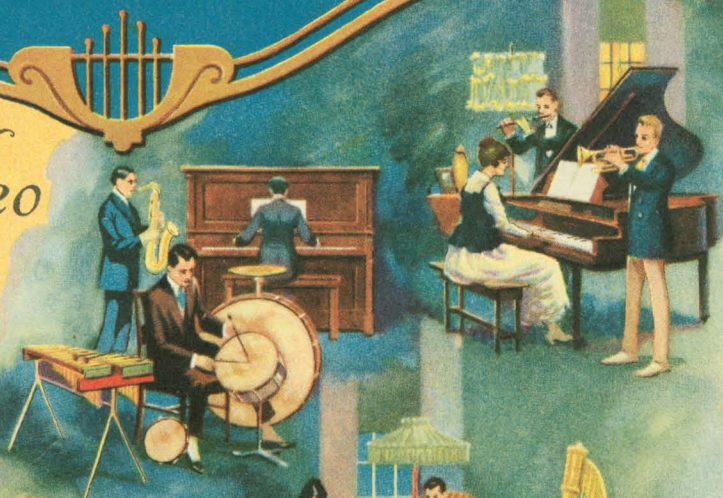


WURLITZER

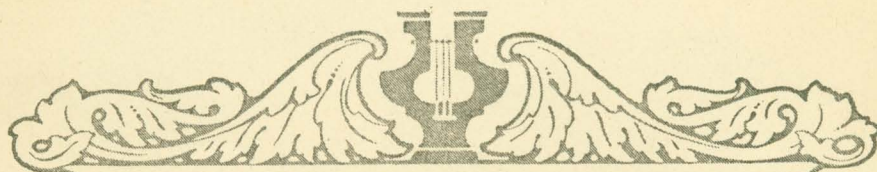
TRADE MARK REGISTERED
U.S. PAT. OFF.

MUSICAL INSTRUMENTS

*Catalog
No. 120*



Gift
The Company



The Wurlitzer Guarantee.

We guarantee that each and every article in this catalogue is exactly as illustrated and described

Furthermore, if upon examination and after making the most exacting tests, you do not consider the instrument you have selected as the highest grade obtainable for the price asked, return it to us and every cent you have deposited will be refunded to you immediately.

The Rudolph Wurlitzer Company,

Cincinnati
Chicago
New York





ESTABLISHED 1856

LARGEST GENERAL MUSICAL HOUSE IN THE WORLD

WURLITZER

TRADE MARK REG.

200 Years of Instrument Making

All Musical Instruments, And Supplies

Makers of the Wurlitzer Grand, Upright, Player, and Reproducing Pianos; the Wurlitzer Hope-Jones Unit Orchestra; and the Wurlitzer Harps. Special Catalogs of these will be sent upon request.

Makers of all Brass and Wood Instruments and Musical Accessories. Perfect Modern Violins which are made in the Wurlitzer Shops after Models of Old Italian Masters.

All Prices in this Catalog are Net f. o. b.
our Warerooms and subject to
change without notice

The Rudolph Wurlitzer Company

CINCINNATI, O.
117-119-121 E. Fourth St.

NEW YORK, N. Y.
115-117 W. Forty-Second St.

CHICAGO, ILL.
329-331 S. Wabash Ave.

This Catalog Number 120 Cancels All Previous Issues

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FACTORY PRICE TO YOU

The great 150 acre Wurlitzer factory colony, at Wurlitzer, Niagara County, New York, is developed to the highest point of economy. Musical instruments are made by Wurlitzer at extremely low cost. **You get the benefit. Wurlitzer sells direct to you.** Wurlitzer cuts out all profits to middlemen, jobbers, wholesalers, retailers. You pay only one small price and that is all. Order Wurlitzer instruments from this catalog and pay only the factory price.

