

# THE WURLITZER CENTENNIAL

MODEL 1900



HIGHLIGHTING 100 YEARS  
OF MUSICAL ACHIEVEMENT





# WURLITZER CENTENNIAL MODEL 1900

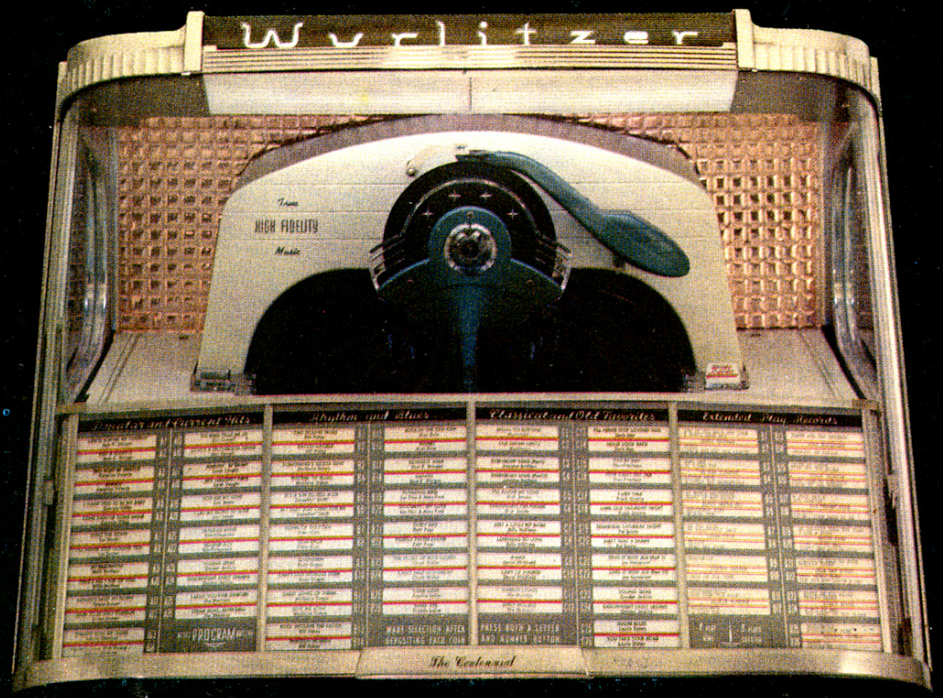
In celebration of a century of musical leadership, Wurlitzer introduces the breathtaking new Wurlitzer Centennial Model 1900. Alive with engineering innovations, the Centennial takes a long, style-wise step into the future. The daringly designed, chrome-trimmed dome houses the most dramatically fashioned, exquisitely colored record changer compartment ever introduced . . . puts it on view through a spectacular one-piece panoramic Super-Vu window that extends clear down over the program holder.

The all-chromed selector panel with its glowing Lucite-capped buttons is a masterpiece of superb styling. The same fine functional designing marks the rich, rigidized metal grille. It is flanked by double strength glass pilasters of Swedish Modern design that cast a colorful pink and turquoise glow over the gleaming metal. A gracefully contoured stainless steel kickplate completes the Centennial's stunningly distinctive new front styling.

Side cabinetry offers another Wurlitzer exclusive. A luxurious combination of finest American hardwoods and embossed metalized DuPont Mylar. Highly favored today by automotive stylists for interior car trim, Mylar combines brilliant beauty with amazing wear.

Altogether, the Wurlitzer Centennial Model 1900 is a bold new concept of eye and ear appeal destined to hit equally new highs in location preference.





