

*A New*

*All-Location Line*

*from Wurlitzer*



MORE THAN EVER **WURLITZER** MEETS THE  
MUSIC NEEDS OF EVERY LOCATION

THE  
*Magnificent new*  
200-SELECTION  
**WURLITZER**  
*model*  
**2100**

THE  
*Exciting new*  
104-SELECTION  
**WURLITZER**  
*model*  
**2104**

Wurlitzer presents on these pages the story of its brilliantly beautiful new phonographs comprising a line created to meet the music needs of every size and type of location.

The magnificent 200-Selection Model 2100!  
The exciting 104-Selection Model 2104!

Into each has been designed and engineered more earning power than was ever before offered by any coin-operated instrument.

Essentially identical in outward styling with the exception of their selector panels, both feature sturdy metal dome castings with a new forward sweep, striking color-styled cabinetry. Eye-pleasing gold record changer compartment backgrounds, lighted gold pilasters, gold and white turntable support castings, and new contoured rigidized metal grilles.

Both offer that proven play-promoting feature pioneered by Wurlitzer — 50c play!

Each carries to new heights the quality that has always distinguished Wurlitzer workmanship — standards of tone, beauty and earning power against which all other phonographs will be measured.



**WURLITZER 50¢ PLAY**

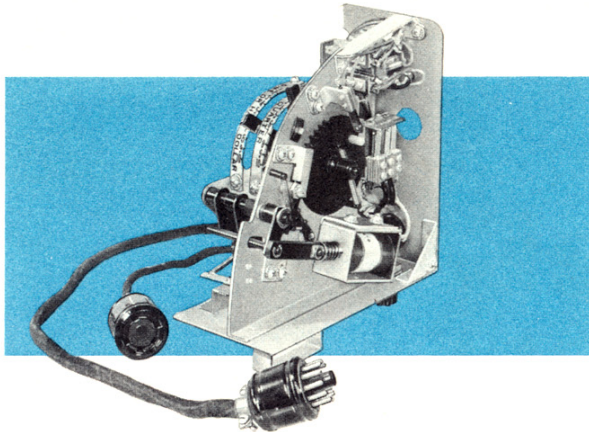
... greatest single contribution to increased earnings in the annals of automatic music. Proof positive that the greatest contributions to operator profits always come first from Wurlitzer.