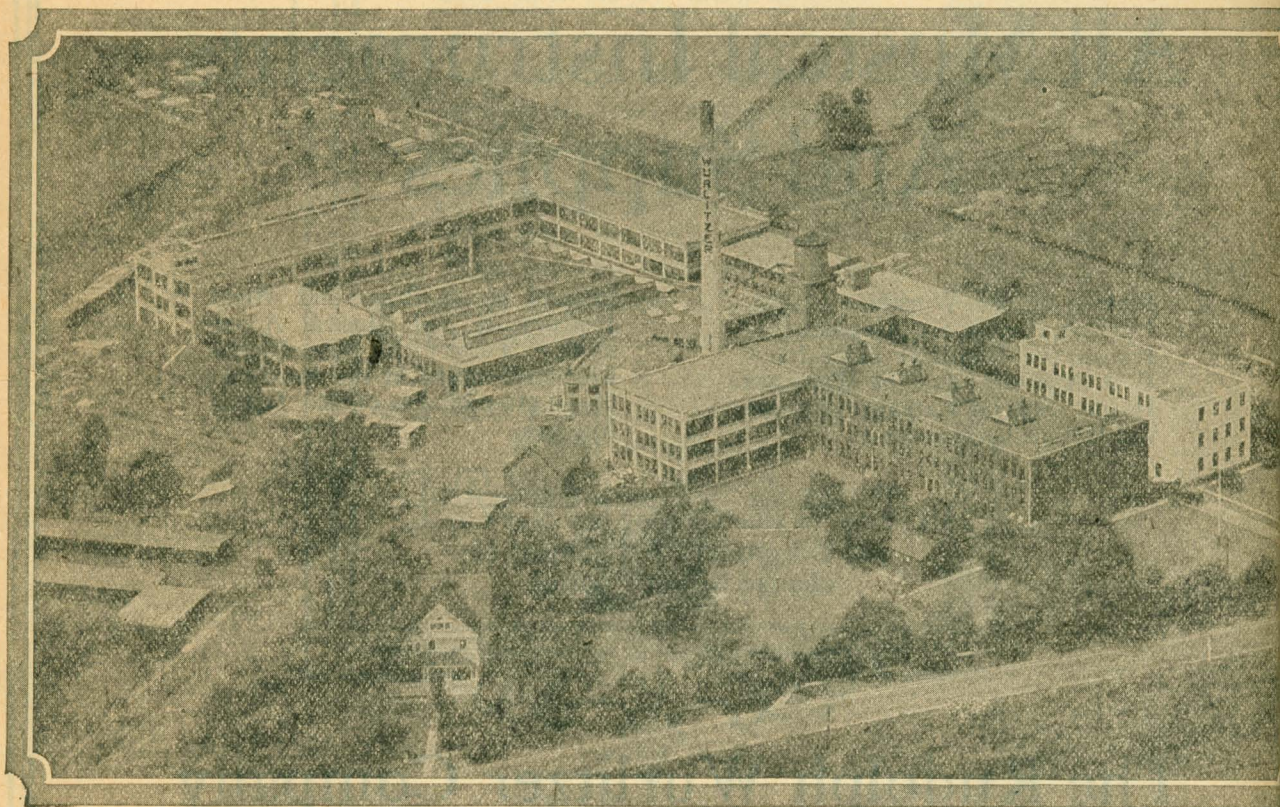
WURLITZER

is as Near to You as Your Mail Box

Wurlitzer maintains stores in nearly 30 cities. But if you do not live in a city where one of these stores is located it makes no difference. Wurlitzer can supply your needs direct the same as it has supplied the needs of thousands and thousands of people all over America. It makes no difference where you live, whether in the largest city or the smallest town, the House of Wurlitzer is no farther

away than your writing table. Today we are serving thousands and thousands of people all over the world.

Go through this catalog and select the instrument of your wish. Have it sent to you on trial on our liberal terms. You are not limited to what may be on the shelves in our store. The entire resources of the great House of Wurlitzer are at your disposal. Write and you can have anything you need that is musical, and at factory price.



The Wurlitzer Factory Group at Wurlitzer, Niagara County, New York. Picture Reproduced from a Photograph Taken from an Airplane

WURLITZER Quality

There are few institutions in America with resources as extensive as those of the House of Wurlitzer. We have everything musical and we have connections in every part of the world where musical instruments are sold. The Wurlitzer factory group at Wurlitzer, Niagara County, N. Y., covering 150 acres, is the world's most complete factory group devoted exclusively to the manufacture of musical instruments.

No matter what your need—no matter where you live—Wurlitzer is ready to supply you with everything musical.

The name of Wurlitzer is engraved upon the finest musical instruments that can be made. Wurlitzer buys the finest material and has the most perfect machinery.

Some of our musical instrument makers are the descendants of generations that have turned out musically perfect instruments that bear the brand Wurlitzer. From father to son our trusted instrument finishers have been makers of musical instruments.

The House of Wurlitzer has been making musical instruments for 200 years. From the great unit orchestra which one performer can obtain the majestic effects of full orchestra, Wurlitzer pianos and player-pianos, brass instruments, wood winds, violins, drums, down to angles and cymbals by native Turkish women, Wurlitzer makes them all. In an instrument bearing the name Wurlitzer you get finish and tone supreme, backed by two centuries of continuous artistic experience and skill.

200 Years of Instrument Making

Two centuries' experience and development in musical instrument making enable us to publish this book of wonderful values greater than anything ever offered before even by ourselves.

The House of Wurlitzer dates its business existence from the seventeenth century, when fame as a violin maker was won by Hans Andreas Wurlitzer. He was the great-great-grandfather of the present active heads of the family, and was himself a direct descendant of generations of craftsmen skilled in making the quaint lutes of earlier centuries. Ever since his time the name of Wurlitzer has been well known in the world of music.



Rudolph Wurlitzer Sr.



The Wurlitzer Building in Cincinnati, the handsomest edifice in the world devoted exclusively to musical instruments and supplies.

Rudolph Wurlitzer Sr. founded the present great musical house in America after completing his education at the Technical University, in 1852. He began by importing musical instruments. By cutting the outrageous profits previously charged by importers he established reasonable prices for musical instruments in America. From that date to the present the House of Wurlitzer has consistently maintained the price of musical instruments at the lowest point possible for reliable instruments.

The United States Government bought band instruments from Wurlitzer from the very first. Wurlitzer band instruments have played American troops to victory in every war this country has fought.

Rudolph Wurlitzer Sr. established the home office of the business in Cincinnati in 1856. Later full size branches were established in Chicago and New York. The principal factory is a town in itself at Wurlitzer, N. Y., on the New York Central Railroad. In more than thirty cities Wurlitzer is now represented by branch stores. From every Wurlitzer branch and from every Wurlitzer dealer you get the same price, the factory prices direct to you.

The Wurlitzer Building in New York, besides a complete stock of every kind of musical instruments, has the honor of housing the Wurlitzer collection of old violins, one of the great collections of the world. It includes masterpieces of Stradivarius, Amati, Guarnerius, Guadagnini, Bergonzi, Lupot and their contemporaries and successors. No violinist, visiting New York, should fail to spend all the time possible studying this magnificent assemblage, which is not excelled by any collection in the world.

What WURLITZER on a Musical Instrument Means to You

Wurlitzer is the largest general musical supply house in the world. Wurlitzer is the oldest firm in America selling musical instruments direct to the public. With its great resources Wurlitzer stands to you for two things—

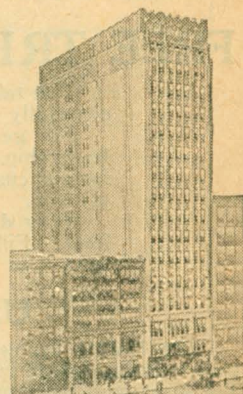
1. Wurlitzer sells the same instrument of the same quality for less money.
2. Wurlitzer for the same money gives far more and far higher quality.