**CENTENNIAL  
DESIGN COMBINES  
THREE GREAT  
PLAY-PRODUCING  
FEATURES**

**DOME**

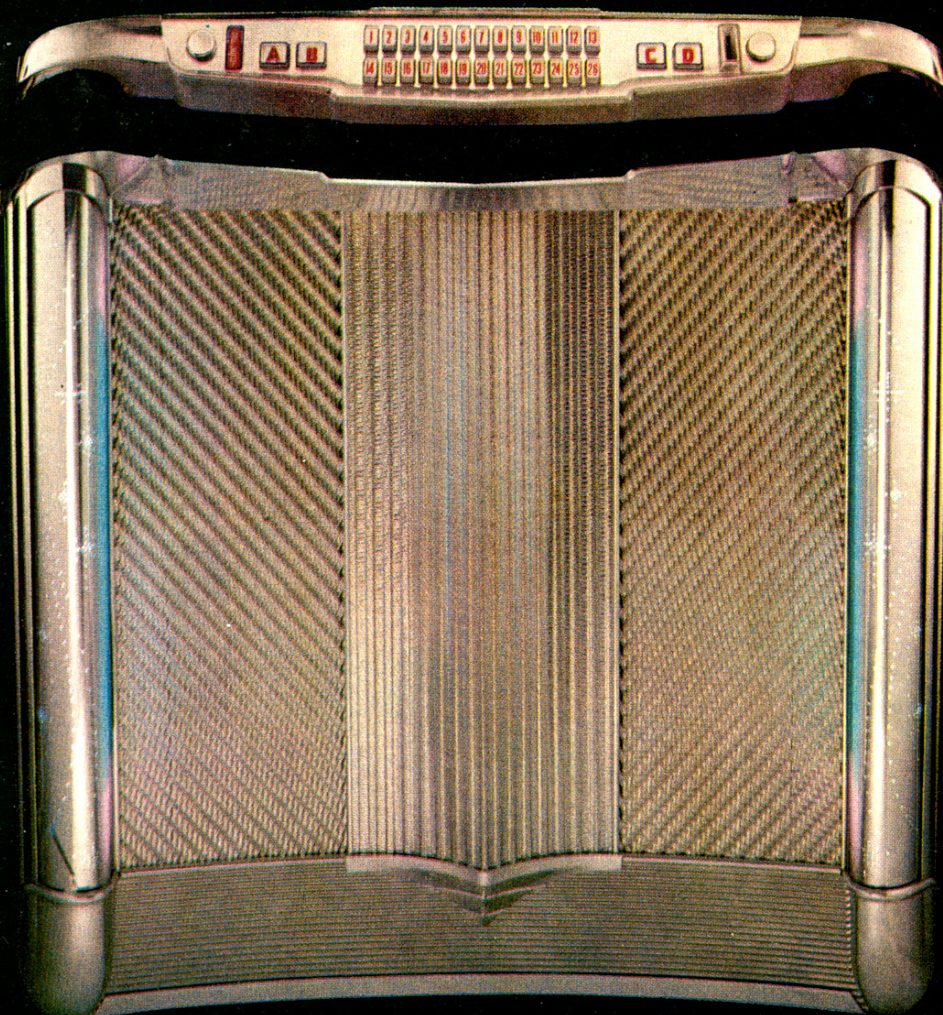
Unique styling and illumination make it a focal point in any location. Arrests patron attention. Creates desire to see it operate and hear it play.

**SELECTOR PANEL**

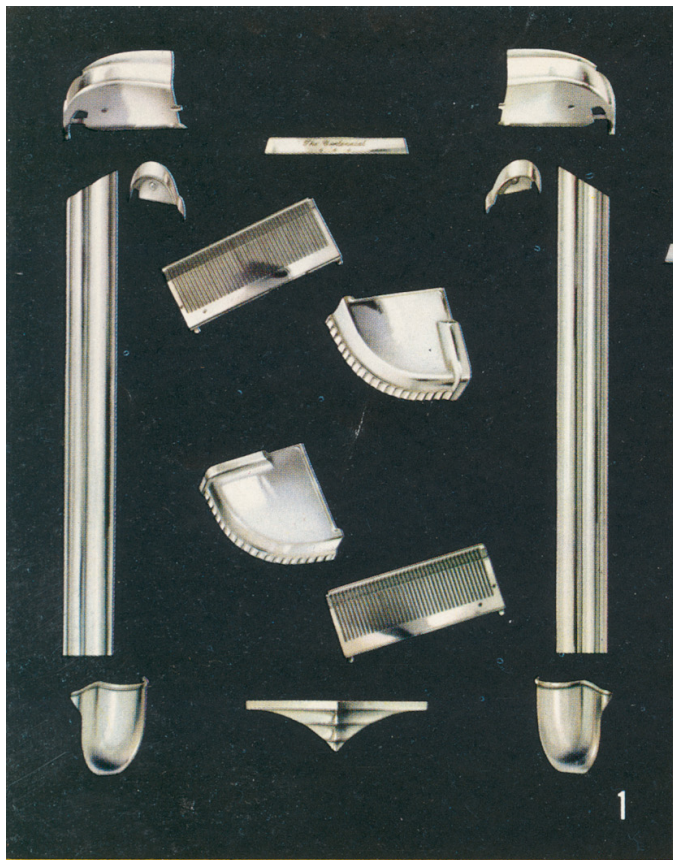
No complicated button combinations to cause confusion and delays. Complete program visibility plus tune-picking simplicity speeds play and profits.

