

WURLITZER

2700

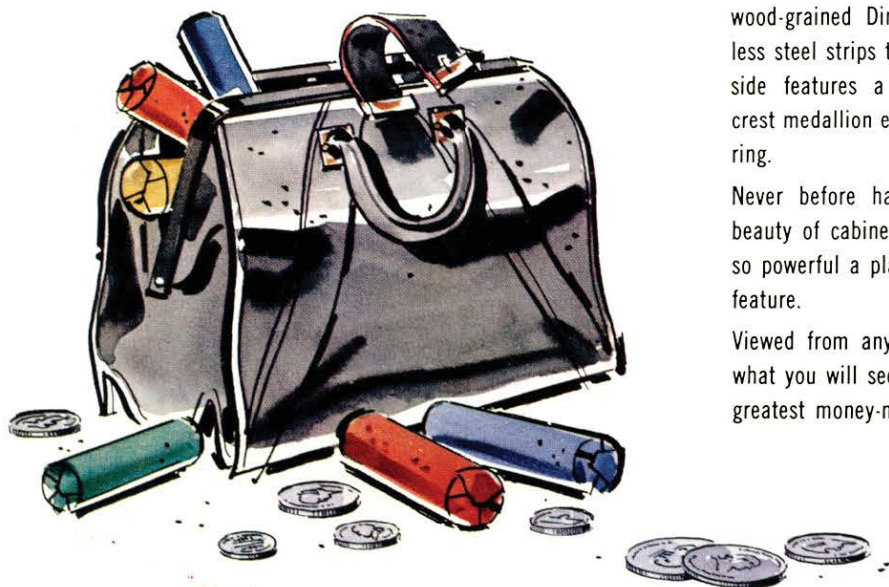
200 AND 100
SELECTIONS



WURLITZER

2700

the
greatest
money-maker
of
them
all



Look at the Wurlitzer 2700 in either its 200 or 100-selection version. Listen to it play. Run down its long list of fabulous features.

The better you know the automatic phonograph business, the quicker you'll reach the conclusion — this is the year's big money-maker! You can invest in it knowing that you can count on it to out-earn anything in the field.

Let's start with its styling.

Size-wise it's just right. Big enough to command attention. Small enough not to demand too much floor space.

The smart new chromed dome features the most versatile, colorful display panel in the industry.

The all-new program panel, better designed, better lighted, better slanted than ever to make tune-choosing easy, is visible under a glass attractively trimmed with a fired-on pattern of gleaming gold.

The selector panel holds a host of styling and functional firsts . . . including the great new "Golden Bar" Ten Top Tunes Selector.

The glowing glass "Wurlitzer Stereo" panel is an unparalleled play-promoter crowning a brightly chromed grille that features a die-cast "W" mounted on a glittering gold rectangle.

The sides of the Model 2700 are Oriental Walnut wood-grained Dinoweld panels framed with stainless steel strips that serve as protective rails. Each side features a back-lighted, see-deep Wurlitzer crest medallion encased in a raised chrome-finished ring.

Never before has a phonograph combined such beauty of cabinetry, such unique illumination with so powerful a play-promoter as the Ten Top Tunes feature.

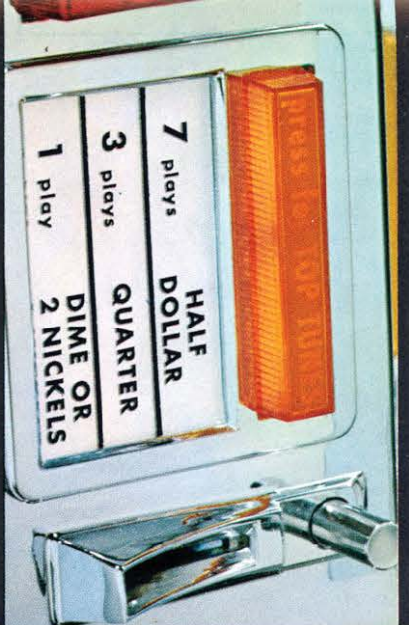
Viewed from any angle in any location (including what you will see in the cash box), it is by far the greatest money-maker of them all.