Prove this for yourself in the following pages. We do not base this on some special offer, but on any offer in this book. Turn to any page and select any article. Study the value and the price.

Then send for the instrument on absolutely free trial. Play it a week in your own home as if it were your own. Compare it in every way. It is your privilege to return it at the end of the week and the trial will cost you not one penny.



The Chicago headquarters of the House of Wurlitzer in the imposing Wurlitzer Building at 329-331 S. Wabash Ave., in the heart of the musical section.



New Home of the Wurlitzer Company at 420 W. 42d Street, New York City. This is the largest building in the world devoted to musical instruments.

WE TEACH YOU TO PLAY

The Wurlitzer Music Lesson Certificate offers everybody an opportunity to study music, under the guidance of the most competent teachers in America. You can learn to play your favorite instrument and you can study right in your own home.

Anybody can learn to play an instrument by the aid of these easy mail order lessons. This system teaches you the very principles of music. The course takes you right from the very beginning and guides you, in easy stages, until you have mastered your instrument thoroughly.

You learn to play by notes and to read any piece of music. You are taught the standard method of reading music and the best method of playing each instrument. We give you a thorough musical education. We use no short cuts. We do not claim that the student can become an accomplished musician overnight. This would be a ridiculous statement. But you will be surprised how quickly you can play the pieces sent you, and you will find it a real pleasure to study this improved method.

Lesson certificates are furnished for the following instruments:

Cornet	Violoncello	Banjo
Slide Trombone	Mandolin	Ukulele
Piccolo	Banjo-Mandolin	Banjo-Ukulele
Flute	Guitar-Mandolin	Hawaiian Guitar
Clarinet	Guitar	Piano
Saxophone	Banjo Guitar	Organ
Violin		

Cornet lessons can be used for the Alto, Tenor, Valve Trombone, Mellophone, Baritone Bb and Eb Bass.



Take Advantage of this Great Opportunity. Lessons are Easy.

We take pleasure in offering this unusual opportunity to acquire a complete musical education and training at a nominal cost. We do This Only After a Most Rigid and Thorough Examination of the instruction offered, and we are absolutely convinced that such a correspondence course in music affords any student more rapid progress, a more complete and satisfactory musical training than can be obtained from the very best teachers in the average locality.

Our lesson certificates entitle you to a regular 60 cent lesson for the small sum of 12½ cents. In other words, you will receive a full two months' course of eight weekly lessons for the price of \$1.00. You save 47½ cents on each lesson.

When you receive the Wurlitzer Lesson Certificate you simply mail it to the Correspondence School mentioned thereon, together with a payment of \$1.00 for the first eight lessons. You are enrolled immediately by them, and they send you the first lesson and examination papers.

The other lessons are mailed you as fast as you complete them.

You are at liberty to discontinue the course at any time.

The special price of 12½ cents per lesson barely covers the actual cost of printing the lessons, the music and postage. This low price is made you only on the strength of the Wurlitzer Certificate. We save you 47½ cents on each lesson, which means that on a course of 52 lessons you save \$25.00. And the lessons are given you by the same teachers who charge their pupils from \$3.00 to \$8.00 per lesson, given in their own studios. Can you afford to miss this opportunity?

This Catalog is Valuable

Many of your friends may not be as fortunate as yourself in securing a copy of this book. Therefore, be generous, lend your help in selecting an instrument for them. Loan the catalog to anyone who may be wanting an instrument. You will pay you a hundredfold. If one or several of your friends play an instrument and you play the instruments together, you will enjoy it much better than if you played alone. We would be pleased to have the names of your friends interested in musical instruments.

FREE TRIALS—

You take absolutely **no risk** in ordering from the House of Wurlitzer. We ship on trial and cheerfully return every cent of your money if you are not perfectly satisfied with any purchase.

For generations this firm has enjoyed the highest reputation for business honor, integrity and leadership. THIS catalog contains the choicest lines of instruments we have ever been able to offer our customers. No matter what you need in the musical line the House of Wurlitzer will supply you.

Why delay another hour? Why postpone again getting that instrument you have wanted for so long? Fill out the free trial application now and select just the instrument you want and we will send it to you for a free trial.

U. S. Government Uses Wurlitzer Band Instruments

The United States Government is the most particular and exacting buyer in the world. The highest quality at the most consistent price is the double standard to which all things for governmental adoption and purchase must measure up. The price, no matter how low, does not interest the United States until the article or merchandise has passed the severest quality tests at the hands of experts. Inferior articles are never bought by the Government.

Uncle Sam demands and gets the best quality at lowest prices. He can not be deceived by low prices, out quality or by prices inflated to conceal lack of quality.

The United States Government buys Wurlitzer Instruments, and has done so for years.

What is Good Enough for Uncle Sam is no doubt Good Enough for YOU.

FIRST MAKE YOUR SELECTION After you have read the first pages of this catalog, turn to the instructions we offer and make your selection. No matter what you select, it is sent you on **One Week's trial**, so it must prove all that we claim. Your money back if the goods are not as represented.

TER YOUR SELECTION on our Free Trial Application we enclosed in this book. Write us should you more order blanks. Write Plainly so as to avoid the possibility of a mistake. Be sure to give correct shipping point, and any special information you wish to give write on a separate sheet. This is the Only Paper you will be required to fill out. This blank asks all the questions we wish to know, and should your shipping address be different than your postal address, be sure to state so.

ORDERS LESS THAN \$15.00 We do not open accounts for amounts under \$15.00. On such orders we ask for full payment to accompany same or \$2.00 good faith guarantee and order to be sent C. O. D. for balance.