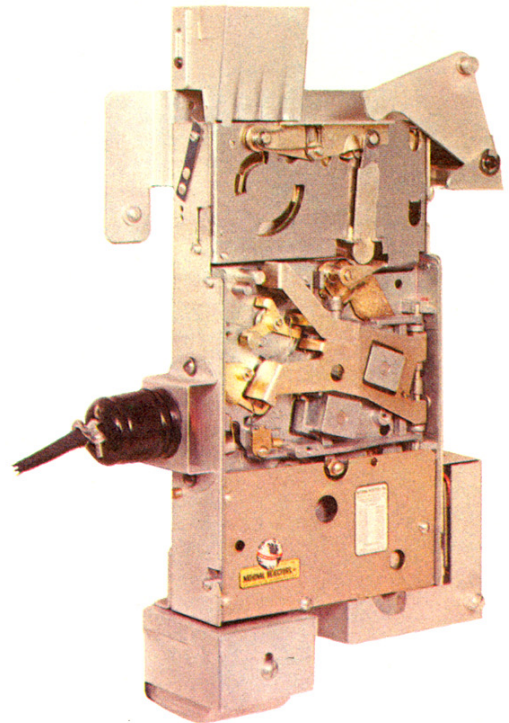
MODEL 2100

WURLITZER - NOW FIRST WITH

**SINGLE ALL-COIN SLUG REJECTOR**

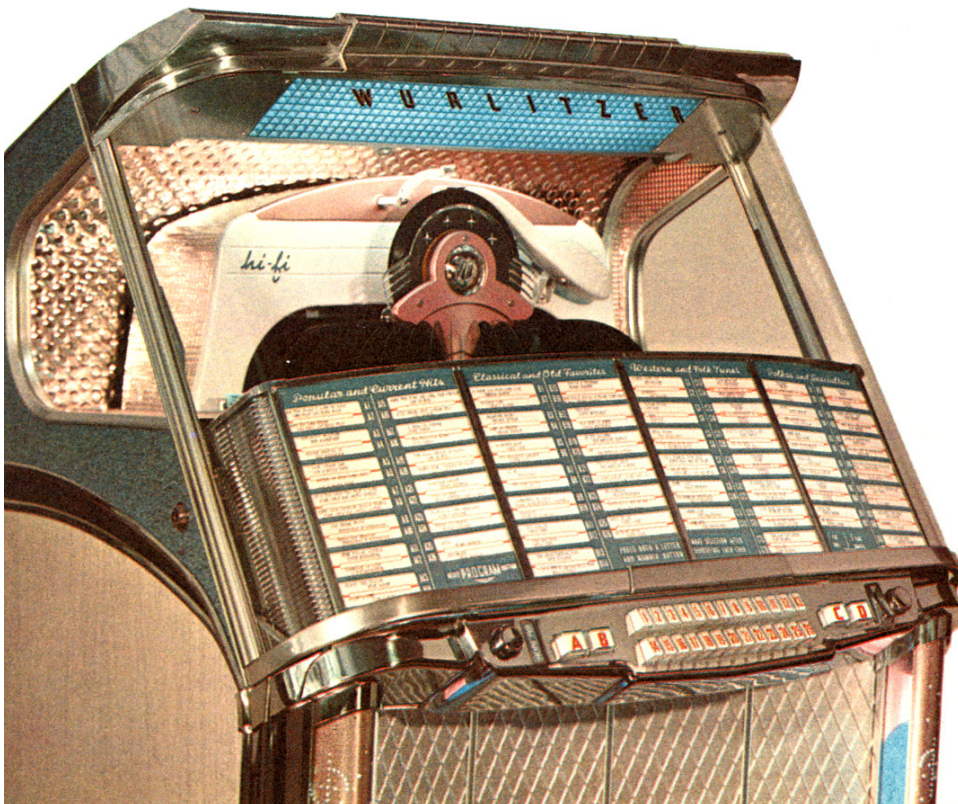


The new single slug rejector (right) accepts coins of all denominations, including half-dollars. Coupled with the sensational PLAYRAK coin registration unit, (above) which allows the presetting of various coin-play combinations with cash register precision, this swift, simple, automatic coin control system is the most practical and profitable ever developed.



EVERY WURLITZER FEATURE POINTS TO

**GREATER EARNING POWER**



The Wurlitzer 200-selection Model 2100 program panel (shown on the previous page) features 40 top tunes in the center, with a full 80 tunes in view at all times. Push button-controlled roto page "books" allow complete viewing of the full program.

The selector system has been improved and further simplified to insure accurate, trouble-free operation. The 200-selection changer mechanism now has the same fast action as its 104-selection counterpart.

The Wurlitzer 104-selection Model 2104 program panel, pictured at left, offers complete title visibility with simple number-letter combination selection to eliminate errors and stimulate play.

# THE CAROUSEL MECHANISM

A TRIUMPH OF TROUBLE-FREE, HIGH-SPEED OPERATION

LOCATION-PROVEN OPERATOR-ACCEPTED

## WURLITZER MODEL 2100

## WURLITZER MODEL 2104

Record-now-playing indicators show number and side of selection playing.

200 selections from 100 records.

Playmeter reset lever automatically clears to zero after checking for play popularity. Meters are color-coded for easy reading.

Service lever shuts off motors, releases selector for easy loading. Automatically resets at the touch of a finger.

Unit built junction box stepper on 2100 furnishes all power, including coin register, amplifier and slug rejector. Provides 24 volts for wall boxes.

