

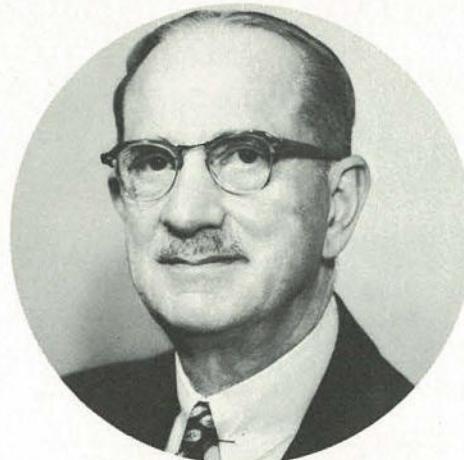


THE
Corinth
STORY

WURLITZER

THE
WURLITZER
COMPANY

BOARD
OF
DIRECTORS



Farny R. Wurlitzer
Chairman of the Board
North Tonawanda, New York



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President
The Wurlitzer Company
Chicago, Illinois



J. E. Rolfin
Executive Vice President
The Wurlitzer Company
DeKalb, Illinois



C. R. Wright
President
Cincinnati Equitable
Insurance Company
Cincinnati, Ohio



J. M. Hutton, Jr.
Partner
W. E. Hutton and Company
Cincinnati, Ohio



C. E. Jarchow
Business Consultant
Chicago, Illinois

