carousel arch and tone arm are in Pearlescent bone white. The chassis shelf of simulated white leather with tooled gold trim features the Wurlitzer crest emblazoned in full color.

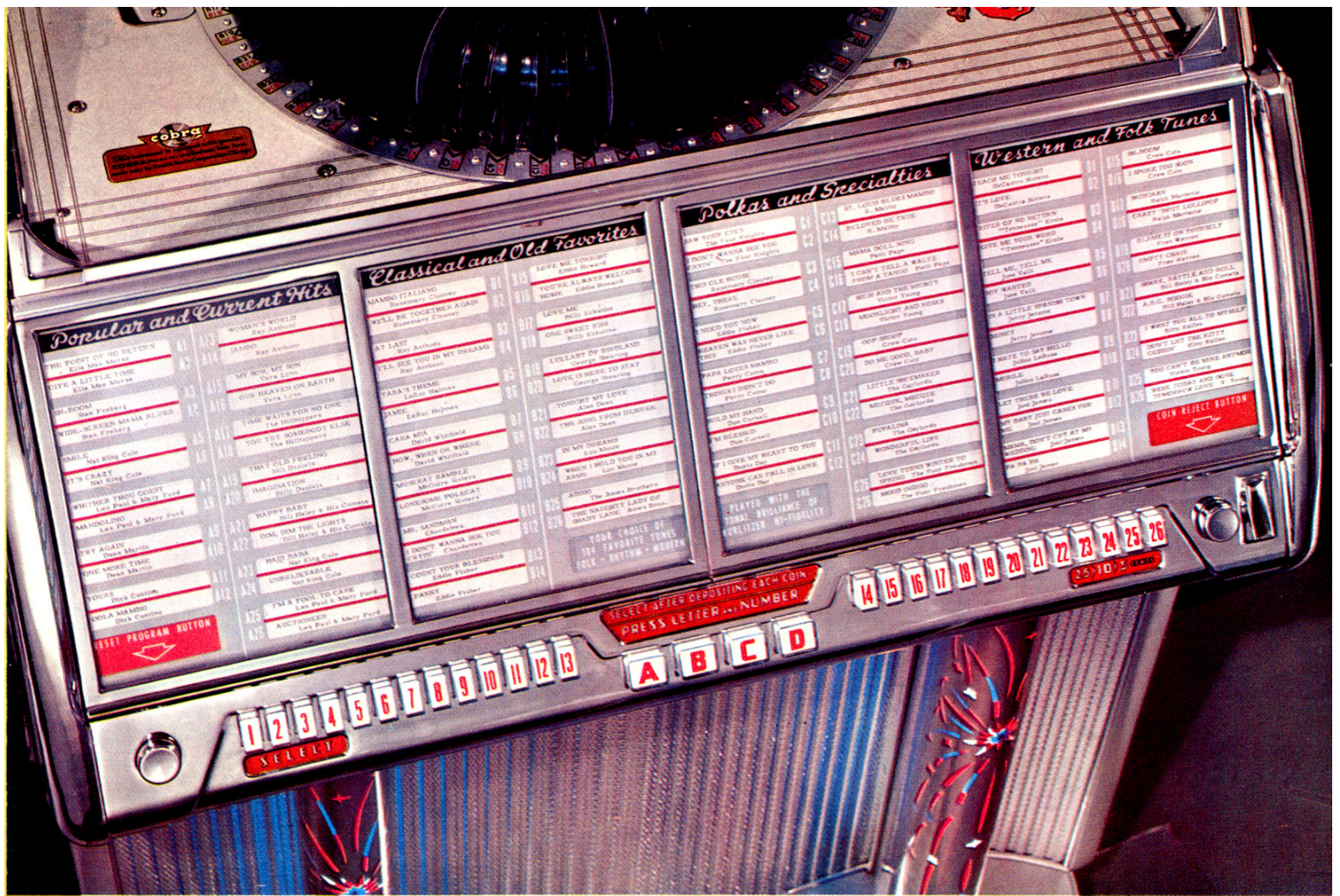
Selector panel is flanked by decorative and protective die-cast chromed corners — each engraved with the Wurlitzer "W".