RHYTHM
THE RED LOBSTER
Feature
MUSIC BY [] [] [] [] [] [] [] [] [] []
TEN TOP TUNES DEPOSIT HALF DOLLAR
PRESS THE GOLDEN BAR

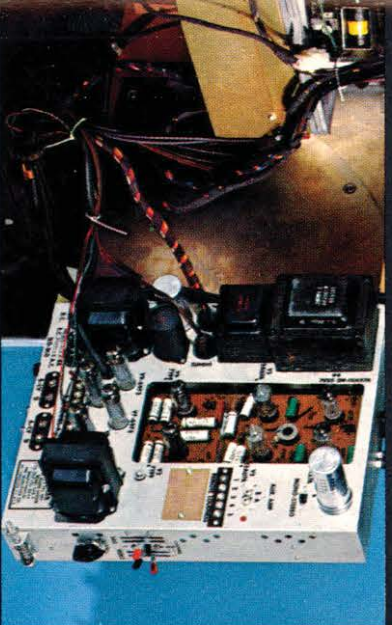
WURLITZER STEREO

Model 2700



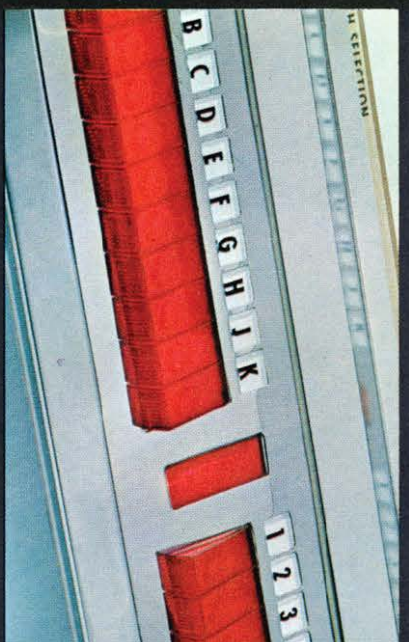
TEN TOP TUNES FEATURE NOW OPERATED BY A GOLDEN SELECTOR BAR

The Wurlitzer Ten Top Tunes feature has proved in thousands of locations the greatest play-stimulator ever developed. To this exclusive Wurlitzer feature is now added even greater appeal. On the selector panel next to the coin insert is the new Wurlitzer Golden Selector Bar. Every time a half-dollar coin is deposited, the Golden Bar glows brilliantly, displaying the message, "Press for Top Tunes." Pressing the bar extinguishes the light, starts the top tunes playing. A marvelous extra income feature.



SIMPLIFIED AMPLIFIER SERVICING

Amplifier rests on free-floating mounts. Release a single spring-loaded screw latch and it can be pivoted out so entire pan is accessible for circuitry check or tube changing. If, for any reason, it is desirable to remove the amplifier, merely pull the plugs, lift up a quarter inch, and it's free.



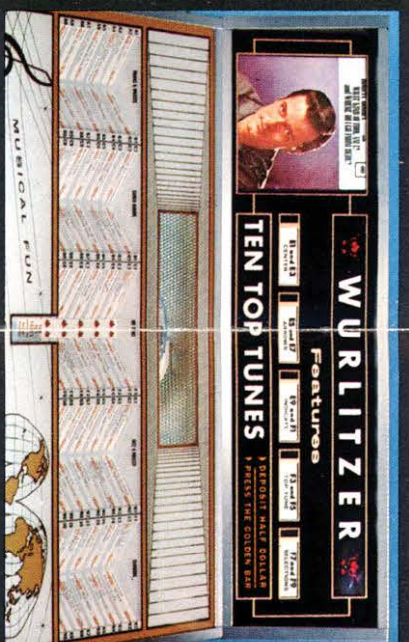
NEW SELECTOR PANEL

This newly designed panel incorporates keys similar to those on an instrumental keyboard. Constructed of long lasting Lucite plastic with slight finger depressions, bright red in color, they enable patrons to select tunes with greater accuracy and ease. Keys are arranged in one bank of 20 and one bank of 10 on the 200-selection phonograph, two banks of 10 on the 100-selection model. There is no reset button. To change selection, simply press another key in the same bank. Original key will snap up if key in second bank has not been pressed to complete circuitry. New tapered flange coin insert allows greater accuracy when depositing coins.