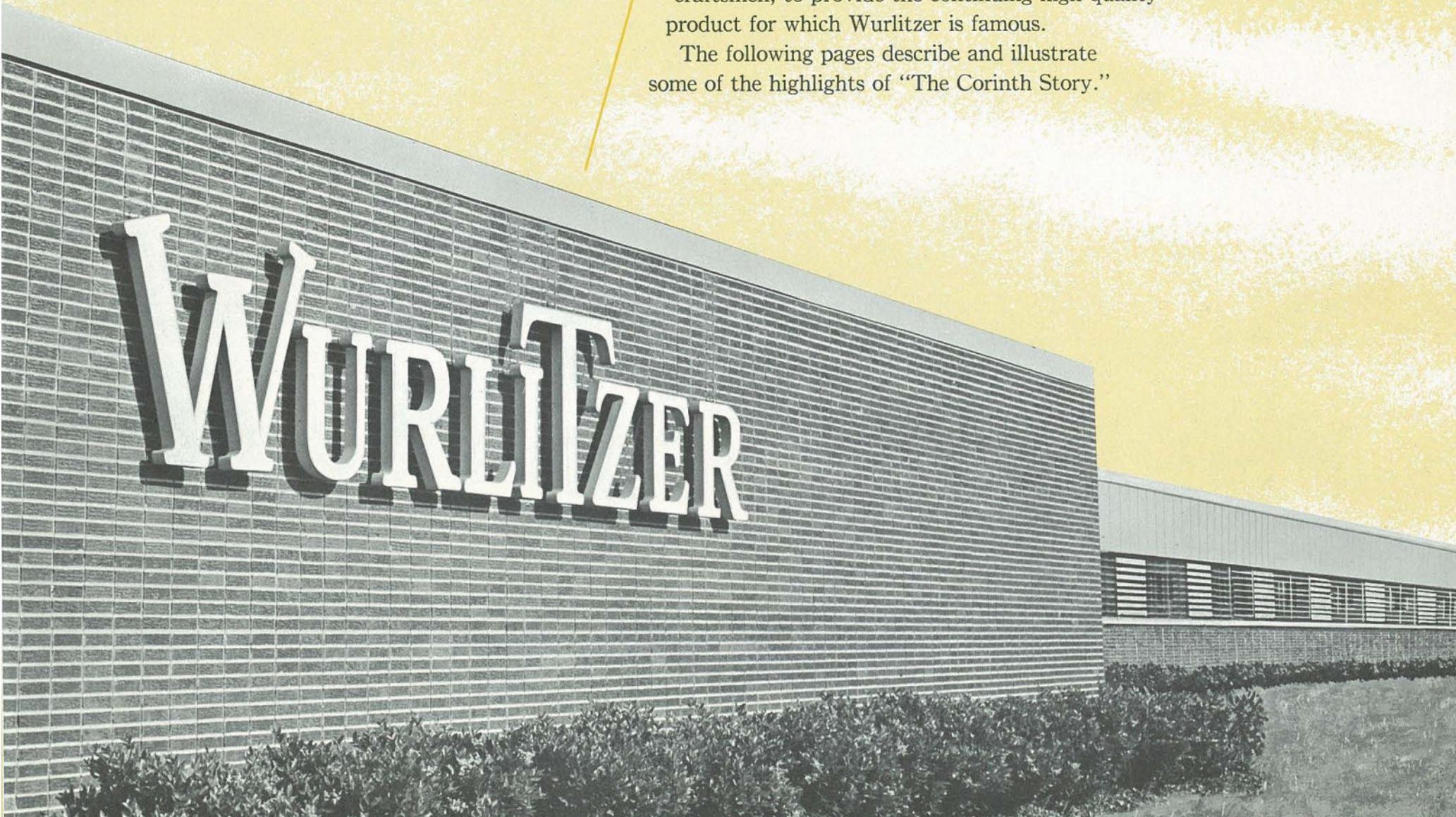


R. C. Liddon
President
The Security Bank
Corinth, Mississippi

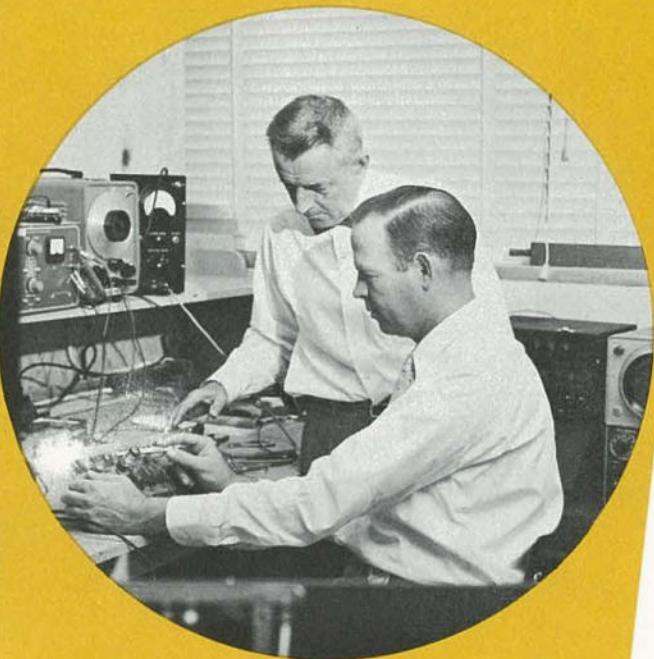
THE *Corinth* DIVISION
OF
THE WURLITZER COMPANY

The Corinth Division is the home of all Wurlitzer electronic tube organ and electronic piano production. The finest plant in the entire music industry, it is fully equipped with the latest industrial facilities, manned by skilled craftsmen, to provide the continuing high quality product for which Wurlitzer is famous.

The following pages describe and illustrate some of the highlights of "The Corinth Story."