The rigidized curved metal grille with sparkling twin pilasters of air-foil design completes a cabinet ensemble so different, so newsworthy, that it will be the talk of the industry for years to come.

Model Illustrated
is Finished In
Beautiful Dawn Mist



MODEL 1800



*Welcome Wurlitzer News
is a Smartly Styled
Selector Panel Featuring
Simple, Error-Proof
Tune Picking*

Wurlitzer's new, chrome finished Program Selector is smartly styled for easy vision and quick, error-proof selection. It consists of eight panels in four luminously transparent sections, easily removed for quick title strip changing. Each panel offers 26 tunes on 13 double title strips. This permits eight tune classifications to please every musical taste. Entire selector panel lifts out, providing fast access to all four program holders. Make-Selection letter and numeral buttons are located in a chrome plated panel at the base of the program selector.

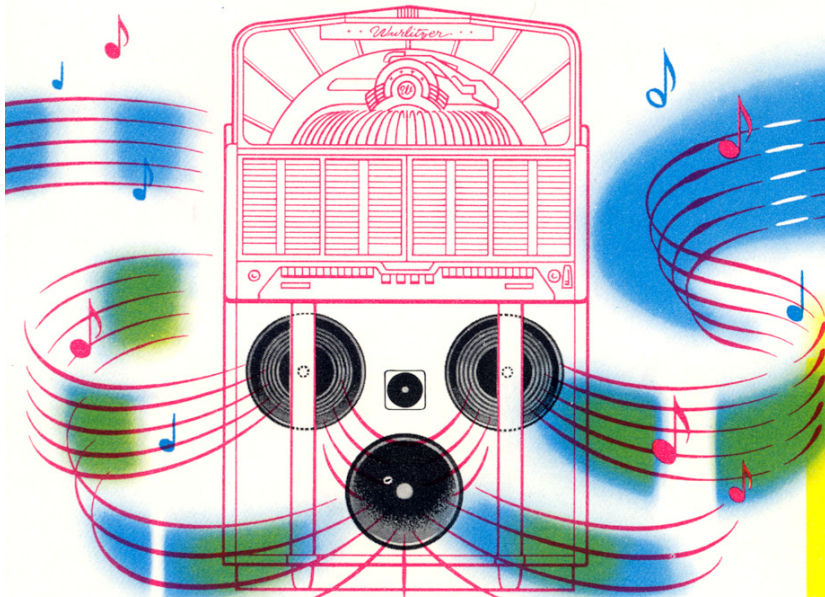


Left side of panel contains large, concave reset program button, so indicated by a panel above it. Attractive white buttons edge-lighted for easy identification.

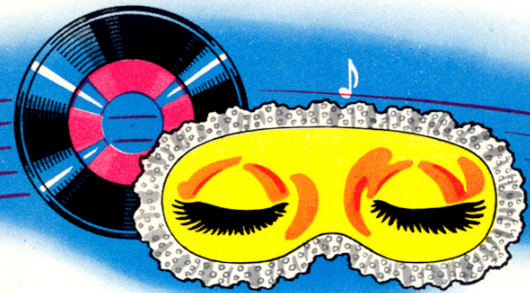
Illuminated "how to select" panel is located above four easily read letter buttons.

Right side of panel features plainly indicated, large, concave metal coin reject button and coin insert. Lighted panel indicates coin denominations for play.

