

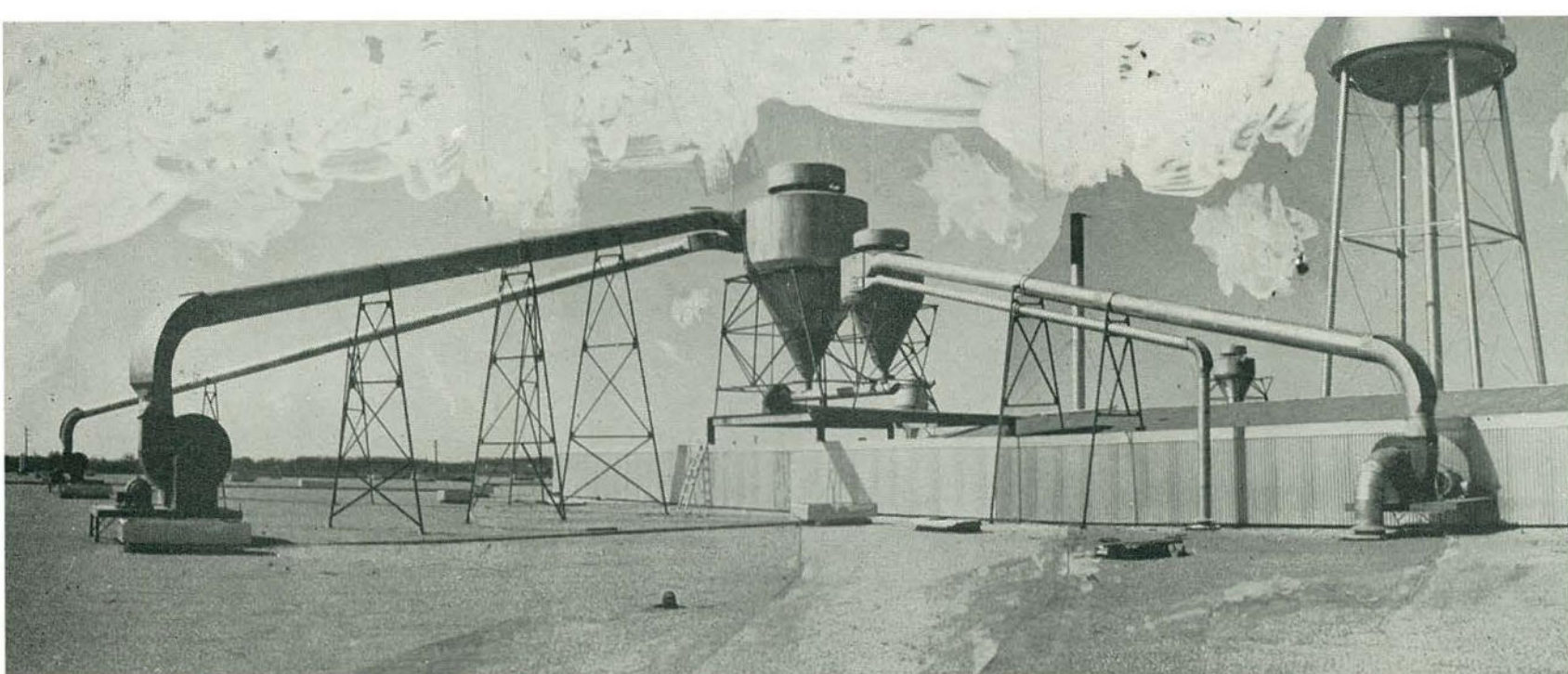
Corinth, Miss.

New plant for Wurlitzer

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ROOFTOP VIEW OF BLOWER SYSTEM. NOTE EXHAUST FANS ON ROOF.

NEW PLANT FOR WURLITZER

Million dollar unit will produce electronic pianos and conventional piano parts

Founded in 1856, the Rudolph Wurlitzer Company now marking its centennial, will inaugurate the second hundred years with the formal dedication of its new million dollar Corinth, Mississippi, plant on May 10. A strong expression of confidence in the future growth of the music industry, Wurlitzer's new factory, recently built and not yet fully equipped, will manufacture the Wurlitzer electronic piano and also produce wooden parts for conventional Wurlitzer pianos.