For your careful guidance we illustrate here the correct way of filling out our Free Trial Application. You will find that it coincides with above instructions. By the use of this model you will insure action and avoid delay.

the specifies that Saxophone should be sent
by express. Should you be undecided as to
the best way to ship, then write "Cheapest
way" on this line.

For example, note that Saxophone costs \$22.00. Terms on opposite side show that down payment shall be \$22.00.

We allow one week to test the instrument. If dissatisfied, we will refund first payment instantly.

was a Wurlitzer American Saxophone in
brass finish at \$90.00. Everything is complete,
so that we will have no misunderstanding.

requiring more lines, we furnish special slips to be pasted on this blank. Write for them.

Be sure to write plainly your full name in your own handwriting.

must be filled in completely so that our mail can reach him.

therefore he has had his father sign the application.

HOW SHALL WE SHIP? State plainly on the blank by what means you want us to ship. The new parcel post rates allow packages to go a great deal cheaper than express, and our customers should state if they want shipment made by parcel post, express or freight.

SEND THE FIRST PAYMENT as explained on reverse side of order-blank. Balance payable in easy monthly installments. Very often our customers trade in their old instruments. In such a transaction, for our mutual satisfaction we should actually examine the instrument, as it is impossible to make an allowance from written descriptions. If you wish to trade your old instrument, send it to us with your name and address plainly marked on the package, and marked "For allowance." The full cash down payment is also required in such trades. It is advisable to send us a postal or express money order for the amount of all remittances. In no case send currency through the mails.

SIGN YOUR NAME plainly in pen and ink in the lines at the bottom of page and give your permanent postoffice address. A typewritten signature is not satisfactory. If you are a minor, have your parent or guardian sign also in the line at the extreme bottom of page.

THE RUDOLPH WURLITZER CO.

Gentlemen:

Please send me the article (s) I have listed below by address
(except, include, or postal zone)
so that I may try them out in my own way for six full days. This does not obligate me to
buy as it is merely a request for a free trial.

Enclosed herewith please find \$ 22.00 (Twenty two)
(This amount of deposit is in keeping with schedule on other side.)
which is to be returned to me if the goods do not prove satisfactory after I have tried
them out. My shipping Point is _____

If I should decide to buy the articles you are to keep the deposit as a first payment and I will pay the balance according to the schedule of easy payments shown on the Reverse Side of this application, with 6 per cent interest. The articles to remain your property until paid for in full.

If I decide not to buy, I will return the articles promptly and advise you accordingly. After my **Six Days Free Trial** have expired, if you do not hear from me, you will know that I have decided to buy and accept the very liberal easy payment plan as given on the reverse side of this application.

[illegible]

Kindly ship the above articles as soon as possible to

Name Wm C Beeler
Street 16 Fairfield St R. D. 3 Box 15
Town Christ County Ham State Ohio

If you are under age, have your parent or guardian sign below in his own handwriting.

READ OTHER SIDE CAREFULLY.

YOU CAN OPEN AN ACCOUNT BY SIMPLY FILLING OUT THE FREE TRIAL APPLICATION

AFTER YOUR SELECTION is made, in order to open an easy payment account for the amount of your order, we require that you fill out the other side of the blank. All information we want is asked for on this blank, and we urge that you answer the few brief questions carefully.

WE GIVE MANY references; all we ask of you is three references. You are privileged to write any or all of our references as to their opinion of our reliability. We have served the musical public of America for 65 years.

WE ASK YOU TO introduce yourself to us. This can be easily done by answering the few questions we have on the blank and giving us the names of three people with whom you (or your parents, if you are under age) have had business dealing will be sufficient.

THE TIME PAYMENT SCHEDULE should send with the order and also amount sent monthly, providing you decide to keep instruments after the six-day trial period.

WE DO NOT ALLOW discounts from our prices. We have fixed our prices down on a net basis to obviate trouble of figuring a discount from inflated prices. The advantage of sending in cash is that the customer avoids the 6% interest charged credit customers on the deferred payments.

WE DO NOT PAY compensations to persons opening accounts with us for influencing the sale of instruments. The Wurlitzer plan, the only fair plan, is one price to everybody, a commission to nobody.

THE OTHER SIDE OF THE BLANK

We show here the other side of the blank illustrated on the opposite page. This customer has answered all the questions, and he has introduced himself to us better than if he had personally called at our room.

WE INVITE YOU

to write our references. Find out our standing in the business world. These concerns know us and will be glad to give you any information you wish.

ALTHOUGH WE SHOULD

like to meet you personally and conduct you through our establishment, it is impossible, and as we must know with whom we are opening accounts, we ask that you give us your age, occupation, etc., so that we can make a mental picture of your personality.

NAME THREE REFERENCES

with whom you have had commercial dealings. Three people to whom we can refer as to your promptness in meeting financial obligations.

THIS IS THE TABLE OF EASY TERMS

This table shows the first payment and the subsequent monthly payments, on any amount from \$15.00 to \$200.00. Over \$200 write for special terms.

On the sample order blank we have marked out the \$90.00 line, which shows the payments the young man had to make on the saxophone mentioned on the order blank on the opposite page.

Let's Get Acquainted

When making a purchase on the time payment plan, it is only natural that you should want to know the kind of a firm you are dealing with, and in this connection we offer the following references: FIRST NATIONAL BANK, CINCINNATI, OHIO; FIRST NATIONAL BANK, CHICAGO, ILL.; ANY MERCANTILE AGENCY OR REPORTING SYSTEM, ANY BANK IN YOUR TOWN.

We, on the other hand, want to arrange matters at the very beginning and become thoroughly acquainted with you, so that you will be able to order any instrument or merchandise you may require by simply filling in this application with no further papers to sign.