**MORE THAN EVER BEFORE THE WURLITZER 1800
TAKES THE MASK OFF THE MUSIC WITH ITS
IMPROVED DYNATONE SOUND SYSTEM**



**MORE SPEAKER CONE AREA
THAN ANY OTHER JUKE BOX**

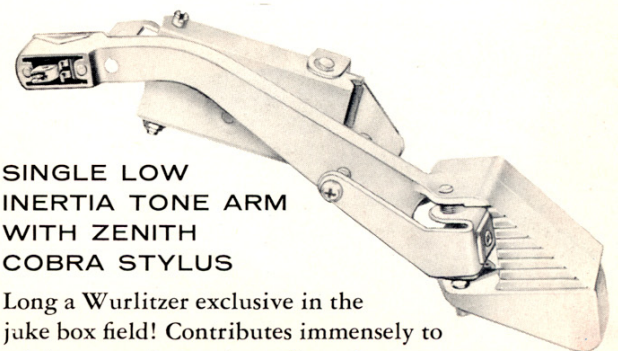


**THE TRUEST HIGH FIDELITY
EVER ACHIEVED ON ANY
AUTOMATIC PHONOGRAPH**



**DYNATONE AMPLIFIER FEATURES
GREATER OUTPUT TRANSFORMER**

Wurlitzer's great Dynatone Amplifier now not only incorporates the highest fidelity output and built-in volume level control, but a new transformer with higher than ever output — more power for auxiliary speakers.



**SINGLE LOW
INERTIA TONE ARM
WITH ZENITH
COBRA STYLUS**

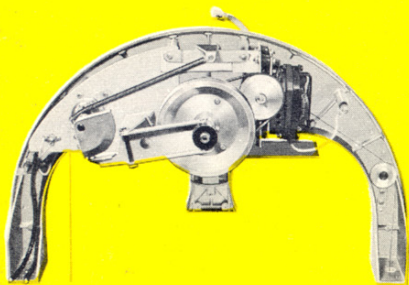
Long a Wurlitzer exclusive in the juke box field! Contributes immensely to minimum surface noise and maximum tonal brilliance. Gives you at least 1,000 more plays per record without impaired fidelity, plus many thousand more plays per stylus.

The Wurlitzer Model 1800 brings you true fidelity sound — the finest High Fidelity music ever offered on any coin-operated phonograph. Although it has three 12-inch bass woofers and a treble tweeter to hit those high notes, the Model 1800 proves that true Hi-Fi is more than the *number* of speakers. It is the perfect balance between pickup, amplifier, baffle and speaker capacity. The 1800 *has* this balance plus more speaker cone area than any other juke box.

Moreover, the music emanating from two of the 12-inch speakers is purposely diffused by their placement behind the pilasters. For the first time, the sound is distributed over a full 180° arc rather than limited to a series of speaker beams.

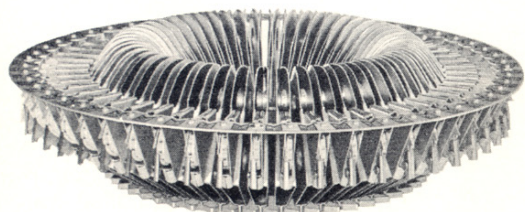
More than ever, the improved Wurlitzer Dynatone Sound System takes the mask off the music — takes the music-loving public by storm.

**SIMPLEST CHANGER EVER
OFFERED ON A MULTI-
SELECTION PHONOGRAPH**

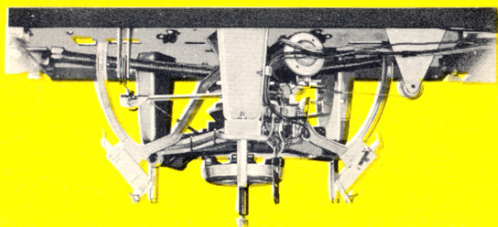


Each record has its own Playmeter registering up to 60 plays.

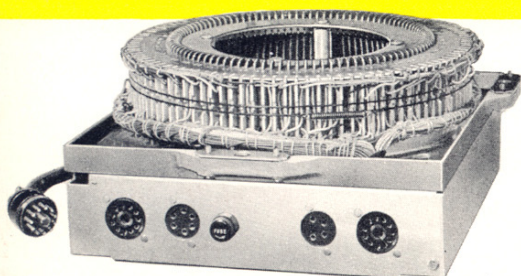
Semi-circular arch casting houses turntable motor, serves as a mount for tone arm and actuating mechanism. Turntable is flywheel balanced to assure accurate revolutions per minute.