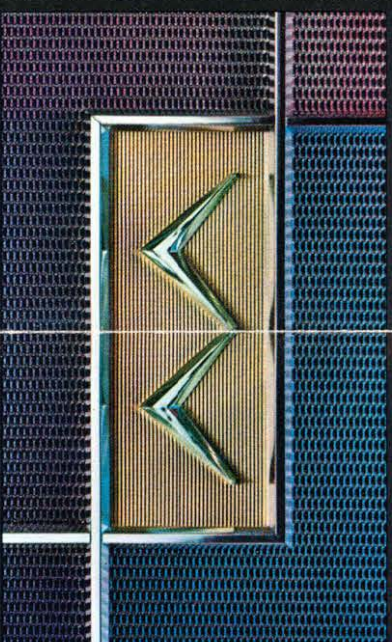
ILLUMINATED SIDE PANEL MEDALLIONS

Each side of the Wurlitzer 2700 cabinet features a sculptured Wurlitzer Crest medallion encased in a raised chrome ring and illuminated from within—a decorative touch that gives the instrument added eye appeal.



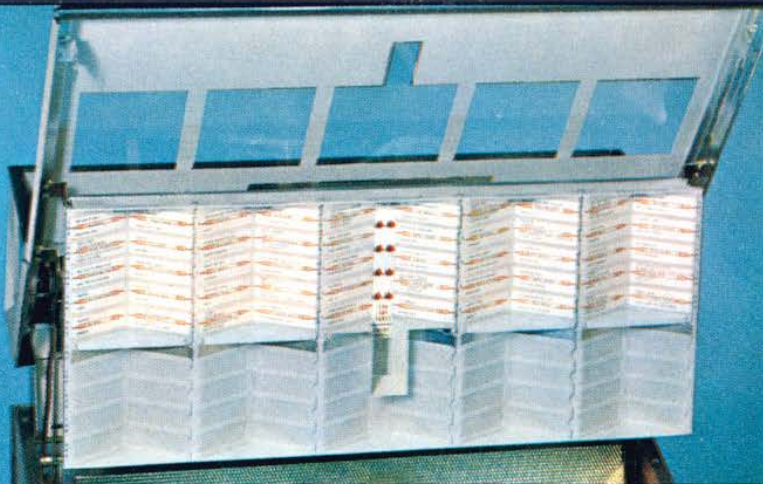
NEW DOME DISPLAY

The 2700's top Display Panel is a colorful and compelling invitation to play this incomparable instrument. Its versatility is almost unlimited. It can be used for location personalization and to feature an album cover in conjunction with Music of the Week or Ten Top Tunes program. The transparent, backlit letters can glow in limitless color combinations—thanks to the availability of special color strips, or the use of 28" colored fluorescent tubes. Complimentary or contrasting color fluorescent tubes are also available for the WURLITZER STEREO panel and grille illumination.



HIGHLY STYLIZED COLORFUL GRILLE

The brightly chromed Model 2700 grille can be illuminated in many color combinations, and features a striking chromed "W" mounted on a glittering gold background. Topped by the illuminated "WURLITZER STEREO" panel, the effect is one of exceptional beauty.



HIGH-SPEED TITLE STRIP CHANGING

Raise the dome, the program frame and holders move up with the lid. Pull in on two-spring-loaded slide bars and the entire rear hinged program unit drops in a vertical position. The V-shape of each section allows for quick, easy access to all title strips. Record changing is almost automatic. Tone arm adjustment and needle changing are quickly accomplished while dome is in raised position.

Dual dome lock protection and twin fall supports are provided for added rigidity. Another Wurlitzer extra-quality feature that every operator will appreciate.



WURLITZER PROMOTIONAL PANEL

The presence of Wurlitzer Stereophonic Music — a real extra play-producer — is impressively indicated by softly glowing, edge-lighted letters fired on a glass panel framed in anodized silver. This panel serves a double purpose. It not only promotes play, but has a utilitarian use. The release of two inside spring latches enables you to lower it for immediate access to the switch banks and for changing the 28" fluorescent tubes in the grille color shield.