Located in the center of the hardwood lumbering industry, the new plant's mill

room will produce back posts, bottom boards, filler block and other piano case products. Until now, most of these wood parts have been purchased from outside suppliers. Integrated manufacture will afford Wurlitzer many advantages. Prime benefits predicted include: complete quality control of all phases of manufacturing; substantial economies by milling finished parts directly at the forest source, thus eliminating freight charges on mill waste as well as middlemen costs in raw materials; more flexible manufacturing facilities to meet the rapid changing and volatile

seasonal pattern of the piano industry.

Stated in dealer terms, the plant will mean further improvements in shipment, availability and structural quality at no extra cost. It will also permit steady shipments of the Wurlitzer electronic piano to help dealers in their sales promotions.

Designed by John L. Turner & Associates, Jackson, Miss., architects and built by A. C. Samford, Inc., Albany, Ga., contractors, the factory building measures 520' x 185' in addition to some 5,000 square feet of miscellaneous construction and air-conditioned executive offices. Constructed by



OVERALL VIEW OF WURLITZER'S CORINTH, MISS., PLANT WITH AIR-CONDITIONED OFFICES IN CENTER FOREGROUND.



ALL WEATHER DOCK HAS R.R. SPUR.



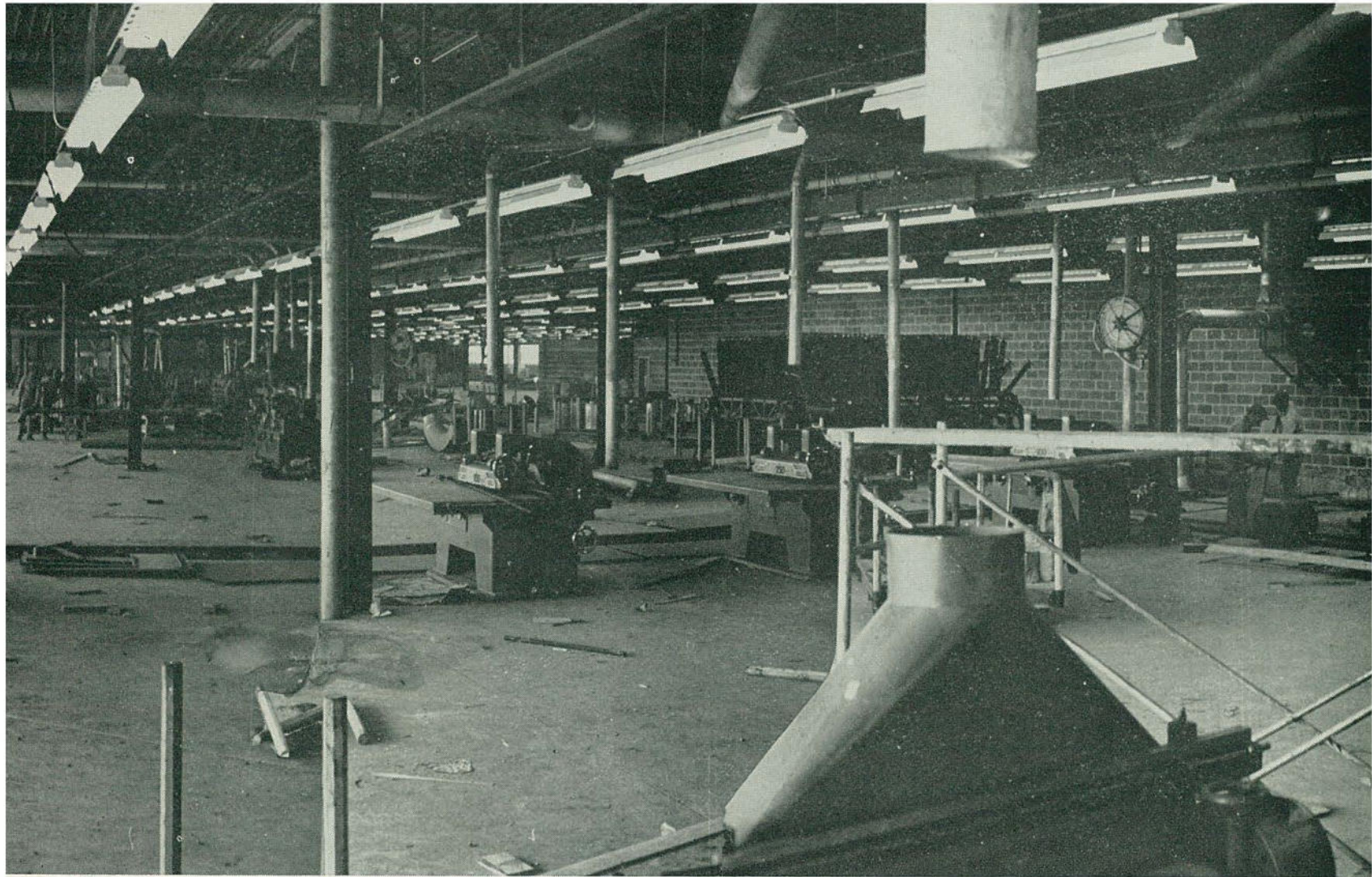
UNDERGROUND CONVEYOR BELTS REMOVE MILL WASTE TO BOILER STORAGE BIN.