**GRILLE**

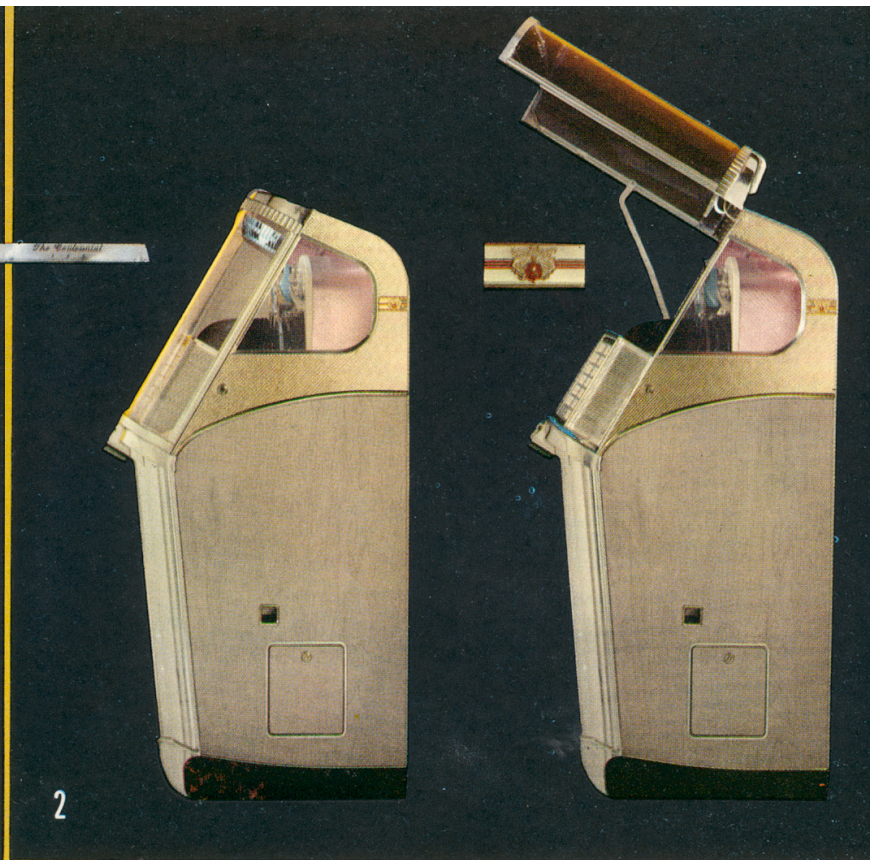
Clean, modern grille, free of all sound-distorting, dust collecting obstructions, enables true high fidelity music to be enjoyed at its finest.



