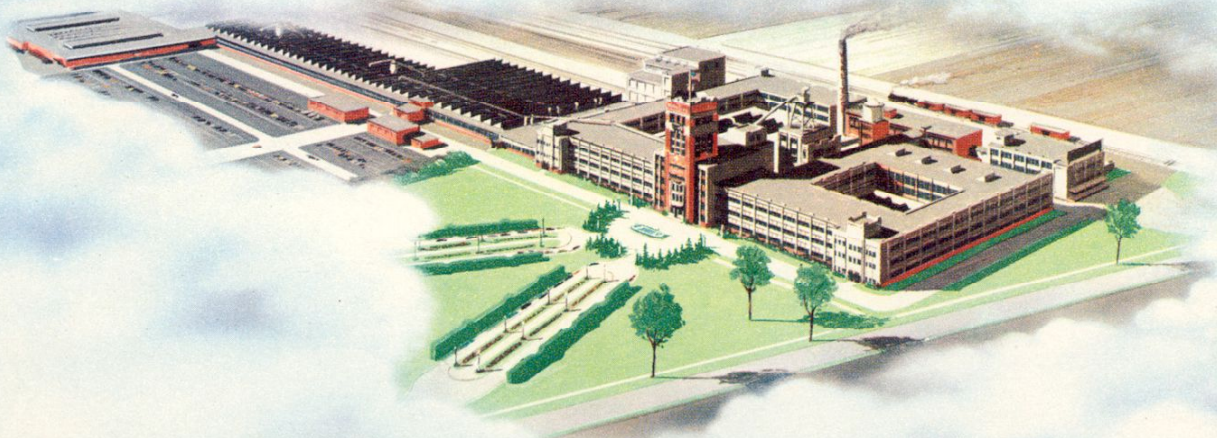


**FROM WURLITZER
THE GREATEST
PHONOGRAPHS
OF ALL TIME**



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

THE

Wurlitzer 1700

featuring the Amazing New
CAROUSEL RECORD CHANGER

Wurlitzer's scientifically new 104-selection, straight 45 RPM play Model 1700 simultaneously introduces a brace of new developments that make it far and away the most phenomenal phonograph of all time.

The 1700 strikes a new high in styled-in eye appeal—and its eye appeal that sparks the *start* of phonograph play.

The 1700HF introduces the most vivid version of High Fidelity music yet offered on a commercial phonograph—and it is ear appeal that promotes continuous play.

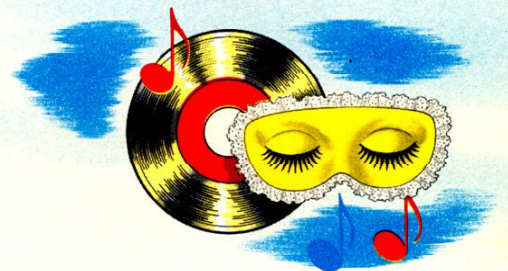
But that's only the half of it. This new Wurlitzer introduces the most exciting advancement in simplified record handling in history . . . the revolutionary Wurlitzer CAROUSEL Record Changer. People will pay just to watch its fascinating action. Operators will find its foolproof features a tremendous contribution to profits.

And, finally, the Wurlitzer 1700HF with limed-walnut cabinet is not only masterfully designed to be the center of all eyes in any location—but engineered for earning power. Look at it! Listen to it! You'll vote it the greatest Wurlitzer of all time.