the City of Corinth under the Mississippi Balanced Agriculture with Industry law, the 100,000 sq. ft. plant cost approximately \$5.50 per sq. ft. for building cost exclusive of costs for special equipment such as dust collecting system, dry kilns, lumber storage yard and dry storage yard, boiler and machinery and fixtures. The bond issue floated by the city of Corinth amounted to \$850,000.

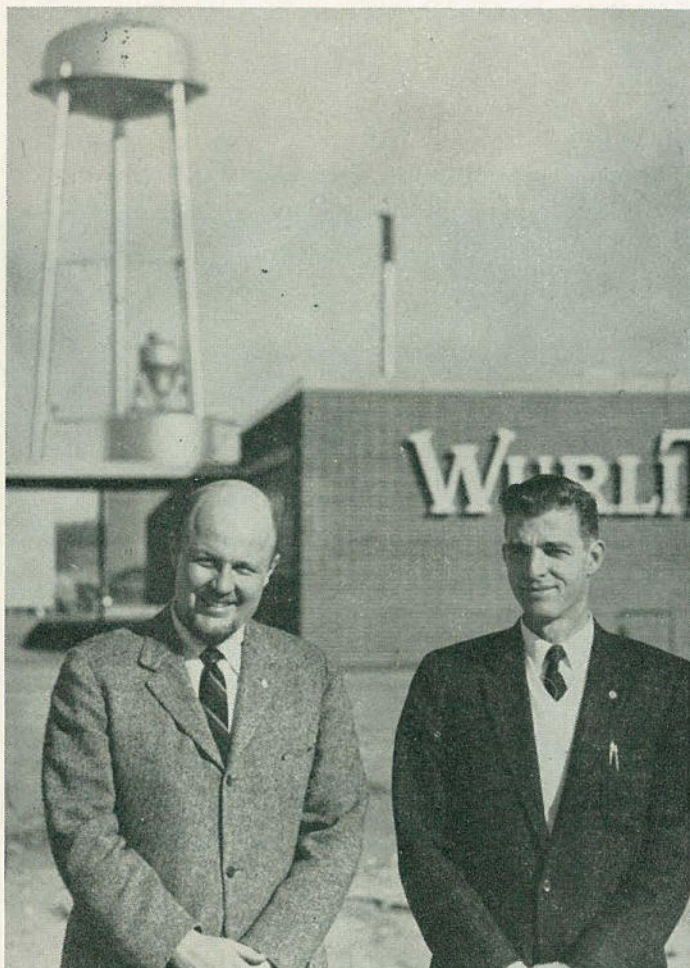
The one-story, all steel and concrete building that will be officially dedicated by Mississippi's Governor J. P. Coleman next month, has steel framed exterior walls, face brick walls, steel sash and corrugated and hammered aluminum siding above the sash. Served by three rail lines (Southern, Illinois Central, Gulf, Mobile & Ohio) and many truck lines, the 80 acre site has a double railroad spur, one track serving the lumber yard and the second running alongside a covered all-weather shipping and receiving dock.