BASIC PHONOGRAPH SPECIFICATIONS

MODELS 2700 - 2710

SIZE: Height 54 $\frac{7}{8}$ " Width 32 $\frac{1}{4}$ " Depth 27 $\frac{5}{8}$ "

RECORD CHANGERS

Model 2700	Model 2710
200 Selections from 100 33 and 45 seven-inch records	100 Selections from 50 33 and 45 seven-inch records

SOUND SYSTEM AMPLIFIER

Slide switch converts from monophonic to stereophonic sound system. Each amplifier contains automatic, two-channel, level control. Four-step, bass and treble controls for each channel. Balance control and manual loudness control.

SPEAKERS

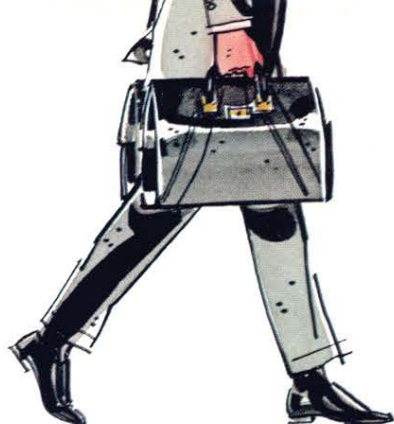
Two 12-inch, one heavy duty and one mid-range. One 3 $\frac{1}{2}$ -inch tweeter.

Both models equipped with multipurpose sonotone pick-up with dual 7/10 mil. sapphire stylus.

WATTAGE: Complete 325 Maximum with auxiliary
equipment 460 Standby 125

WEIGHTS

	Model 2700		Model 2710
Uncrated	332 lbs.	Uncrated	317 lbs.
Crated	378 lbs.	Crated	363 lbs.



Every Unit of Wurlitzer Remote Equipment Is Designed to Boost Collections

STEREO SPEAKERS

that assure any location true stereo or full range high fidelity sound coverage regardless of its size, shape or area.



STEREO EXTENDER Model 5125

New wraparound grille in antique bronze finish features brass-plated zinc "W" and script "Stereo," brass moldings. Neutral finish top and bottom. A 6" x 9" oval speaker is set in a 20° fixed baffle. Treble and middle sound ranges extend stereo sound through location. Sold in pairs.
DIMENSIONS: 12" High, 14" Wide, 8" Deep.



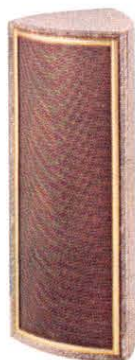
WALL SPEAKER Model 5123

Top and sides are neutral finish with wraparound grille of fabric. "Wurlitzer" and "Stereo" in brass-plated zinc castings on speaker face. Has 12" full range fidelity speaker, including 3½" coaxial tweeter, with baffle to enhance brass resonance.

DIMENSIONS: 26" Wide, 20" High, 11" Deep.

STEREO DIRECTIONAL SPEAKER Model 5126

Uniquely designed to fill a variety of requirements. May be mounted on wall or in corner. Vertically or horizontally rotated 180°. Bronze metal grille, sturdy metal case. Neutral finish. Houses 6" x 9" speaker. Has fader control and matching transformer. Mounting brackets furnished. Packaged in pairs.
DIMENSIONS:
22½" High, 9¼" Wide, 8" Deep



HALF-DOLLAR SINGLE COIN WALL BOX Model 5010



The already fantastic play-stimulating power of the Wurlitzer Ten Top Tunes feature gets an added boost from these wonderful little wall boxes. Only 6" wide, 9" high and 2¾" deep, they fit on bars, counters or in booths. Patron doesn't have to move from his seat to enjoy the programmed top tunes at the drop of a half-dollar coin. DeLuxe chromed bracket permits eye-appealing installation, features Wurlitzer Crest with see-deep effect. Also available in aluminum finish.

WALL BOX Model 5250



Accepts all coins including half-dollars. Has credit indicator and coded key. Top-operated program pages and title strips illuminated top and bottom. Chromed die-cast case. Available as Model 5250 (200 Selections) and Model 5200 (100 Selections).
DIMENSIONS: 15½" High, 11" Wide, 8" Deep.



THE WURLITZER COMPANY NORTH TONAWANDA, NEW YORK

107 Years of Musical Experience