Carousel record carrier always revolves clockwise. Each of 52 sections holds a record and has its own Playmeter. Entire carrier mounts on the largest star wheel ever used on a juke box assuring accurate selection. The record carrier has a release lever that enables the Carousel to free wheel for loading or record changing.



The record lift mechanism is located directly below the record carrier. Consisting of a single cam and two clutches, which operate the record lift arms and the tone arm position, this mechanism is actuated by a single reverse rotation direct current motor.

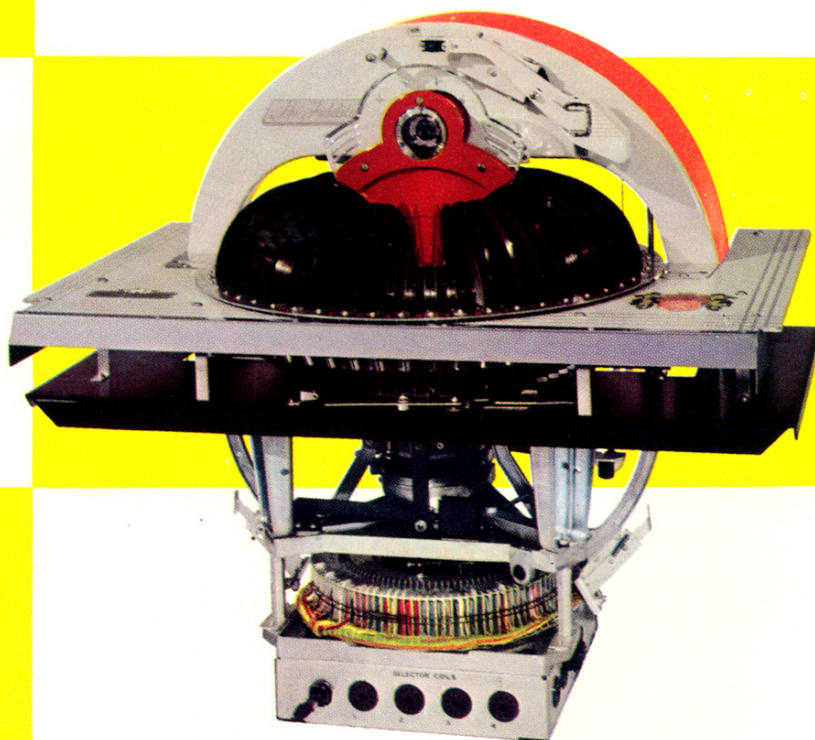


Suspended horizontally below the record lift mechanism is the selector drum and junction box. This selector unit completes the simplest mechanism ever offered on a multi-selection phonograph.

**THE MODEL 1800 FEATURES
the FAMOUS and PROVEN**

Wurlitzer

CAROUSEL RECORD CHANGER

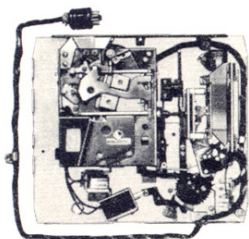
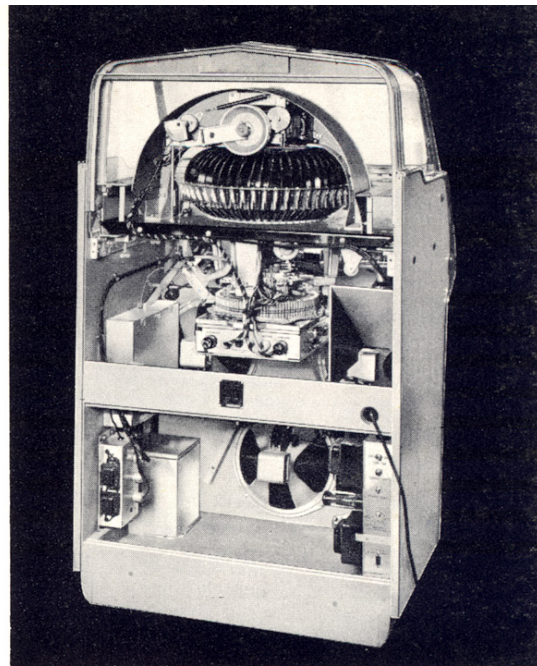


This fine Wurlitzer Phonograph features the interesting, play-promoting Carousel Record Changer. Utilizing one tone arm, one Cobra Stylus and one turntable direction, it plays vertically both sides of 52 seven-inch records.