The boiler and blower system are the most modern available. Completely automatic, the boiler will burn both gas and sawdust waste fed by the blower system. Wurlitzer's new blower system has several innovations. All exhaust fans are located outside of the building on the roof and the interior duct work is laid above the

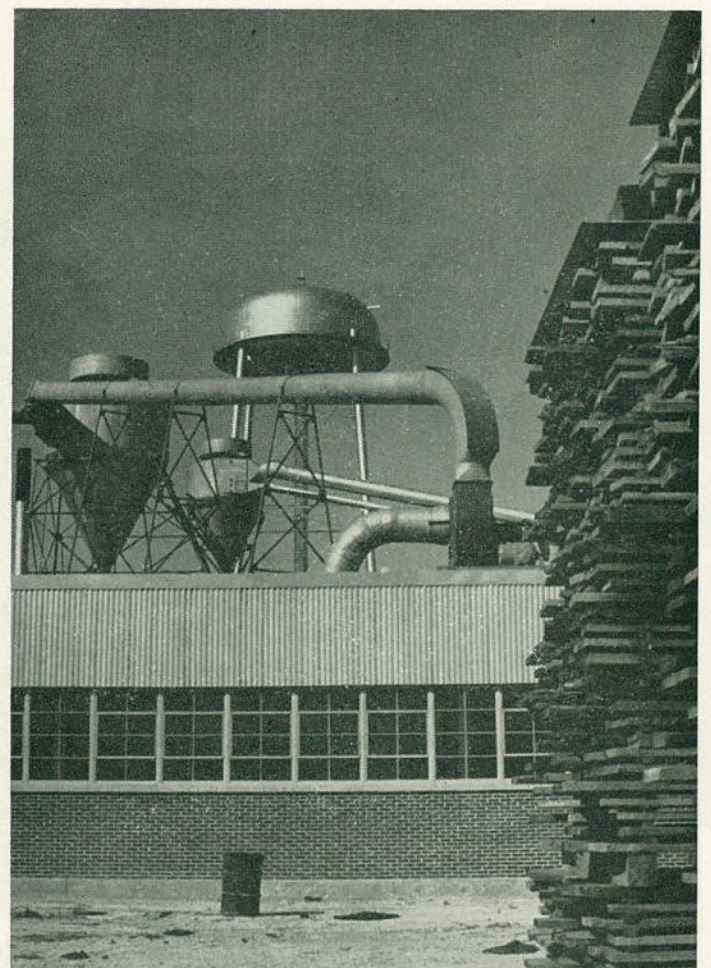


PANORAMIC VIEW OF WURLITZER'S FUTURE CORINTH MILL ROOM. MACHINERY WILL BE INSTALLED BY MAY 1.

WURLITZER EXECUTIVES—J. E. Roling, vice-president, and Sherman Oates, Corinth plant manager.



PLANT FACADE uses face brick, steel sash and hammered aluminum siding.