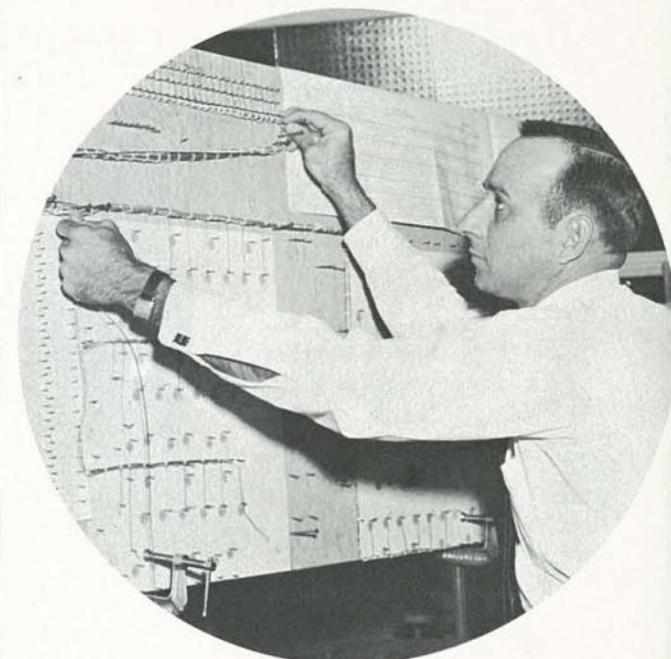
PRODUCT RESEARCH
AND DEVELOPMENT
... A DYNAMIC
CONTINUING
PROCESS AT
WURLITZER



Thorough component testing is essential at each stage of new product development. Wurlitzer engineers test each newly-designed assembly under every conceivable condition to insure maximum durability and dependability in the field.



At each step of product development, Wurlitzer engineers check to see that every part has been properly designed. Each must carry out its specific function in relation to the performance of other parts within the assembly.



While stability tests are being run on newly-designed components, engineers begin the complex job of arranging the hundreds of feet of wiring in the most efficient manner. Serviceability along with maximum efficiency is achieved through good design.

Constant research is required to develop products that give the customer the best value in exchange for his dollars.

Experienced, highly skilled engineers, working with the most modern equipment, constantly challenge present procedures and seek better methods of design and production . . . to maintain and increase the Wurlitzer position of leadership in the music industry.



Wurlitzer designers, famous for their sensitive, graceful product styling, continually work on models years ahead of present production...constantly develop new concepts in style and construction to keep Wurlitzer the most appealing line in the world of music.

A complete model shop turns the designers' ideas into pleasing reality. The Wurlitzer Company maintains the largest engineering, design, and model shop facilities in the entire music industry, all to serve the dealer and the ultimate buyer more effectively.

Wurlitzer product is also the utmost in practical "years ahead" design. Top performance, serviceability, and durability, as well as pleasing appearance, are custom-designed into every Wurlitzer product.

WURLITZER
WOODWORKING

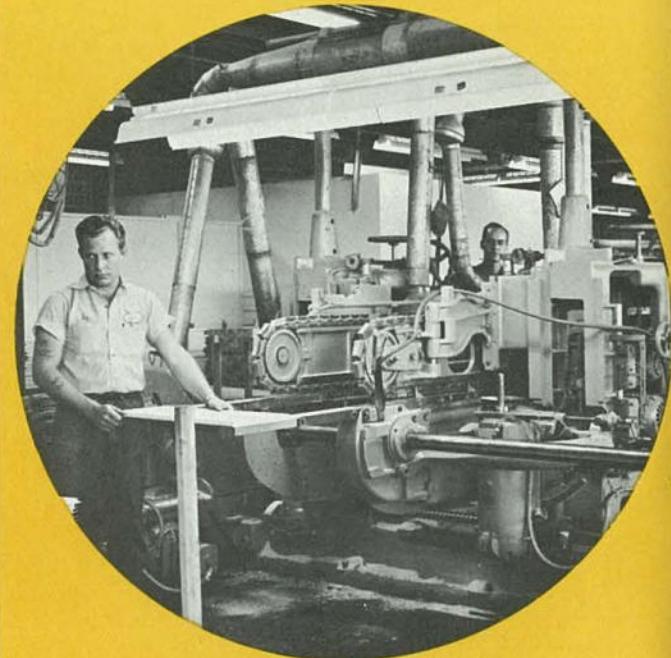
ARTISTRY OF
WORKMANSHIP BLENDED
WITH EXACTING
STANDARDS
OF ACCURACY



Modern wood kilns receive lumber from vast Wurlitzer aging areas. The wood is then carefully dried to the most exacting standards. "Control" is the watchword throughout the drying processes.