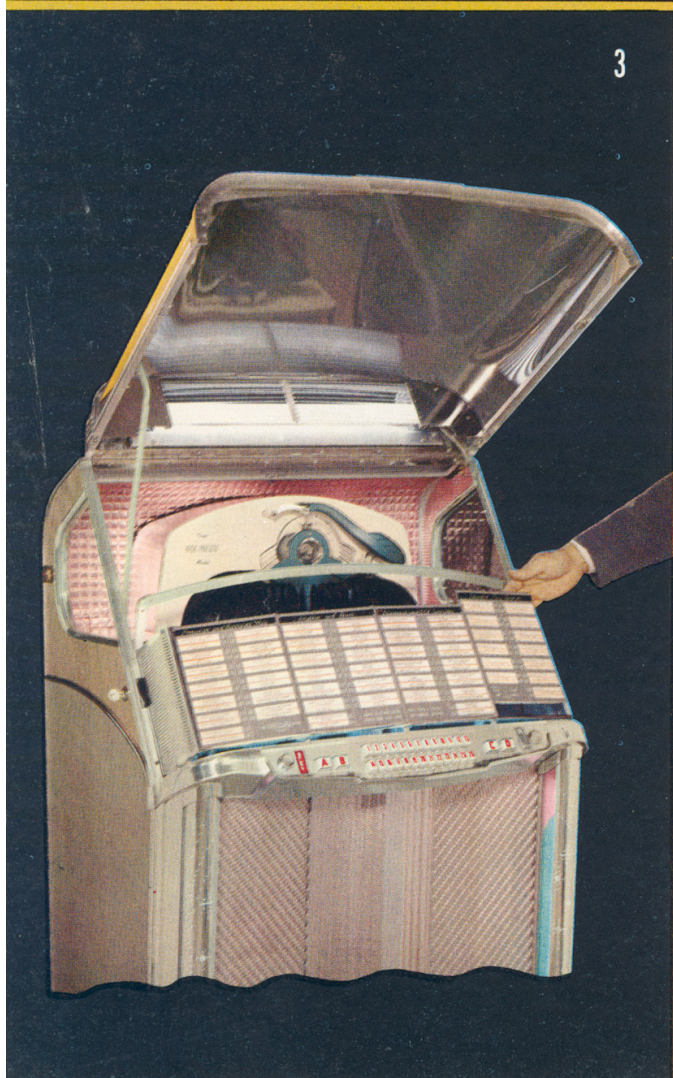




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2



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- 1** The Centennial Model adds new lustre to Wurlitzer's already brilliant reputation for building the industry's top quality phonograph. The cabinet abounds with sparkling chromed trim-castings, each styled with infinite smartness. All contribute to the eye-arresting character and the rugged construction of this distinctive phonograph.
- 2** Record compartment accessibility reaches the ultimate in the Wurlitzer Centennial as the fully supported Super-Vu window raises with ample service clearance. Styling details, highlighted by the Centennial nameplate on the selector panel, the colorful Wurlitzer crest on the side reproduced by skilled jewelry craftsmen, the protective metal trim around the cash box door are indicative of the custom touch that characterizes this handsome instrument. Note the striking DuPont Mylar panels — here is functional beauty at its best.
- 3** Program changing is easier than ever on the Centennial. Lift the Super-Vu window to position on its solidly fastened fall support. Flip up the chromed-trim lock rail. Each program holder slides up and out with ease. Moulded transparent backing prevents jamming or crumpling of strips. Another innovation is the distinctive louvered dome light. An integral part of the Super-Vu window, it beautifully illuminates the entire record changer compartment.