WON'T YOU INTRODUCE YOURSELF TO US?

Just answer the following questions as fully as possible. That is all we ask.

Occupation *Cashier* By Whom Employed *Blanco Furniture Co.*
Age *18* Color and Nationality *White - American*
How long have you held your present position? *8 months* Are you Married? *No* Children? *2*
How long have you been in town? *all my life* Do you own property? *Father's*
Name of your bank *First National*

If you had an installment or charge account with us, state extent of the account and when opened
No

MY REFERENCES.

We ask you to give us confidentially the names of three merchants with whom you have had an installment or charge account and who know you personally. References from your home town are preferable; however, if you have lived elsewhere during the past three years, give the names of merchants from all places or residence during this period. Write names and addresses fully and legibly.

Name *J. Bell Grocer* Street *Main* City *Cheviot* State *Ohio*
Name *Lawrence Mfg. Co.* Street *"* City *"* State *"*
Name *Brown Merc. Co.* Street *Third* City *"* State *"*

Our Easy Payment Terms

Applying on sales of \$15.00 or more

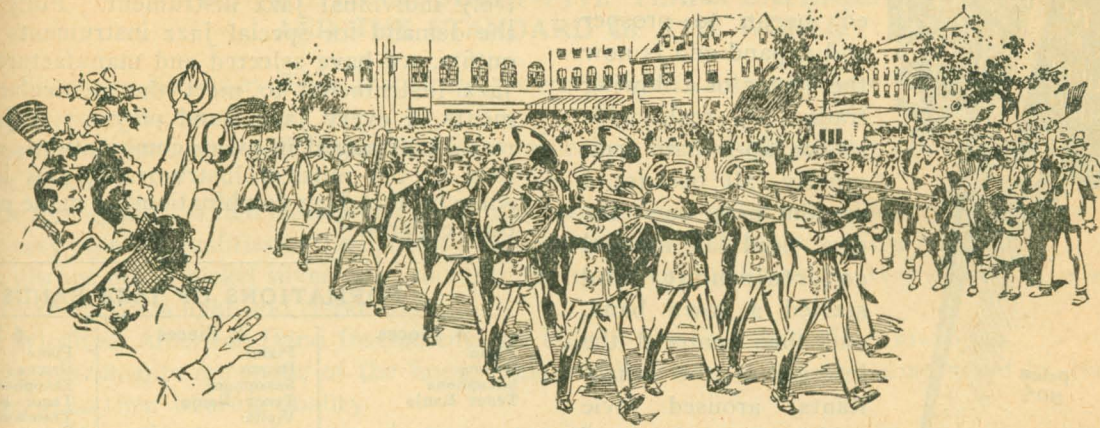
For your convenience, we have printed this table of terms showing amount of the deposit to be made with this application and the monthly payments you may send us to pay the balance. On a purchase amounting to \$42.52 the first payment would be \$10.52, the odd 52 cents being added to first payment shown on schedule; balance is payable at \$4.00 per month with interest that your bank would charge if you borrowed the money—6 per cent simple banking interest.

Amount Purchased		Deposit	Monthly Payments	Amount Purchased		Deposit	Monthly Payments
\$15.00 to	\$15.99	\$ 4.00	\$ 2.00	\$81.00 to	\$ 89.99	\$21.00	\$ 7.00
16.00 to	21.99	5.00	2.00	86.00 to	90.99	22.00	7.00
22.00 to	23.99	5.00	2.50	91.00 to	100.99	25.00	7.00
24.00 to	24.99	6.00	2.50	101.00 to	110.99	28.00	7.00
25.00 to	32.99	7.00	3.00	111.00 to	120.99	30.00	7.00
33.00 to	35.99	8.00	4.00	121.00 to	130.99	33.00	7.00
36.00 to	40.99	9.00	4.00	131.00 to	140.99	35.00	7.00
41.00 to	45.99	10.00	4.00	141.00 to	150.99	38.00	7.00
46.00 to	50.99	11.00	4.00	151.00 to	160.99	40.00	7.00
51.00 to	53.99	12.00	4.00	161.00 to	170.99	43.00	7.00
45.00 to	55.99	14.00	5.00	171.00 to	180.99	45.00	7.00
56.00 to	65.99	15.00	5.00	181.00 to	190.99	48.00	7.00
66.00 to	75.99	17.00	6.00	191.00 to	200.00	50.00	7.00
76.00 to	80.99	19.00	7.00	(On orders under \$15.00, Please send cash.)			

(On orders under \$15.00, Please send cash.)

Cincinnati • The Rudolph Wurlitzer Company • Chicago

The Brass Band



Martial Music Inspires Everybody

There is nothing that rouses the universal enthusiasm everybody as does a spirited band.

Men, women and children, of every age and of every sex, rush to the window or to the sidewalk edge to hear the band.

The crowd gathers by irresistible attraction to hear a band playing in a public park.

With quickened pulse and brightened eyes all human beings listen to the band. The fascination of martial music, the band, on parade, or playing operatic or popular music in the park or in the auditorium, is universal. Its charm is never-failing.

Demand for Bands Greater Today Than Ever Before

Today the band is even more important in American life than it ever was before. The millions of American citizens who have lived to the music of the bands thru the most tremendous events in their lives will not be satisfied without band music.

In every community that has not a band there is a demand now for band music. Every community that has a band wants bigger and more bands.

Music in a community means attractiveness, prosperity and growth.

Every city, town and village in America must have a band. It must have a band for its soldiers and civic bodies to march by. It must have a band to give a voice to the community. To be without a band is to be dumb, backward, uncivilized. It is to be deprived of the greatest pleasure which all can enjoy in common, and a pleasure which can be enjoyed at very small cost.