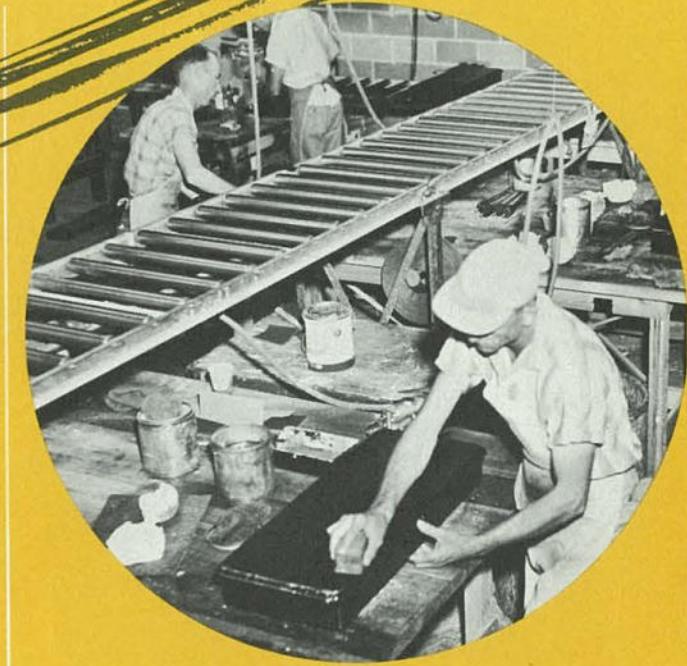


The spacious mill room typifies the vast manufacturing potential of the Corinth Division plant. Here, versatile woodworking equipment produces electronic piano and organ consoles of the highest quality.



Complex machines, performing varied cutting and shaping operations simultaneously, are found throughout the plant. The use of this machinery not only insures strict adherence to important dimensional limits but also makes workers' jobs safer and easier.

From the time that selected woods enter the Wurlitzer plant at Corinth until they become completed cases, rich in luxurious finishes, they are given the greatest care based on the latest scientific knowledge of woodworking.

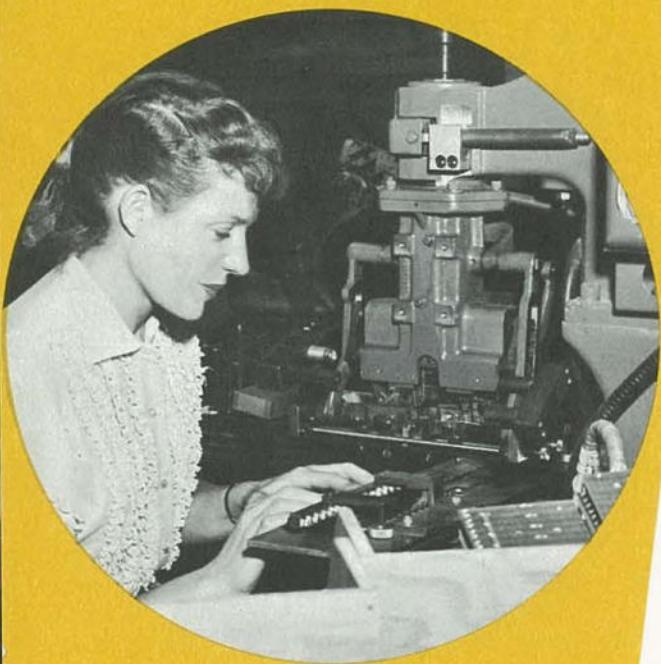


Many labor-saving devices, such as the console gluer shown above, make it possible to produce any quantity of organs and electronic pianos with equal ease. These devices also insure accurate and uniform construction of every console.