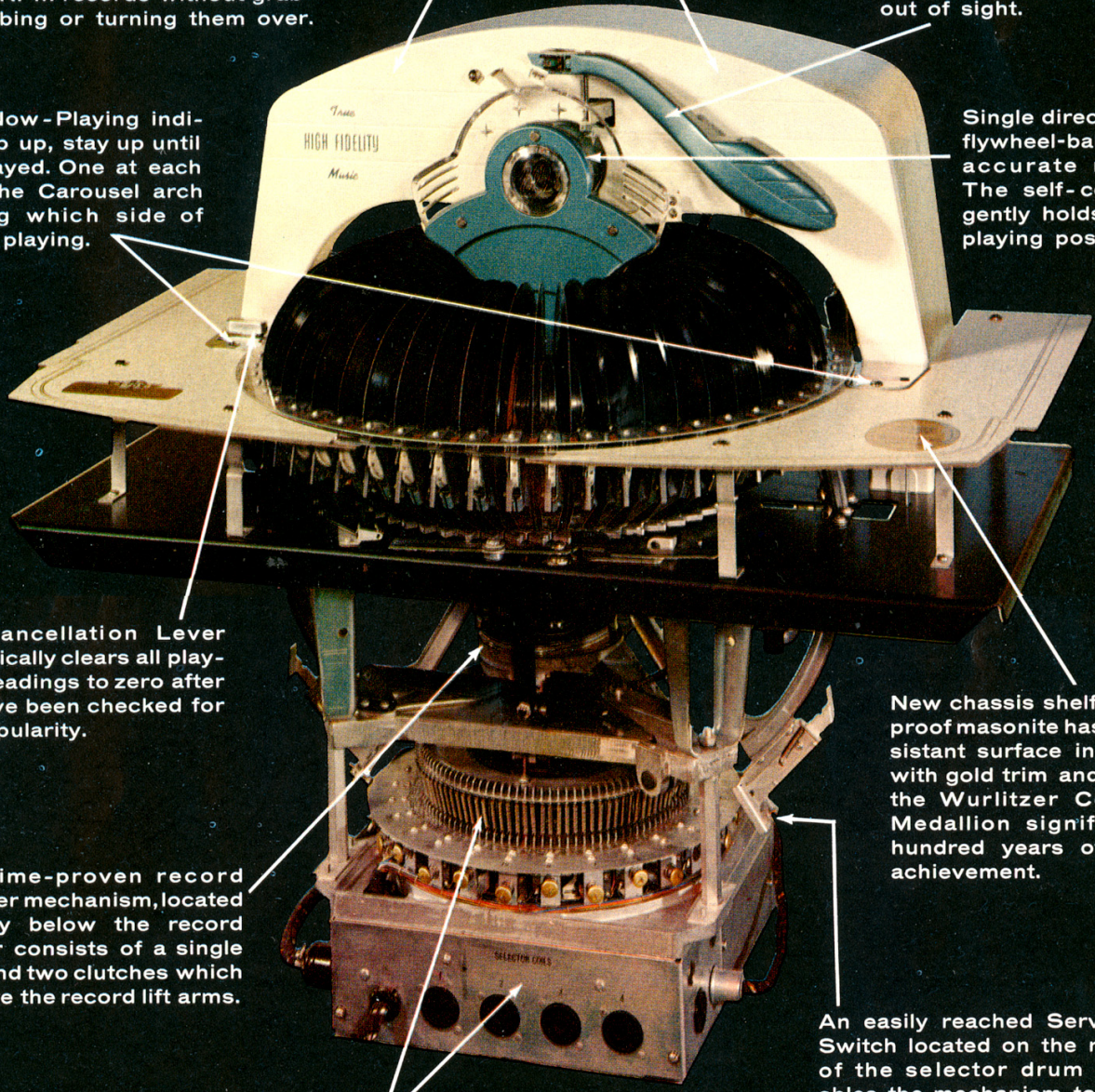
The Carousel Record Changer is a proven triumph of high-speed, trouble-free operation. Plays vertically, both sides of fifty-two 45 RPM records without grabbing or turning them over.

New, beautifully restyled Carousel arch adds to the eye-appealing elegance of the richly colored record changer compartment.

New, contoured, single low inertia tone arm with Zenith Cobra Stylus glamorously graceful in appearance with all adjustment mechanism out of sight.

Record - Now - Playing indicators pop up, stay up until tune is played. One at each base of the Carousel arch indicating which side of record is playing.

Single direction turntable is flywheel-balanced to assure accurate record speed. The self-centering chuck gently holds the records in playing position.



New Cancellation Lever automatically clears all play-meter readings to zero after they have been checked for play popularity.

New chassis shelf of warp-proof masonite has stain-resistant surface in off-white with gold trim and features the Wurlitzer Centennial Medallion signifying one hundred years of musical achievement.

The time-proven record changer mechanism, located directly below the record carrier consists of a single cam and two clutches which operate the record lift arms.

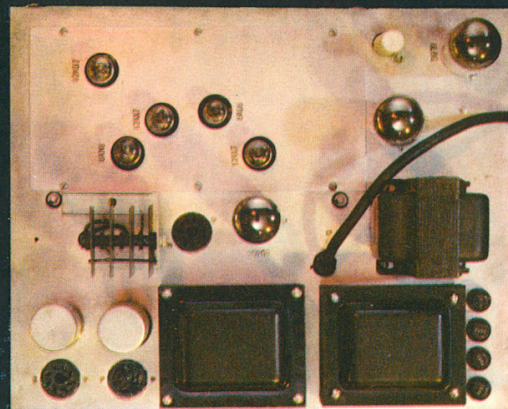
An easily reached Service Switch located on the rear of the selector drum enables the mechanism to be stopped at any point in the cycle of operation.