plus

BREATH-TAKING
Hi-Fidelity
SOUND

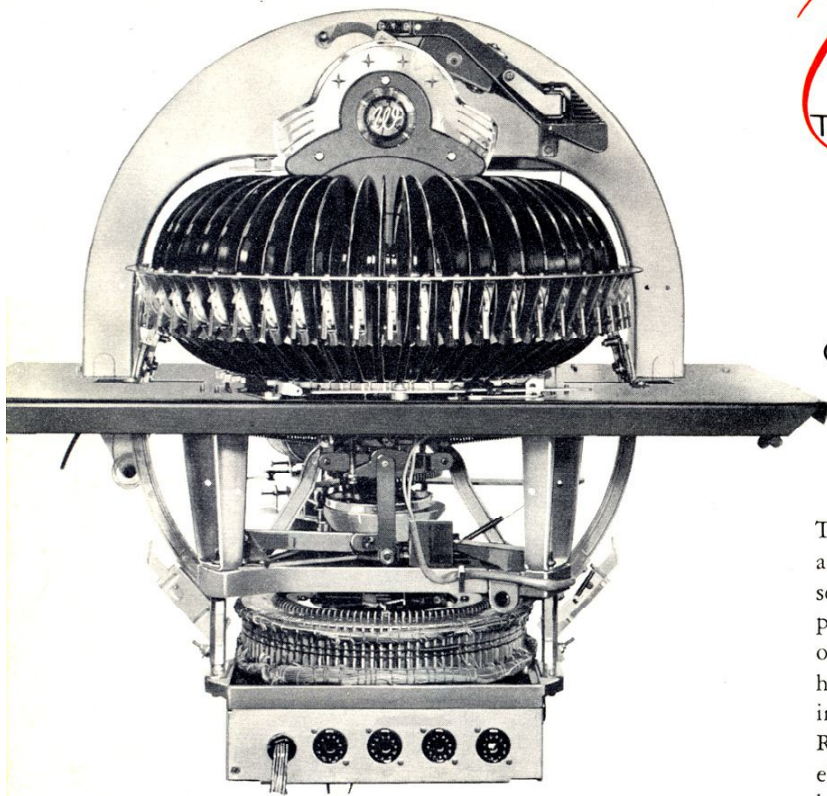
that



TAKES THE
MASK OFF
THE MUSIC



Model 1700 HF



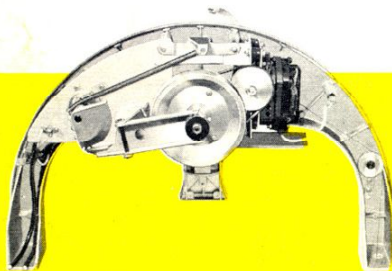
THE SENSATIONAL NEW
Wurlitzer

CAROUSEL RECORD CHANGER

Simplest Changer Ever Offered on a
 Multi-Selection Phonograph

The Carousel Record Changer utilizes one tone arm, one needle and one turntable direction, yet it plays both sides of 52 seven-inch 45 RPM records! Records are not turned over, not picked up by any clamping device. They are gently raised by one of two arms mounted on either side of the circular record holder . . . engaged by a self-centering metal chuck, secured into position by three metal fingers and played vertically. Record-now-playing indicator rises from slot in chassis shelf either side of record player. The turntable is driven by a combination of belt and gears for noiseless operation. The needle is brushed before and after each record is played. The entire mechanism is easily removable and will stand unsupported on its base for adjustment or service. Composed of four major assemblies, the Carousel Changer may be easily disassembled as illustrated here.

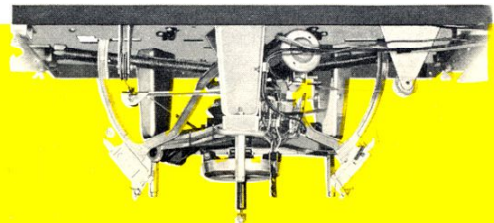
Here's how it works



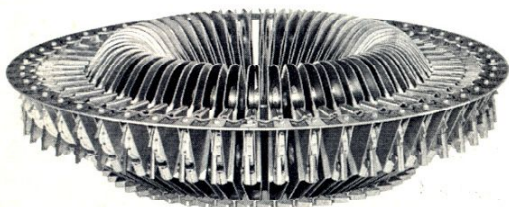
Semi-circular arch casting houses turntable motor, serves as a mount for tone arm and actuating mechanism. Turntable is flywheel balanced to assure accurate RPM.



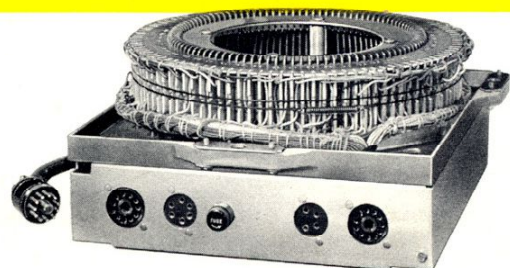
EACH RECORD HAS ITS OWN PLAYMETER REGISTERING UP TO 60 PLAYS



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



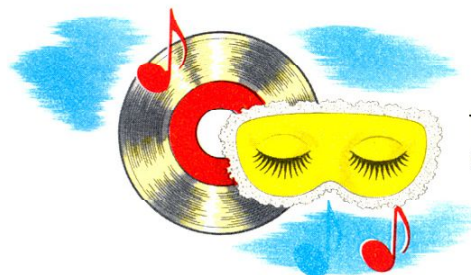
Carousel record carrier always revolves clockwise. Each of 52 sections holds a record and has its own Playmeter. Entire carrier mounts on the largest star wheel ever used on a juke box assuring accurate selection. Record holding device has disengagement switch enabling serviceman to shut off current and operating parts. The Carousel then free-wheels for loading or record changing.