The spacious finishing room at Corinth is uniquely modern with its intricate overhead conveyor lines and its numerous spray booths. After careful preparation of the console, skilled craftsmen apply the finest stains and lacquers to provide lasting protection and to bring out the beauty of the veneers.

A durable, satin-smooth finish is one of the guaranteed features of a Wurlitzer instrument. The fine art of producing just the right sheen on a console is the result of many years of experience. The completed case is rigidly inspected for over-all appearance of veneer and finish.

ELECTRONICS ASSEMBLY
THE HEART
OF THE
WURLITZER
ORGAN



Thousands of resistors, capacitors, and other small parts are assembled onto circuit boards daily. This mammoth job is greatly simplified by ingenious machines which automatically assemble the circuit boards with unerring accuracy and uniformity.

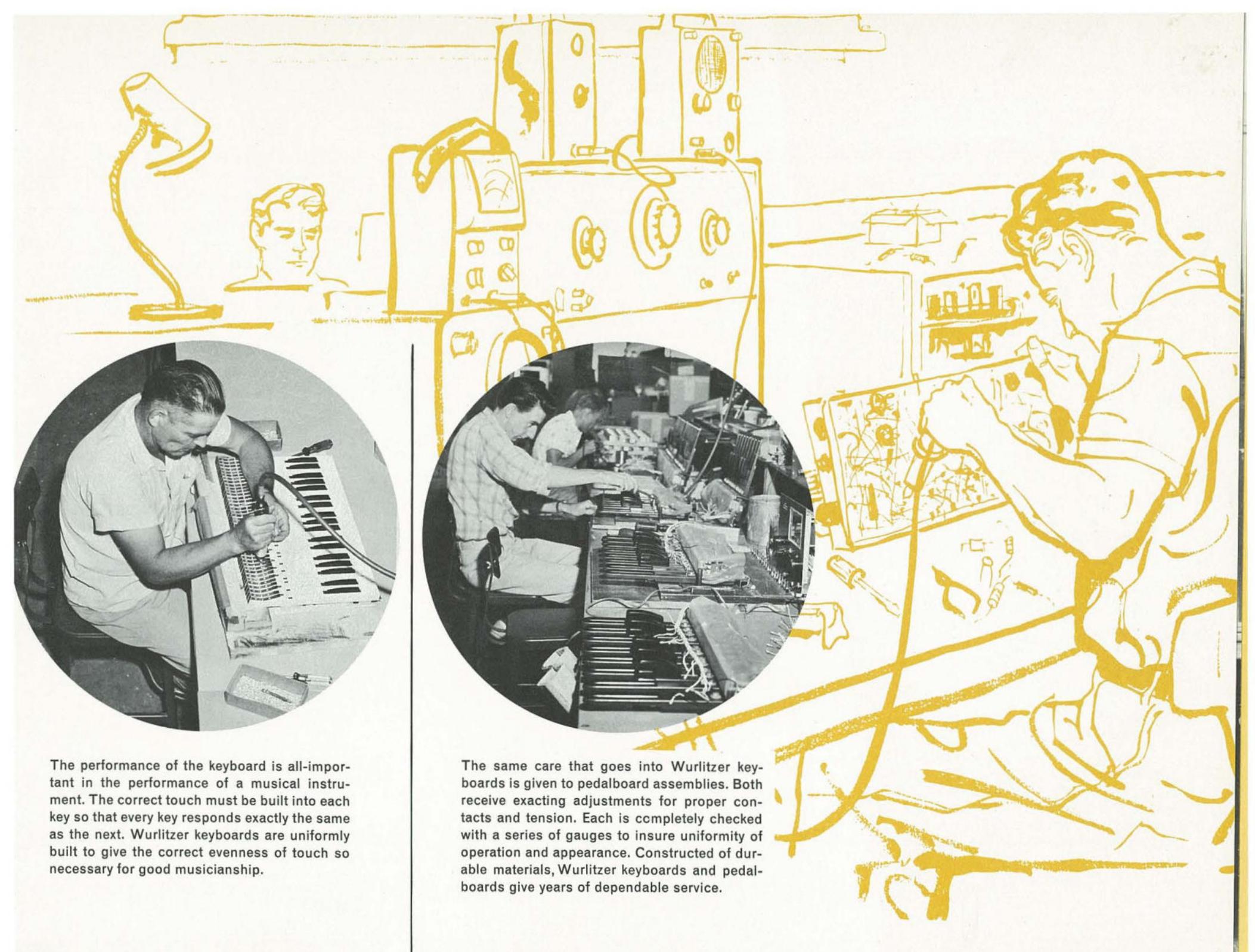


Intricate batteries of electronic apparatus guide Wurlitzer assembly processes at every stage of production, insure continuation of high standards of quality in every instrument.



Quality cannot be taken for granted. The performance of each component is thoroughly checked by qualified inspectors before assembly. Each must meet strict tolerance limits designed to guarantee a lifetime of musical enjoyment from the instrument.

The mysteries of the electronic world become routine operations in the Electronics Department. Here, skilled personnel deftly assemble circuit cables, operate banks of assembly and testing apparatus, and handle thousands of minute, but vital, electronic parts with amazing agility. Trained personnel, aided by modern equipment, expertly combine the separately insignificant parts into the Wurlitzer tone-producing system, famous throughout the world.



The performance of the keyboard is all-important in the performance of a musical instrument. The correct touch must be built into each key so that every key responds exactly the same as the next. Wurlitzer keyboards are uniformly built to give the correct evenness of touch so necessary for good musicianship.