New, simplified selector mechanism has no group relays and only 26 coils. Over 300 soldered connections are thereby eliminated. Faster, surer, more positive than ever before.

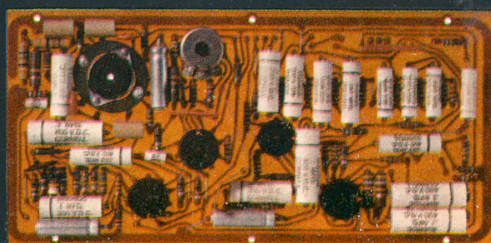




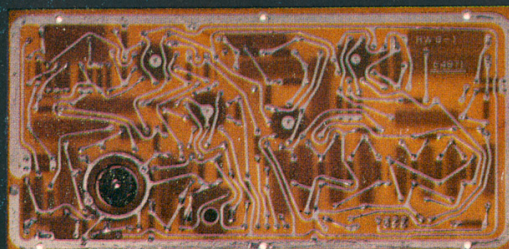
Speaker placement in cabinet



New Dynatone Amplifier



Placement of tubes and electronic components



Printed Wiring Circuit

## NEW TRIUMPH IN TONAL FIDELITY

From its inception, Wurlitzer's Dynatone Sound System has produced the truest high fidelity ever achieved on any automatic phonograph. The Centennial Model introduces tonal advancements far beyond the triumphs of the past. Three 12-inch bass woofers and twin 4-inch treble tweeters not only offer more speaker cone area than any other juke box, but the purposely varied resonances of the five speakers produce startling new tonal clarity.

The powerful new Wurlitzer Dynatone Amplifier is the first amplifier in coin-operated phonograph history to

incorporate printed wiring circuits. Assures uniformity of vital wiring connections and eliminates over 200 hand soldering operations. Pre-amp tubes are shock mounted for longer tube life. All of which means cost-clipping reductions in sound system maintenance. Built-in volume level control insures pleasant listening to every record.

Again — and to a greater degree than ever before — the Wurlitzer Centennial takes the mask off the music to produce tone so lifelike that you could close your eyes and believe that the living artists were performing in the room!



## WURLITZER MODEL 1900 SPECIFICATIONS

### DIMENSIONS:

Height — 55 $\frac{5}{8}$ "      Depth — 27 $\frac{7}{8}$ "  
Width — 33 $\frac{11}{16}$ "      Weight — 323 lbs.  
Packed for shipment-393 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. Play-meter 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, 300. Standby, 135 watts.

### LIGHTING:

Four 20-watt fluorescents.

### NUMBER OF SELECTIONS:

104

### TYPE OF RECORD PLAYED:

Seven-inch 45 RPM.

### CABINET FINISH:

Persian Turquoise      Chinese Black  
Glacier White      Desert Haze

### REMOTE:

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

### AUXILIARY SPEAKERS:

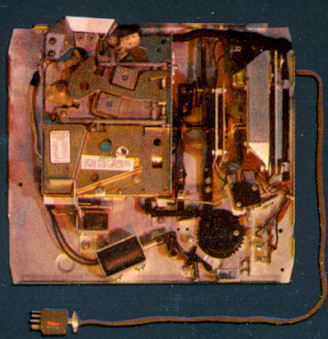
Will use any present Wurlitzer Speaker.

### TUBE COMPLEMENT:

1 type 5U4GA (or 5U4GB)  
1 type 12AU7A      1 type 6AU6  
2 type 12AX7      1 type 6AN8  
2 type 6L6GB



Rear doors provide  
full service access



Coin mechanism with register  
removable as unit

Wide open, fast action operator service accessibility is another important feature of the Wurlitzer Centennial Model. The one-piece Super-Vu dome simplifies record and title strip changing. Four deep, ample hand holes, easy rolling casters and low weight combine to give the Centennial marvelous mobility.