Bands Make Prosperous Communities

America knows now as never before the wonderful uniting, elevating, inspiring influence of band music on the community.

Organize a band or an orchestra in your own community—in your own club or lodge. Do a public service and make money for yourself.

WURLITZER Aids You

In Every Way to Organize a Band or Orchestra

Your problem about organizing a band or orchestra, whether it is in connection with getting the players together, or a financial problem about getting the instruments, will be handled for you by our experts. We have a department experienced in that work which will do everything you need. We make everything easy and simple for you. We are ready and glad to give you all the help you require. There is absolutely no charge for this service. And, remember, all Wurlitzer prices for instruments are factory prices direct. The saving is tremendous. The easy terms make payments so small you will never miss them.

The Bandman's Opportunities

The opportunities for quick advancement and money making, and future independence for a bandman, are apparent to all who have noticed the constantly increasing demand for musicians throughout the country. The present time is simply the beginning of an era of great musical development and progress in America.

Who Should Belong

The only vital question as to "who should belong" to a band is that those who join should be music lovers, capable of making the finished musician. Any boy who is intelligent enough and wants to practice or any man who will do these things will make a good member of the band. There is no age limit. Anybody, with but few exceptions, if he loves music, can learn to play well if he will only study and practice.

Aid to Health

A great advantage in joining a band is its unquestioned benefit to the player's health. Many thin chested, weak-

lunged men have become broad shouldered, vigorous specimens through membership in bands. Marching and playing wind instruments is endorsed as one of the greatest developers of strong lungs.

Points on the Selection of Instruments

Never fail to take into consideration the quality and the reputation back of the instruments you purchase.

Wurlitzer instruments come to you from the oldest firm that sells direct to the public in America. They come to you at factory prices. Instruments with quality in them cannot be made cheaper. Do not try to buy instruments below Wurlitzer prices. Our 200 years of experience are back of our method of putting instruments at the very bottom, bed-rock prices consistent with quality. And you pay no profit directly or indirectly to any kind of middleman, jobber or dealer.

Prove it for yourself. Judge for yourself. We back our claim by sending you the instrument on trial. See them for yourself and return at our expense if you wish.



A certain middle-west town that was dead, the joke of the county, was suddenly awakened, began to prosper and expand and is now the center of a flowing trade. A real, wide awake, up-to-date community, all because a certain man saw the dire need of musical entertainment, and started a town band, and thus centered the interest of the inhabitants, aroused civic pride, attracted out of town trade.

FREE—Send For This Book

Every help that you could possibly imagine has been developed to assist you. A glance through this book will convince you of our determination to help you organize a successful band, and increase your own influence and income.

The word "Jazz" means speeding up, added liveliness and snap in music. To correctly produce these very necessary requirements of Jazz music each instrument of a Jazz Band must be a distinctly individual Jazz instrument. Fully realizing the demand for special Jazz instruments and outfits, we have selected and manufactured special Jazz instruments to meet the particular requirements of every Jazz Band player. A Jazz band may be arranged in many combinations, with four to ten musical instruments; and below are some correct Jazz combinations as made out by our own experts.

FORMATIONS OF JAZZ BANDS

4 Pieces	5 Pieces	6 Pieces
Piano Drums Saxophone Tenor Banjo	Piano Drums Saxophone Tenor Banjo Violin	Piano Drums Saxophone Tenor Banjo Trombone Cornet
7 Pieces	8 Pieces	10 Pieces
Piano Drums Saxophone Tenor Banjo Trombone Cornet Marimba	Piano Drums Saxophone Tenor Banjo Violin Trombone Cornet Marimba	Piano Drums Alto Saxophone C Mel. Saxophone Tenor Banjo Violin Trombone Cornet Marimba Clarinet

FORMATIONS OF BANDS, ACKNOWLEDGED BY BANDMEN TO GIVE BEST RESULTS

Band of 6	Band of 7	Band of 8	Band of 9	Band of 10	Band of 11
2 Bb Cornets 1 Eb Alto 1 Bb Tenor or Trombone 1 Bb Baritone 1 Eb Bass	2 Bb Cornets 2 Eb Altos 1 Bb Tenor or Trombone 1 Bb Baritone 1 Eb Bass	2 Bb Cornets 2 Eb Altos 2 Bb Tenors or Trombones 1 Bb Baritone 1 Eb Bass	1 Bb Clarinet 2 Bb Cornets 2 Eb Altos 2 Bb Tenors or Trombones 1 Bb Baritone 1 Eb Bass	1 Bb Clarinet 3 Bb Cornets 2 Eb Altos 2 Bb Tenors or Trombones 1 Bb Baritone 1 Eb Bass	1 Eb Clarinet 2 Bb Clarinets 2 Bb Cornets 2 Eb Altos 2 Bb Tenors or Trombones 1 Bb Baritone 1 Eb Bass
Band of 12	Band of 13	Band of 14	Band of 15	Band of 16	Band of 17
1 Eb Clarinet 2 Bb Clarinets 2 Bb Cornets 2 Eb Altos 2 Bb Tenors or Trombones 1 Bb Baritone 1 Bb Bass or Trombone 1 Eb Bass, large	1 Eb Clarinet 3 Bb Cornets 2 Bb Clarinets 2 Eb Altos 2 Bb Tenors or Trombones 1 Bb Baritone 1 Bb Bass 1 Eb Bass	1 Eb Clarinet 2 Bb Clarinets 3 Bb Cornets 3 Eb Altos 2 Bb Trombones or Bb Tenors 1 Bb Baritone 1 Bb Bass 1 Eb Bass	1 Eb Piccolo 1 Eb Clarinet 2 Bb Clarinets 3 Bb Cornets 3 Eb Altos 2 Bb Trombones or Bb Tenors 1 Bb Baritone 1 Eb Bass 1 Eb Bass	1 Eb Piccolo 1 Eb Clarinet 2 Bb Clarinets 4 Bb Cornets 3 Eb Altos 2 Bb Trombones or Bb Tenors 1 Bb Baritone 1 Eb Bass 1 Eb Bass	1 Eb Piccolo 1 Eb Clarinet 4 Bb Clarinets 4 Bb Cornets 3 Eb Altos 4 Bb Trombones or Bb Tenors 1 Bb Baritone 1 Eb Bass 1 Bb Bass

NOTE—Drums, Cymbals, Saxophones and other instruments may be added to the above as desired. For best results, substitute the Flute for the Alto.