The same care that goes into Wurlitzer keyboards is given to pedalboard assemblies. Both receive exacting adjustments for proper contacts and tension. Each is completely checked with a series of gauges to insure uniformity of operation and appearance. Constructed of durable materials, Wurlitzer keyboards and pedalboards give years of dependable service.

THE FINISHED PRODUCT

WITH THE
NAME
THAT MEANS
MUSIC
TO
MILLIONS!



Following final assembly, each part is thoroughly tested. Then, each instrument is given a final tuning in individual Acoustic Testing Rooms. At this time, the over-all operation of the instrument is checked by skilled technicians.

The final assembly line is the most important point in the production line. Here, the product takes its finished form. The musical instrument now assumes a distinct personality, carefully and sensitively stabilized by technicians whose prime aim is to present to the public a finished product of the finest nature possible.



The finished product is ready to be packed. The final inspectors make a final appearance and performance check. The instrument is then carefully packed in a specially-constructed carton designed to withstand every condition encountered during shipment.



Warehouse crews transport the packed instrument to the spacious warehouse. Here, ample storage space makes it possible to store many models and finishes. Excellent transportation facilities serve the Corinth plant, making prompt shipments possible.



The preceding pages briefly describe and illustrate the Corinth Division and its facilities. These words and pictures, however, tell only how the products come into being . . . the products themselves must be seen and heard to complete "The Corinth Story." A few of the instruments designed and built at Corinth are shown on the following page.

Corinth PRODUCTS



Wurlitzer
Console Electronic Piano
Model 700

The products of the Corinth Division are as unique as the facilities themselves. Corinth is the home of such Wurlitzer exclusive instruments as the amazing electronic piano, low-priced chord organs, the versatile "2-in-1" organ, and the revolutionary new 4100 series spinet organ.