Two removable rear doors give complete access to the cabinet interior, permitting easy service of all components. Top section is tamper-proof and double walled for ventilation. Remove four screws, loosen two cables and the entire top casting lifts out. Remove four more

and out comes the junction box and selector drum. Remove one "C" washer and the record carrier lifts out.

Coin mechanism combines slug rejector with coin register.

Entire mechanism may be removed from cabinet, inserted into depression in divider bar on rear of phonograph and any necessary adjustments made while still energized.

Cash box door has separate lock, opens into metal lined casing holding fabric bag which cannot be reached from inside phonograph. Sturdy metal trim-guard discourages tampering.



# WURLITZER REMOTE CONTROL EQUIPMENT

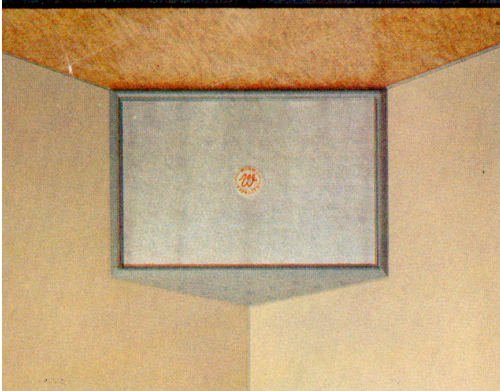


## MODEL 5207 WALL BOX 3-WIRE, 104 SELECTION

Highly chromed die-cast case of single piece construction is easily removed. Features glass window, red selector buttons and panels. Make Selection Light at top indicates coins inserted but selections not made. Single 5-10-25c coin entry has magnetic slug rejector. Four rotating panels, each featuring 12 double title strips and one single hit tune strip. Program holders easily removed for service. Single lock on side. Size—12½" high, 11¾" wide, 7¾" deep.

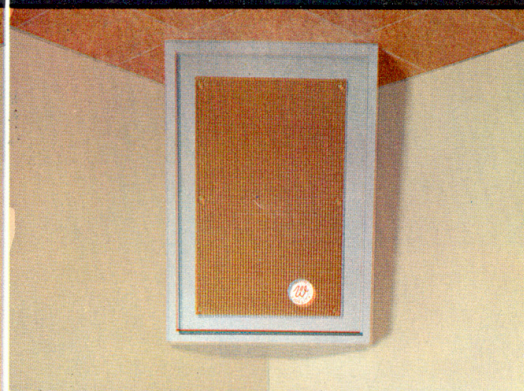


Center title strip gives added emphasis to most-played tunes



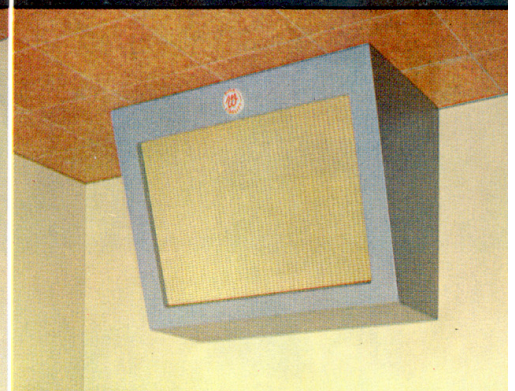
### MODEL 5115 CORNER SPEAKER

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



### MODEL 5116 CORNER SPEAKER

Handsome finished in soft grey with Sand Gold grille cloth and Wurlitzer HiFidelity medallion. Contains 8-inch coaxial speaker. Assures uniform frequency response from 50 to 13,000 cycles and high acoustical efficiency. Mounts on ceiling or side wall. Features heavy duty matching transformer and volume control switch. Size—21¼" high, 16" wide, depth at top, 13¾" —depth at bottom, 10½".



### MODEL 5117 WALL SPEAKER

Strikingly designed in attractive grey with Sand Gold grille cloth and Wurlitzer HiFidelity medallion. Has 12-inch coaxial speaker with high capacity, high fidelity range. Gives 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, NEW YORK

LITHO U.S.A.

ESTABLISHED 1856