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WURLITZER

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Wurlitzer Pianos

are created by trained craftsmen who sense an intense delight in building instruments of perfection

Piano merchants in open territory are invited to join our loyal dealer organization and "Grow With Wurlitzer". Our nation wide outlet gives us a production which perceptibly lowers our cost of manufacture, consequently we are able to give our dealers the greatest piano value offered today.

Our extensive organization is in immediate touch with the desires of the piano buying public of the United States. This close contact with the public enables us to better serve their piano wants. The Wurlitzer Franchise offers piano merchants the



Craftsmanship

benefits of this research. With the complete line of Wurlitzer pianos dealers can honestly meet every piano demand they are called upon to serve.

Wurlitzer not only furnishes dealers with the greatest piano value but also with a sincere cooperation, which ably assists the dealer in his resale.

Wurlitzer, through a generous national advertising campaign, is presenting the piano in its true attractiveness, helping to build up the desire for pianos to the point that they can successfully withstand the ever increasing competition of other forms of merchandise.

Wurlitzer offers a complete line of Straight, Period and Reproducing Grand Pianos. Each acknowledged the leader and the greatest value of its type. The superb tone . . . expert craftsmanship and moderate price give Wurlitzer Grand Pianos that ever desirable characteristic . . . SALEABILITY

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