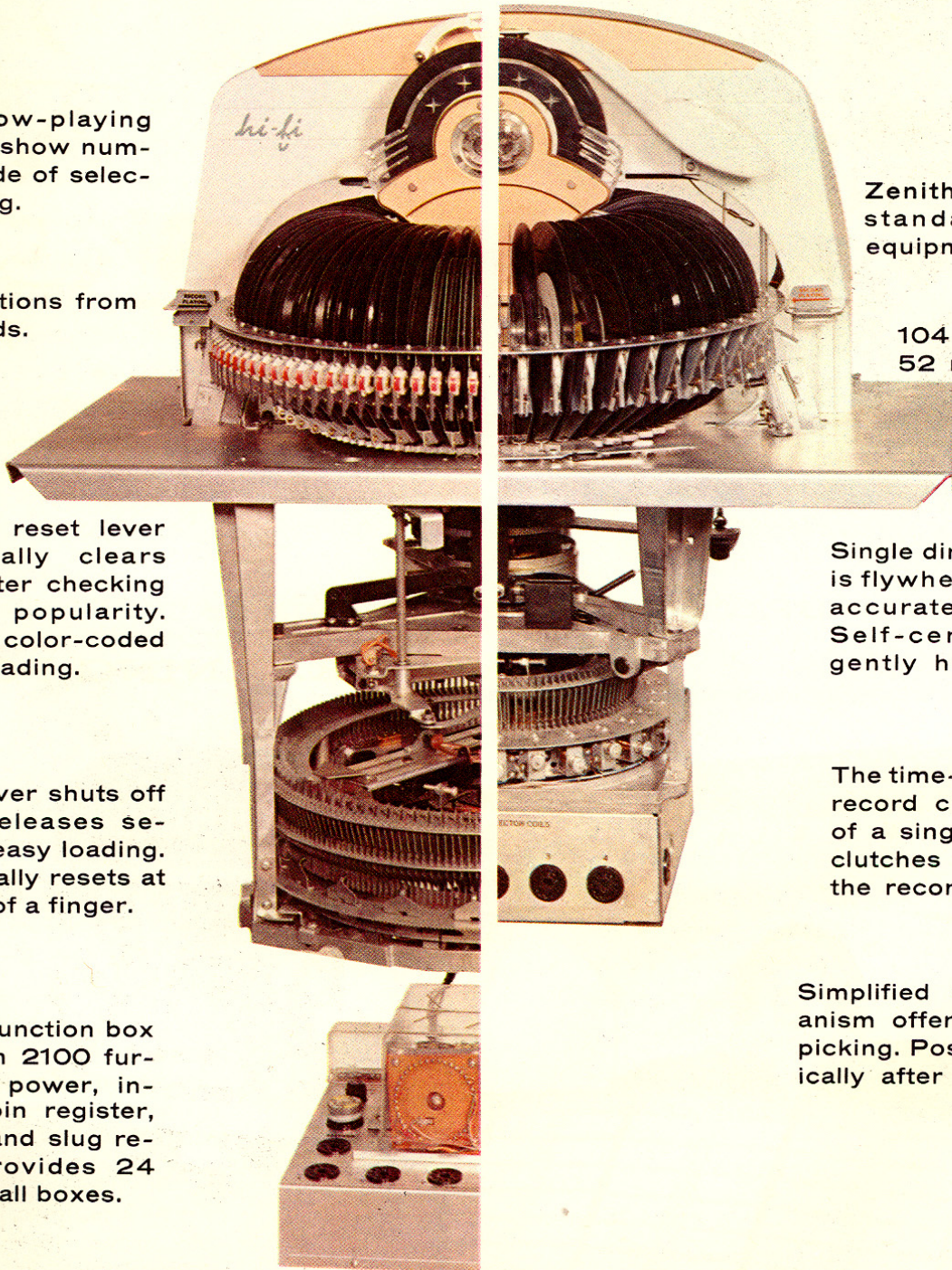
Zenith Cobra Stylus standard Wurlitzer equipment.

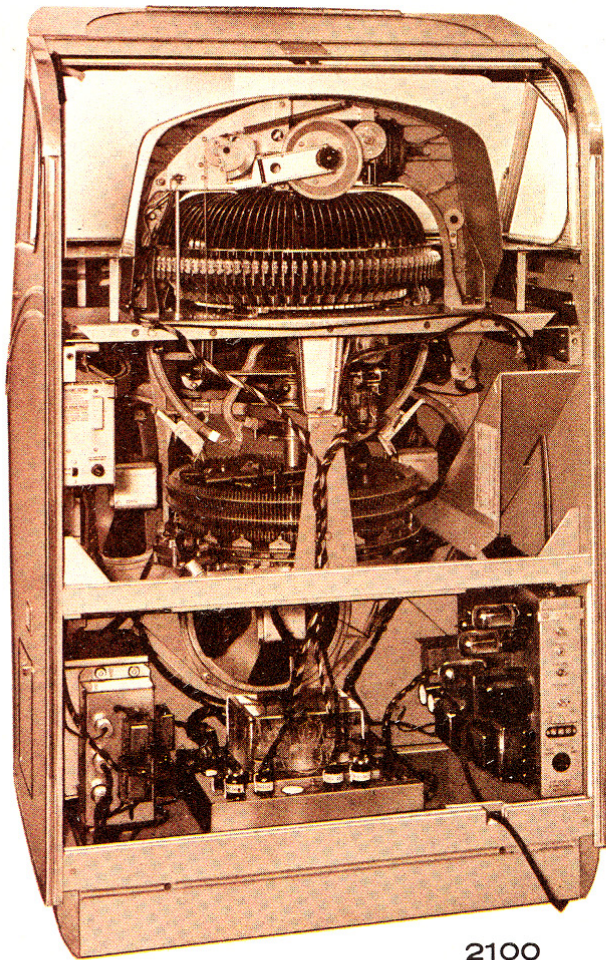
104 selections from 52 records.