It's a super-simple changer, easily removed and able to stand unsupported on its base for service. Its colorful appearance and amazing action proved the greatest play stimulators ever introduced on an automatic phonograph. Proved on thousands of high-earning Wurlitzers last year, you can depend on the Carousel Record Changer for trouble-free operation, more play appeal — which means increased take.

GREAT WURLITZER NEWS in Service Accessibility

The Wurlitzer 1800 hits an all-time high in operator service accessibility. Record Changer clear view window lifts up on single, continuous flush hinge and is secured by automatically latched fall support. Cabinet is accessible through two removable rear panels. Cabinet also accessible through removable front section of title strip holder. Entire top casting lifts out by removing four screws and loosening two flexible cables. Junction box and selector drum assembly can be removed by loosening four screws. Remove one "C" washer and entire record carrier lifts out for service. Wurlitzer's famed "Quick-As-A-Flash" replacement units save time — and time is money.



Coin equipment combines slug rejector with coin register. Customer inserts coin of any denomination and makes selection *after* coin is inserted. Eliminates refund requests.



Cash box door, located on right side of phonograph, opens into metal lined compartment holding fabric coin bag. Compartment is tamper-proof from inside of phonograph. Door has its own lock and key. Collector removes full coin bag and replaces it with an empty one.

WURLITZER MODEL 1800 SPECIFICATIONS

DIMENSIONS:

Height — 55¼" — Depth — 27¾"
Width — 32½" — Weight — 309 lbs.
Packed for shipment — 379 lbs.
approx.

COIN EQUIPMENT: Single coin entry 5-10-25c. Three-in-one magnetic slug rejector. New simplified coin register mechanism. On-off automatic coin return.

RECORD CHANGER: Provides 104 selections from 52 seven-inch 45 RPM records. Playmeter included.

SOUND SYSTEM: Includes pre-amp automatic level control, and volume, dual tone and fader controls.

tone ARM: Single, low pressure tone arm with Zenith Cobra Cartridge. Plays both record sides.

WATTAGE: Complete phonograph, 285. Standby, 120 watts.

LIGHTING: Three 20-watt fluorescents. One 14-watt fluorescent.

NUMBER OF SELECTIONS: 104

TYPE OF RECORD PLAYED: Seven inch 45 RPM.

CABINET FINISH:

Dawn Mist — Sunset Red
Horizon Blue — Midnight Black

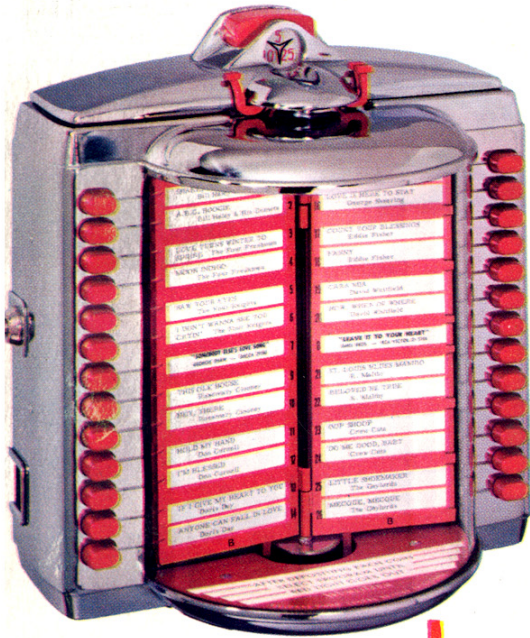
REMOTE: New 104-selection wall box, Model 5207, available. Any Wurlitzer 3 or 4-wire 24 or 48-selection wall box is usable with adapter.