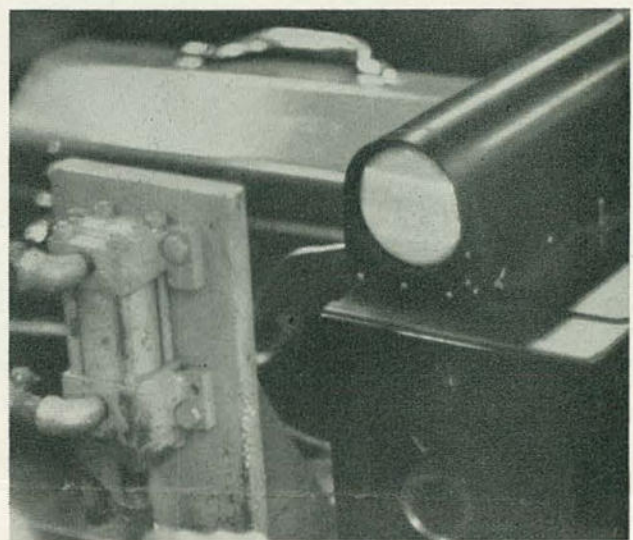




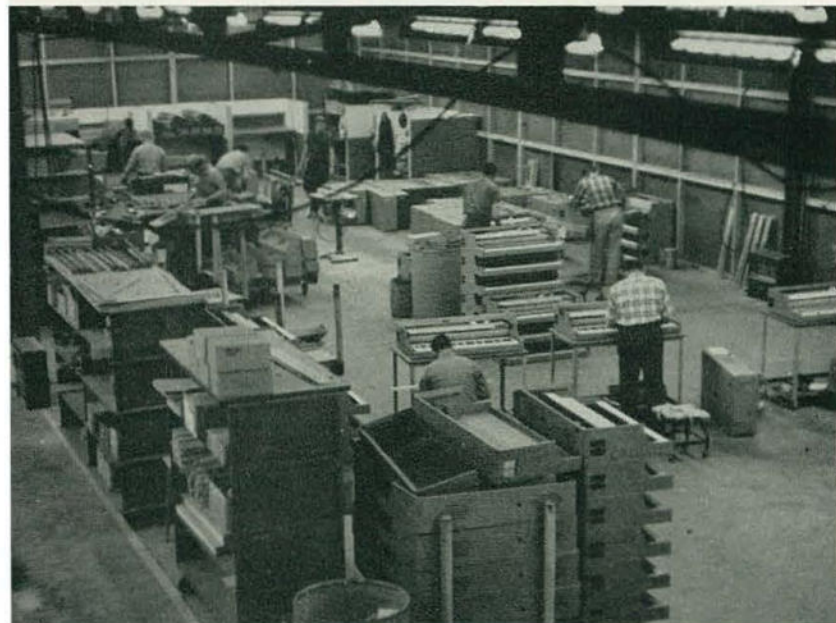
PRODUCTION AREA FOR ELECTRONIC PIANO COMPONENTS.



OSCILLOSCOPE CHECKS all reed tuning in electronic piano. Each tuner has individual machine shown below.



ELECTRONIC PIANO ACTION & KEY FITTING DEPARTMENT.



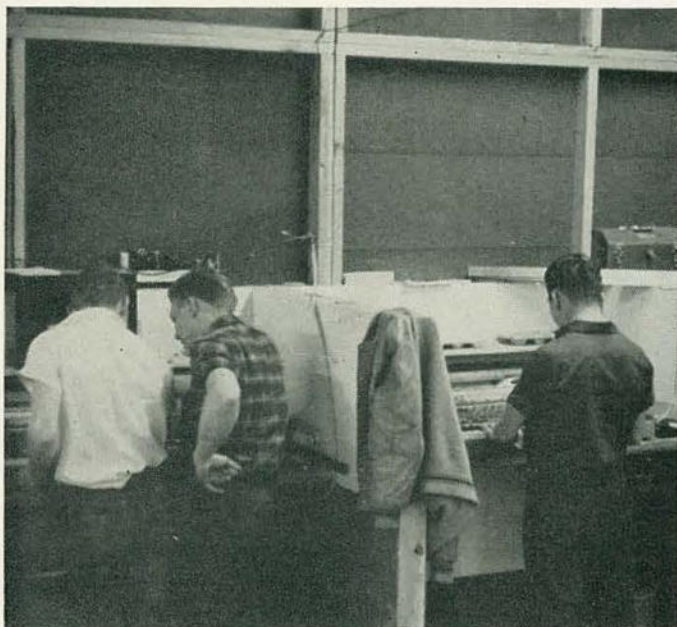
PRECISION PRODUCTION EMPLOYS MANY WOMEN.