Single direction turntable is flywheel balanced for accurate record speed. Self-centering chuck gently holds records.

The time-tested Carousel record changer consists of a single cam and two clutches which actuate the record lift arms.

Simplified selector mechanism offers positive tune picking. Positions automatically after record loading.





2100

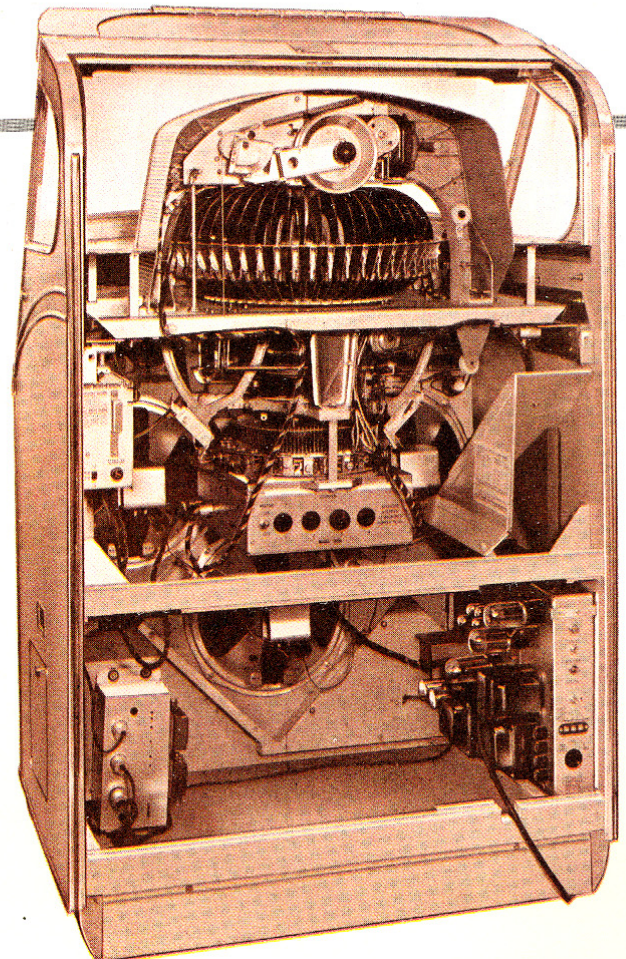
## WURLITZER ACCESSIBILITY

### ALL AREAS WITHIN EASY REACH

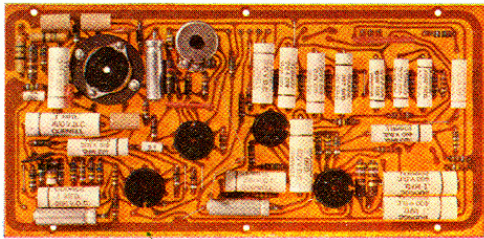
Ease of accessibility is a major consideration in all Wurlitzer designs. The amplifier mounted in the right lower rear of the cabinet is so placed that all tubes and electrical components may be reached without removing the pan. The coin mechanism, located on the left-hand side above the cash box compartment, may be easily snapped out for cleaning or adjustment. Removing the entire record changer mechanism necessitates only the removal of the connecting plugs, four screws, and the disconnection of two actuating cables. Both mechanisms stand unsupported on the floor for service.

The ample rear doors are made in two sections for efficient service. They are designed to play an important part in providing ventilation for the interior. Lower section is screened to admit cool air while the upper door is double-walled, providing an upward flow of air which exhausts through vents in the top curve. Additional venting is provided at the rear of the center dome casting.

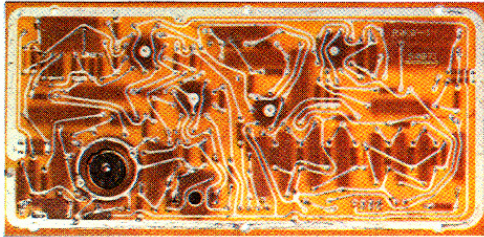
Cash box door has separate lock, opens into metal-lined casing holding fabric bag which cannot be reached from the inside of phonograph. Sturdy metal trim-guard discourages tampering.