AUXILIARY SPEAKERS: Will use any present Wurlitzer Speaker.

TUBE COMPLEMENT: 1 type 5U4GA, 1 type 6J5, 2 type 6L6G, 2 type 6SJ7, 1 type 12AX7, 2 type 12BH7.

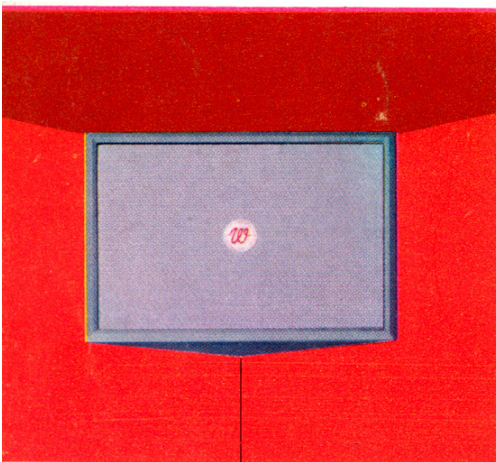
BIG *Wurlitzer* NEWS

IN REMOTE CONTROL EQUIPMENT



3-WIRE, 104-SELECTION
WALL BOX 5207

Features new Make-Selection Light at top indicating coins have been inserted but selections not made. Also four rotating panels, each featuring 12 double title strips and one single hit tune strip centered on each panel and surrounded by a color border for emphasis. Chrome plated, die-cast case has clear glass window, red selector buttons and panels. Single 5-10-25c coin entry with magnetic slug rejector. Program holders easily removable for service. Ace lock mounted on side. Size — 12½" high, 11¾" wide, 7¾" deep.



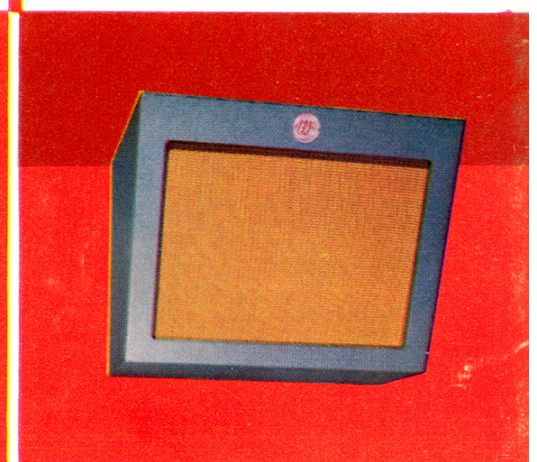
MODEL 5115
CORNER SPEAKER

Beautifully finished in Plextone Grey with grey grille cloth and colorful Wurlitzer HiFidelity medallion. Has four 5-inch speakers. Offers uniform frequency response from 55 to 11,000 cycles and high acoustical efficiency. May be used on ceiling or side wall. Has heavy duty matching transformer and volume control switch. Size — 13" high, 19" wide, 10" deep.



MODEL 5116
CORNER SPEAKER

Handsomely finished in Plextone Grey with Sand Gold grille cloth and Wurlitzer HiFidelity medallion. Has 8-inch coaxial speaker. Offers uniform frequency response from 50 to 13,000 cycles and high acoustical efficiency. Mounts on ceiling or side wall. Has heavy duty matching transformer and volume control switch. Size — 21¾" high, 16" wide, depth at top, 13¾" — depth at bottom, 10½".



MODEL 5117
WALL SPEAKER

Strikingly designed in Plextone Grey with Sand Gold grille cloth and Wurlitzer HiFidelity medallion. Has 12-inch coaxial speaker with high capacity, high fidelity range. Offers uniform frequency response from 45 to 13,000 cycles. Has heavy duty matching transformer and volume control switch. Size — 18" high, 24¼" wide, depth at top, 14" — depth at bottom, 8¾".

THE RUDOLPH WURLITZER CO.



NORTH TONAWANDA, N. Y.

LITHO IN U. S. A.

Established 1856