ORCHESTRA FORMATIONS

Orchestra of 6	Orchestra of 8	Orchestra of 10	Orchestra of 12	Orchestra of 14	Orchestra of 16
1 1st Violin 1 2nd Violin 1 String Bass 1 Clarinet 1 Cornet Drums	2 1st Violins 1 2nd Violin 1 String Bass 1 Clarinet 1 Cornet 1 Trombone Drums	2 1st Violins 1 2nd Violin 1 Cello 1 String Bass 1 Flute 1 Clarinet 1 Cornet 1 Trombone Drums	2 1st Violins 1 2nd Violin 1 Viola 1 Cello 1 String Bass 1 Flute 2 Cornets 1 Trombone 1 Clarinet Drums	3 1st Violins 2 2nd Violins 1 Viola 1 Cello 1 String Bass 1 Flute 2 Cornets 1 Trombone 1 Clarinet Drums	4 1st Violins 2 2nd Violins 1 Viola 1 Cello 1 String Bass 1 Flute 2 Clarinets 2 Horns 2 Cornets 1 Trombone Drums

The combinations pointed out in the foregoing table cannot be considered as a standard rule, but are only founded on general principles.

WURLITZER AMERICAN Band Instruments

THE FRUITS OF SIXTY-FIVE YEARS EXPERIENCE
AND THE STANDARD OF THE WORLD

The Wurlitzer American Band Instruments were designed with reference to quality and without the slightest reference to cost.

These instruments possess individuality and musical quality which is not to be found in instruments of other make.

Their tone quality is rich throughout the entire compass and has a marvelous carrying power. Yet they have the easy blowing qualities of the lightest instruments and the durability of the heaviest.

The pistons are of nickel silver, are ground in their own casings so that a very perfect fit is assured; and the valve action is light and responsive.

The Wurlitzer American Band Instruments are built in the Standard 435-A low pitch.

These instruments are made of the finest brass obtainable, and are also guaranteed by the Wurlitzer guarantee as to their wearing quality.

Compare these Wurlitzer American Instruments with others at our expense, as we feel that after you have made a comprehensive test of them, you will agree with us, that there are no brass instruments as good as these at any price.

Lyric Band Instruments

Next to the Wurlitzer American, the Lyric represents our best grade of band instruments.

The instruments are made in medium bore and weight, braced and reinforced throughout; and the tubing is formed to meet every scientific principle of acoustics, avoids sharp turns, giving a free air passage. The balance of the instrument is perfect, and very comfortable to hold while playing.

The tone is absolutely true throughout the entire register, and whether an upper or lower tone, it can be produced without splitting, weakening, or thinning out.

The faultless valve action, easy blowing qualities, rich tone and perfect tune, inspires the player with a degree of certainty and confidence.

Remember we are the manufacturers, and sell directly to the consumer. We buy materials in large quantities, thus affording us a considerable saving, and we are therefore able to give the purchaser the benefit of this saving.

Give one of the Lyric Instruments a six days trial and you will be convinced of all our claims we have made. Each Lyric Instrument is guaranteed to give absolute and lasting satisfaction.

Professional Band Instruments

Now we come to the Professional Grade Band Instruments. These are the most remarkable values in America and unquestionably the best medium priced instruments obtainable. All the good qualities found in the higher priced instruments of other makes are embodied in the Professional Instruments.

The tone is free, full and brilliant. The valve action is light and responsive.

The materials used in the construction of the Professional Line of instruments are the best which can be secured, the metal is drawn out, spun and welded by the same workmen whose long experience in the making and constructing of band instruments, has enabled them to know exactly what a professional musician expects from an instrument of this kind.

The pistons are all of nickel silver, faultlessly and carefully made, and are individually ground to fit their casings. Slides are all fitted with absolute precision. All stays, joints supports and similar trimmings are most carefully brazed and finished.

Each instrument is guaranteed to give absolute and perfect satisfaction. This should mean something to you, as you can keep the instrument for six days and then if not satisfied return it in good condition, and we will refund your money at once.

**WURLITZER AMERICAN
MUSICAL CORNET OUTFIT
No. 100**

Built in low pitch, Bb with quick change to A. This instrument is noted for its balance, tone, ease of playing, perfect tune, perfectly fitted and adjusted valves insuring a light and noiseless valve action. Length 16 $\frac{1}{4}$ inches, Bell diameter 4 $\frac{3}{4}$ inches.

25% Down 6 Days Free Trial

Cornet outfit is shipped to you upon receipt of a 25% down payment, balance on very easy terms. Keep instrument for six days, examine it thoroughly, put it to every test you can think of; and then if not satisfied return the instrument and we will refund your deposit at once.

For description of finishes, see page 21.