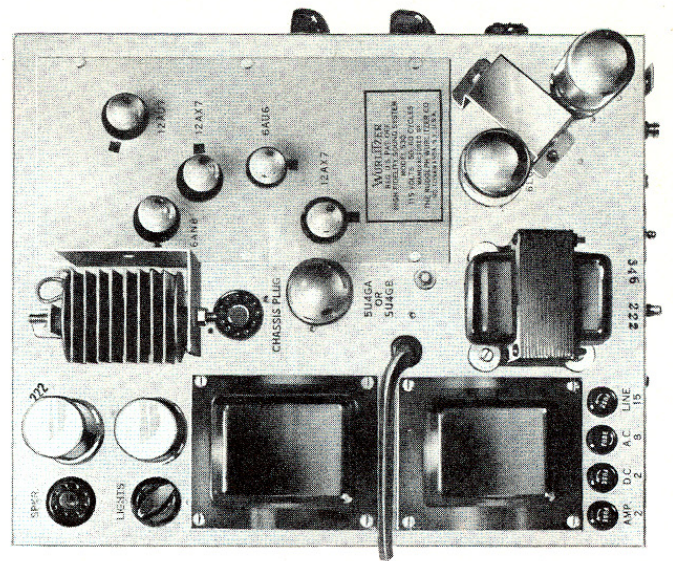
2104



**Electronic Component Placement**



**Plated Wiring Circuits**



**Dynatone Amplifier**

**TOPS ALL OTHERS FOR TRUE HIGH FIDELITY**

The long acknowledged Wurlitzer leadership in high fidelity tone becomes, more than ever, a great play-stimulating feature in this fine new phonograph line.

Each model has the famous Dynatone amplifier now offering greater efficiency with a 25% increase in output. It incorporates a built-in volume level control — plus — that great Wurlitzer exclusive . . . plated wiring circuits. Uni-

formity of all metal wiring connections is assured. Pre-amp units are shock-mounted for extended life at minimum maintenance costs. Each model features three 12-inch bass woofers and a 4-inch tweeter.

You have only to *bear* these wonderful Wurlitzers play to realize that for true high fidelity and breathtaking tonal clarity, they are the undisputed leaders of the industry.

**WURLITZER MODELS 2100 AND 2104 SPECIFICATIONS**

**DIMENSIONS:**

Height — 55 5/8"      Weight —  
 Width — 33 5/8"      (2100) 355 lbs.  
 Depth — 27 7/8"      (2104) 323 lbs.

Packed for shipment:  
 (2100) — 425 lbs. approx.  
 (2104) — 383 lbs. approx.

**COIN EQUIPMENT:**

Equipped for 50c play, single entry for coins of all denominations. Four-in-one magnetic slug rejector. PLAYRAK coin register mechanism.

**RECORD CHANGER:**

Model 2100 provides 200 selections from 100 seven-inch 45 RPM records.  
 Model 2104 provides 104 selections from 52 seven-inch 45 RPM records. Playmeter standard equipment.

**SOUND SYSTEM:**

Includes pre-amp, automatic level control and volume control. Dual tone and fader controls.

**tone ARM:**

Single, low pressure tone arm with Zenith Cobra Cartridge, plays both record sides.

**WATTAGE:**

Model 2100—Complete phonograph, 425 watts. Standby, 150 watts.  
 Model 2104—Complete phonograph, 300 watts. Standby, 145 watts.

**LIGHTING:**

Model 2100—Three 20-watt, one 14-watt, two 4-watt.  
 Model 2104—Four 20-watt fluorescent.

**NUMBER OF SELECTIONS:**

Model 2100 — 200      Model 2104 — 104

**CABINET FINISH:**

Color-styled Dino-weld side panels.

**REMOTE:**

200-selection wall box, Model 5210 available.  
 104-selection wall box, Model 5207 available.

**AUXILIARY SPEAKERS:**

Will use any present Wurlitzer Speaker. Model 5115 - 5116 available.