Wurlitzer
Portable Electronic Piano
Model 120



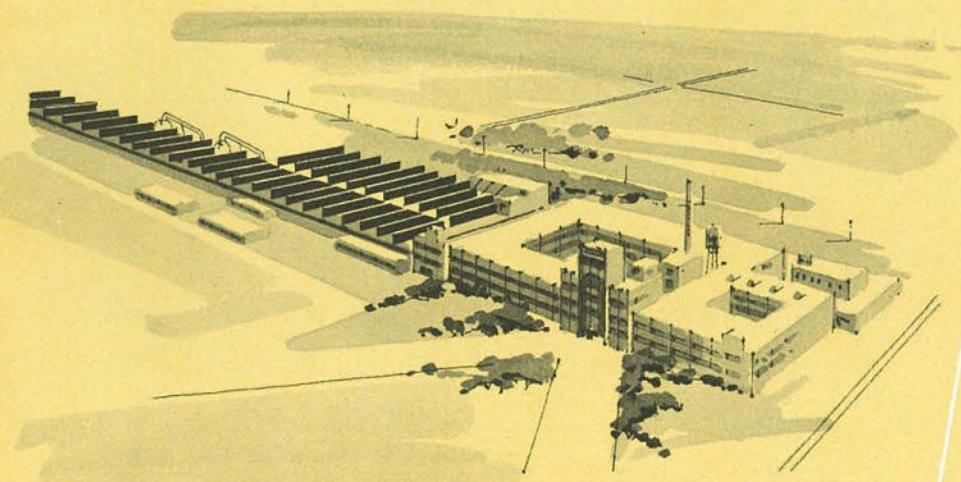
Wurlitzer
Chord Organ
Model 4000



Wurlitzer
Spinet Organ
Model 4100



DEKALB DIVISION, DEKALB, ILLINOIS
Conventional Pianos



NORTH TONAWANDA DIVISION, NORTH TONAWANDA, NEW YORK
Electronic Organs—Tone Cabinets—Coin-operated Phonographs—
Electronic Components for National Defense

Founded in 1856, The Wurlitzer Company is proud of its heritage of more than a century of musical achievement. The continual growth, reflecting the buyers' confidence in the company, is exemplified by the new and expanding Corinth Division. But "The Corinth Story" is only a part of "The Wurlitzer Story."

The North Tonawanda Division, home of the original "Mighty Wurlitzer" pipe organs, carries on the fine tradition of Wurlitzer organs. Electronic organs and tone cabinets, coin-operated phonographs, and electronic components for our nation's defense are manufactured in this, the largest Wurlitzer plant, located in the western part of New York State.

The DeKalb Division continues as the largest manufacturer of conventional pianos in the world. A recent large addition to this plant reflects the ever-increasing growth of Wurlitzer piano business.

Retail selling is also a major activity. Wurlitzer-owned stores are located in New York, Chicago, Philadelphia, Detroit, Buffalo, and Cincinnati. In addition, Wurlitzer maintains a unique exhibit in world-famous Disneyland, where Wurlitzer is the official music of the park. A wholly-owned subsidiary, The Wurlitzer Acceptance Corporation, offers convenient budget financing for folks buying a Wurlitzer product, and completes the organization.

The Wurlitzer Company, through its years of experience, sound organization, top-calibre personnel, modern facilities, and high product standards, will continue to progress. The firm foundation of its first century of business life provides a solid base on which to build future expansion.

EXECUTIVE OFFICES: 105 West Adams Street, Chicago 3, Illinois

Established
1856

WURLITZER

105 West Adams Street
CHICAGO 3

To our shareholders and friends:

Three years ago this fall, The Wurlitzer Company dedicated a new plant in Corinth, Mississippi designed specifically for the manufacture of Wurlitzer Electronic Pianos and Electronic Organs.

In observance of this third anniversary, we have published a special brochure called "The Corinth Story" a copy of which we are pleased to send to you.

We are enthusiastic about the Corinth Division. It is destined to become one of our important divisions and should contribute substantially to the sales and profits of the Company.

I hope you enjoy reading "The Corinth Story".

R. C. Rofing

President

gans