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.

WURLITZER'S Hi-Fidelity SOUND SYSTEM OFFERS **MORE SPEAKER CAPACITY**

than any other coin operated phonograph



TAKES THE MASK
OFF THE MUSIC

Wurlitzer's High Fidelity Sound System incorporates twin speakers, a 15-inch bass Woofer and a 6-inch treble Tweeter — more speaker capacity than you'll find on any other juke box. Coupled with a low inertia tone arm, Wurlitzer's exclusive Zenith Cobra stylus and a built-in volume level control, it comprises the finest sound system in the industry. A system that literally removes the mask from the great range of overtones and sub-harmonies hitherto inaudible on ordinary phonographs. The delicacy of the flutes and French horns, the brilliance of the brass choir, the full impact of the percussion instruments are reproduced with live performance realism diffused all over the location — and not as a sound beam emanating straight ahead of the speaker. A terrific play promoter!

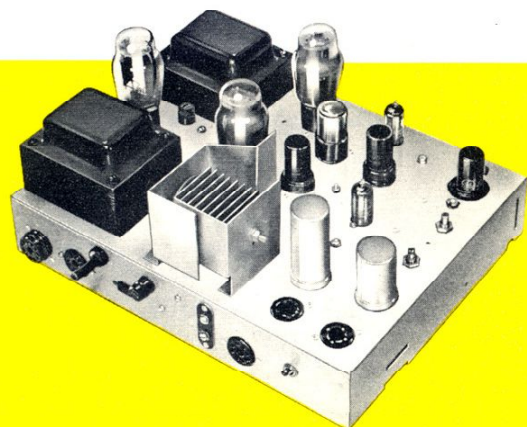
Available without High Fidelity as Model 1700 at slightly lower cost in dark walnut finish.