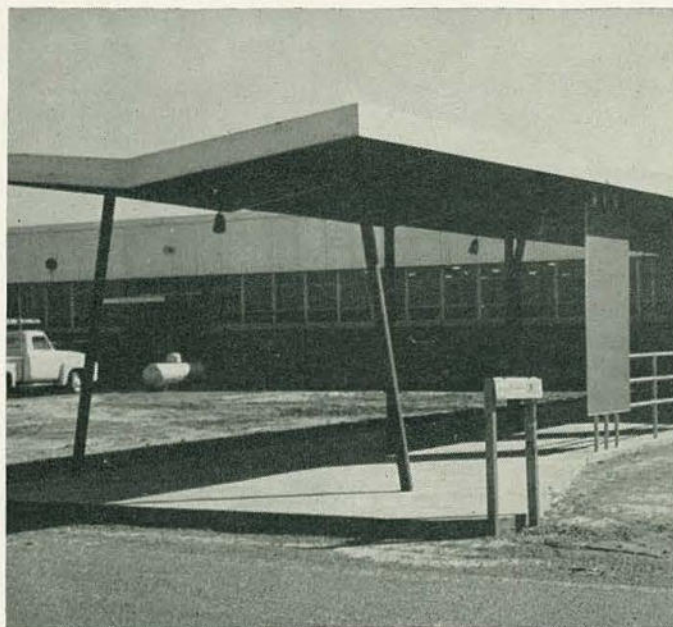


DRY KILNS (SEE OPEN DOOR AT LEFT) HAVE OVER 100,000 BOARD FOOT CAPACITY.

FINAL INSPECTION AREA FOR ELECTRONIC PIANO.



MODERN ENTRANCE TYPIFIES ADVANCED DESIGN.



lower level of the ceiling joists, providing 12' clearance of unobstructed working height throughout the plant. Capacity of the blower is rated at double the present usage, a measure of foresight that will permit low cost building expansion in the future.

Dry kilns installed by Standard Dry Kiln Co. will accept loads of lumber *five packages high*, loaded directly by Heister lumber lift truck. No tracks are used and all expensive rehandling is eliminated. Present kiln capacity is over 100,000 board feet with additional kilns already constructed and available for the installation of equipment when needed.

Over three hundred will be employed in the plant within the coming year and approximately 40% of the facilities will be devoted to manufacturing the Wurlitzer electronic piano. James E. Roling, Wurlitzer vice-president reports that many im-

provements have been made recently in the engineering of the electronic piano. Larger and better production facilities presage a heavy increase in retail sales of the electronic piano.

Founded in 1856 in Cincinnati by Rudolph Wurlitzer, the company is still directed by a descendant of the founder, Farny Wurlitzer, chairman of the board of directors. Originally interested in violin specialties, the firm's diversified activities have included retail chain store operations, piano, harp, organ, band instrument and juke box sales and manufacture. Wurlitzer also has the distinction of being the only pipe organ manufacturer that successfully entered the electronic organ field.

Wurlitzer's present operations include other factories at North Tonawanda, N. Y., and DeKalb, Illinois, as well as retail stores in Buffalo, Chicago, Cincinnati, Detroit, New York and Philadelphia. Wurlitzer,

the world's largest manufacturer of juke boxes, produces the former as well as the Wurlitzer organ at the North Tonawanda plant, largest factory in the music industry. Pianos are built at DeKalb, Ill.

Net worth of Wurlitzer on March 31, 1955 was \$17,638,310. Company officers are: Farny R. Wurlitzer, chairman of the board; R. C. Roling, president; Roy Waltemade, vice-president and manager of North Tonawanda division; R. C. Haimbaugh, vice-president of engineering and research; E. C. Payton, vice-president; James E. Roling, vice-president in charge of DeKalb and Corinth divisions; M. C. Bristol, vice-president and counsel; R. W. Carlson, vice-president and comptroller; E. L. Hahne, secretary and treasurer; B. J. Stemann, assistant treasurer; and H. B. Horne, G. J. Weiler, M. D. Gross, A. F. Dietrich and Josephine Koebrick, assistant secretaries.