**TUBE COMPLEMENT:**

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

# WURLITZER WALL BOXES

## MODEL 5210 WALL BOX 200 SELECTIONS

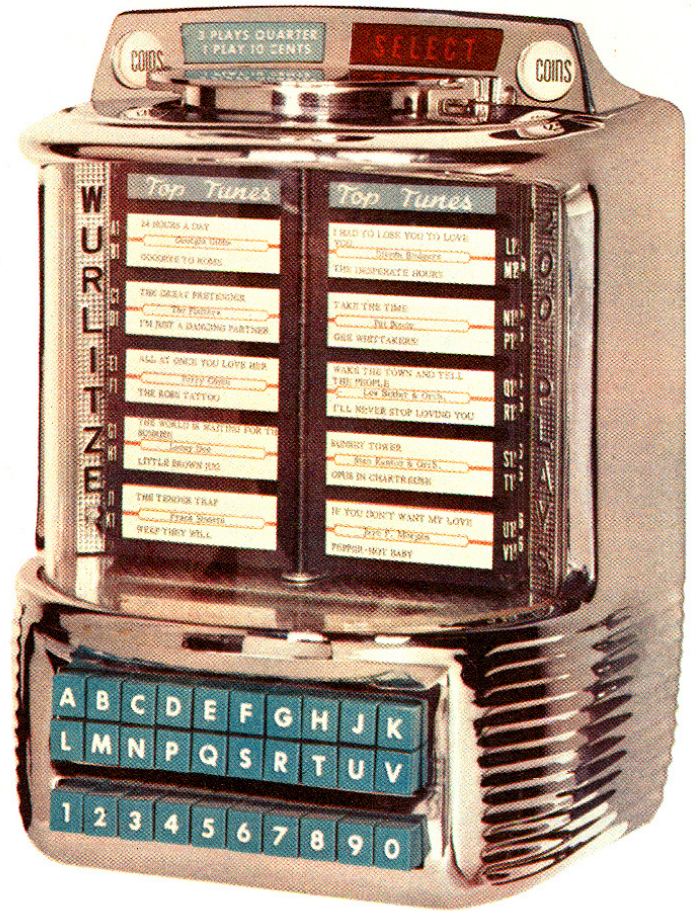
The Model 5210, 200-selection wall box embodies the greatest array of play-promoting features ever found in a wall box. Pages and title strips are easily visible and are illuminated from top and bottom for easy selection. The top casting includes double coin entry for greater customer convenience and the three-in-one magnetic slug rejector has a "two nickel" feature which permits 10c play with 5c coins. It also accepts dimes and quarters, for multiple play.

The program pages are top-operated and each leaf has an over-center spring, assuring that individual pages always lie flat for easy reading.

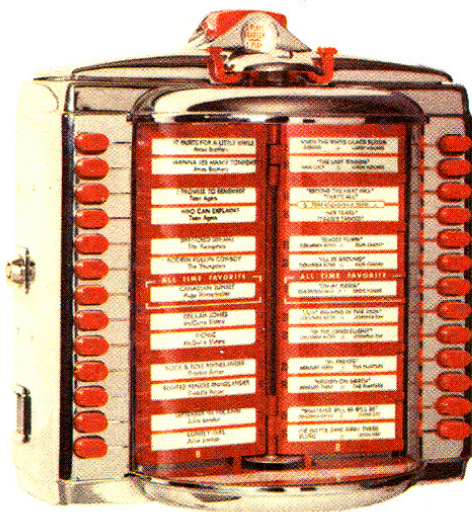
The heavily chrome-plated die-cast case has a panel with three rows of buttons in the lower section. Selection is made through a letter and numeral combination, exactly the same as the Model 2100 phonograph. This fine wall box is truly a worthy companion to the 2100 . . . the world's top-earning, 200-selection phonograph.

### DIMENSIONS:

14-7/32" High, 11" Wide, 7-31/32" Deep  
Weight — 28 lbs.



## MODEL 5207 WALL BOX 104 SELECTIONS



An eye-appealing wall box which will increase the earnings of your Model 2104 or other 104-selection Wurlitzer phonographs. The highly chromed case has circular, full-view visibility for easy title strip reading. The flip pages are actuated by top levers directly in front of the coin entry. 5, 10 and 25c coins are handled by a single button selection — patrons need only push the button directly opposite the tune of their choice.

The Ace Lock, located at the side, features a separate key for each box. Truly a proven high-earning favorite.

### DIMENSIONS:

12½" High, 11¾" Wide, 7⅜" Deep  
Weight — 20¼ lbs.



WURLITZER • NORTH TONAWANDA, NEW YORK

ESTABLISHED 1856