15-INCH WOOFER

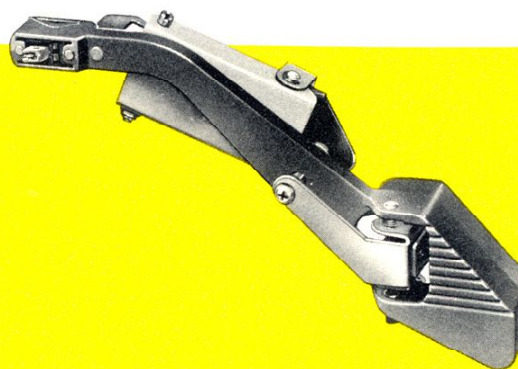


6-INCH TWEETER



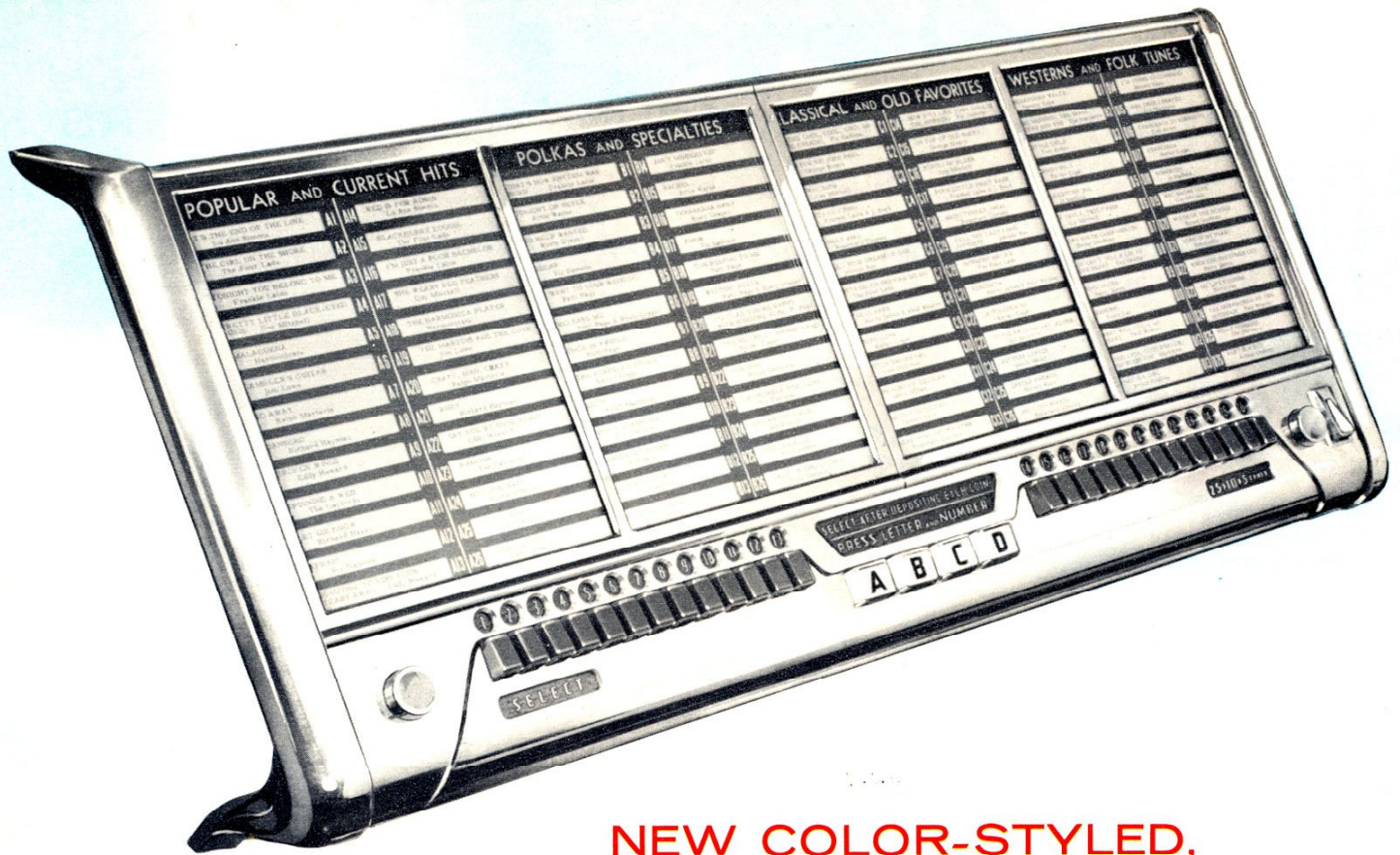
NEW, IMPROVED DYNATONE AMPLIFIER

Wurlitzer's famed Dynatone amplifier has been further improved to incorporate full High Fidelity output. It includes a built-in automatic volume level control, assuring desired sound level from all records.

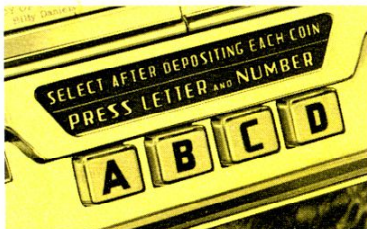


SINGLE LOW INERTIA TONE ARM FEATURES ZENITH COBRA STYLUS

Still Wurlitzer's alone — one of the greatest contributions ever made to minimize surface noise and increase tonal brilliance. Gives you at least 1000 more plays per record without impaired fidelity plus many thousands more plays per stylus.



**NEW COLOR-STYLED,
EASY-VISION SELECTOR PANEL MAKES TUNE
PICKING ERROR-PROOF — PROGRAMMING SIMPLE**



Sparkling white letter buttons are capped with Lucite which provides a halo of light for easy reading in darkened locations, plus absolute protection against wear. Illuminated instruction panel.



Right side of panel features coin entry panel with a recessed lighted 25-10-5c play plus large indented metal push button for rejecting bent or faulty coins.



Twin banks of 13 red buttons have lighted numbered portholes directly above them — each port clearly identifies the number button with the tune number on the program panel.



Left side of panel features large concave metal reset push button which permits cancellation of letter or numeral selection made prior to the completion of the letter-number combination.

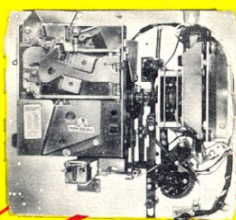
The Wurlitzer Models 1700HF and 1700 program selectors consist of four panels, each offering 26 tunes. Patron selects by pushing one letter and one number. No errors are possible.

The selector panel is ideally positioned for easy reading and playing by people of all ages. It can be programmed into eight classifications to please every musical taste.

Program slip changing is easy. Frames holding 26 slips lift out in units. Top and bottom tune on each record are contained on a single line of the program holder. Each strip is held firmly in place — no light leaks.

MODEL 1700HF CONTINUES WURLITZER'S LONG ESTABLISHED LEADERSHIP IN OPERATOR SERVICE ACCESSIBILITY

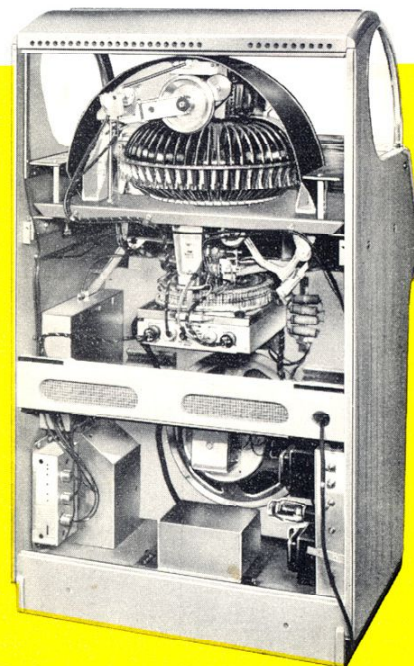
The Wurlitzer 1700 series continues Wurlitzer's leadership in making service easy for the operator. The AstraDome lifts up and is secured by a fall support. Record slip replacement is fast and easy. Cabinet is accessible through two removable rear panels and the removable front section of the record changer shelf. Entire top casting lifts out by simply removing four screws and loosening two flexible cables. Remove one "C" washer and the entire record carrier lifts out for service. Wurlitzer's new Quick-As-A-Flash replacement units save time — and time is money for the operator.



NEW STREAMLINED COIN EQUIPMENT COMBINES SLUG REJECTOR WITH COIN REGISTER

Customers can insert coin of any denomination and make selections *after* the coin is inserted.

Eliminates requests for refunds from patrons. Adjustable to 10-cent play, 3 for 25c, and other combinations.



Wurlitzer

MODEL 1700 SPECIFICATIONS

DIMENSIONS: Height, 55 1/2"; Width, 31 7/8"; Depth, 27 1/2"; Weight, 308 lbs. Packed for shipment, 372 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: New Model 524 amplifier includes

pre-amp, volume, dual tone, fader and automatic level controls. Available with Hi-Fi.

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

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

LIGHTING: Four 20-watt fluorescents.

NUMBER OF SELECTIONS: 104.

TYPE OF RECORD PLAYED: 45 RPM.

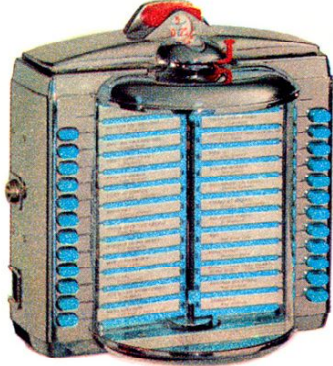
CABINET FINISH: Lined or Dark Walnut.

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 Speaker.

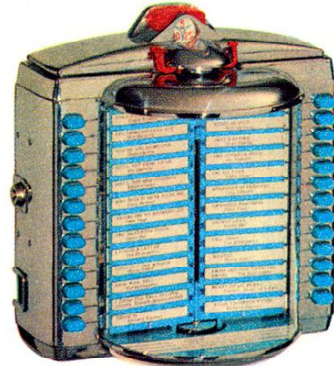
TUBE COMPLEMENT: 1 type 5U4G, 1 type 6J5, 2 type 6L6G, 1 type 6SN7/GT, 2 type 6SJ7, 1 type 12AU7, 1 type 12AX7.

Wurlitzer
 always brings you the best in remote control



**4-WIRE 48-SELECTION
 WALL BOX MODEL 5206**

Features chrome-plated, die-cast case, clear glass window, turquoise selector buttons and single rotating program panel, single entry coin mechanism, red reject button and Ace lock mounted on side. For use with any 48-selection phonograph equipped with a Model 248 Stepper. 5, 10, 25c coin mechanism converts to 1 for 10c, 3 for 25c or other combinations of play. Easily serviced. Size 12½" high, 11¾" wide, 7⅞" deep.



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

Features chrome-plated, die-cast case, clear glass window, turquoise selector buttons and panels. Four rotating panels lettered A, B, C, D to match selector buttons on Model 1700 Phonograph. Single 5-10-25c coin entry with magnetic slug rejector — convertible to 1 for 10c, 3 for 25c, or other combinations. Program holders easily removable for service. Ace lock mounted on side. Size — 12½" high, 11¾" wide, 7⅞" deep.



MODEL 5100 SPEAKER

Attractively finished with golden beige case and gold mesh grille, this 8-inch speaker features the Wurlitzer name in gold on a red field. May be used alone or with Model 5206 Wall Box by use of Wurlitzer's adjustable Wall Plaque.



MODEL 5110 SPEAKER

This beautiful 12-inch speaker is identified by the Wurlitzer name scrolled in silver. Like the 5100, it has a matching transformer and may be used alone or with Model 5206 Wall Box and adjustable Wurlitzer Wall Plaque. Similar dual-cone speaker available for remote High Fidelity sound reproduction.

THE RUDOLPH WURLITZER CO.



NORTH TONAWANDA, NEW YORK