Price for outfit (8 pieces), as illustrated:

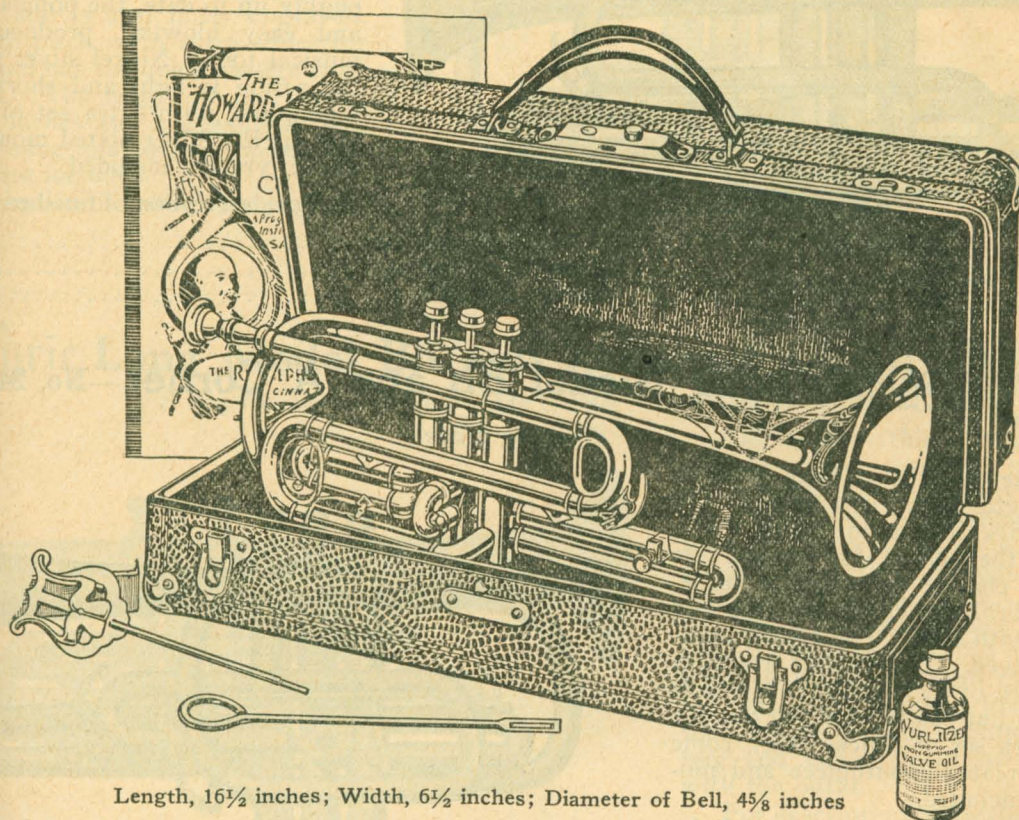
Finish A.....	\$70.00
Finish BB.....	85.00
Finish C.....	95.00
Finish D.....	130.00



Lyric Long Model Bb and A Cornet

Outfit No. 1550

A High-Grade American Made Cornet at a Medium Price



Length, 16½ inches; Width, 6½ inches; Diameter of Bell, 4½ inches

The tonal quality of this instrument combines the brilliant and carrying power of the trumpet, but retains the beauty and compactness of the cornet. It is free playing, with just enough resistance to give the assurance that tones can be forced without splitting or weakening. Absolute accuracy in tune in either Bb or A, high or low pitch, makes it the most practical model. The change to A is conveniently made and accomplished with astonishing rapidity.

- Finish I—Brass; highly polished. **\$40.00**
 Price.....
 Finish III—Triple silver-plated over all, sand blast velvet
 finish; interior of bell hand burnished. **\$49.00**
 Price.....
 Finish IV—Triple silver-plated over all, sand blast velvet

finish; interior of bell gold plated and hand
 burnished. Price **\$52.00**

- Finish V—Triple silver-plated over all, sand blast velvet
 finish; interior of bell, valve caps, water key and mouth-
 piece gold-plated and hand burnished. **\$55.00**
 Price.....

EASY TERMS: 6 DAYS' FREE TRIAL

The Complete Lyric Cornet Outfit, consisting of the following extras:

Book of Instructions—The Howard Professional Tutor, which teaches you to read notes and to play the popular and standard music of the day.

Bottle of Valve Oil—Especially prepared. The best to be had.

Extra Mouthpiece—Silver-plated mouthpiece which you can always use.

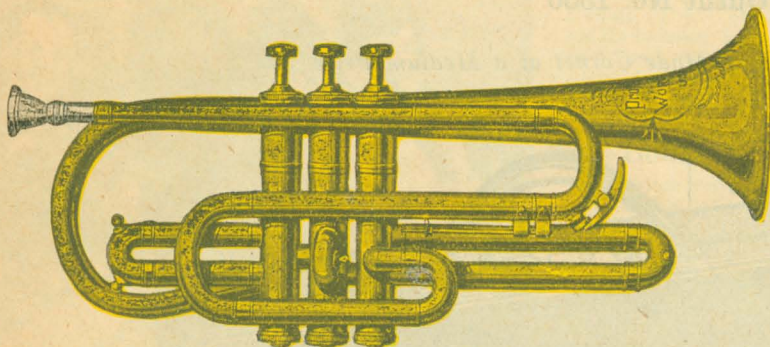
Music Lyre—Holds music conveniently for playing. Indispensable to musician in band.

Valve Cleaner—Designed to fit exactly the tubes of the Cornet.

Case—The case is Keratol-covered, velvet-lined, and is center opening. A case to be proud of

Professional American Model Bb and A Cornet—No. 2420

American Made



This Cornet, while inexpensive, used by thousands of players, and the most widely known among the priced cornets. This Cornet is roughly up to date, the popular style and easy blowing, producing a musical tone. Nickel silver pistons the action is light and short. Bu high pitch, with extra set of sleeve low pitch. Silver-plated mouthpiece music lyre are included.

For description of finishes see page

PRICES

Finish I	\$17.50
Finish II	20.00

Finish III	\$
Finish IV	s
Finish V	s

Professional Long Model Bb and A Cornet—No. 2425

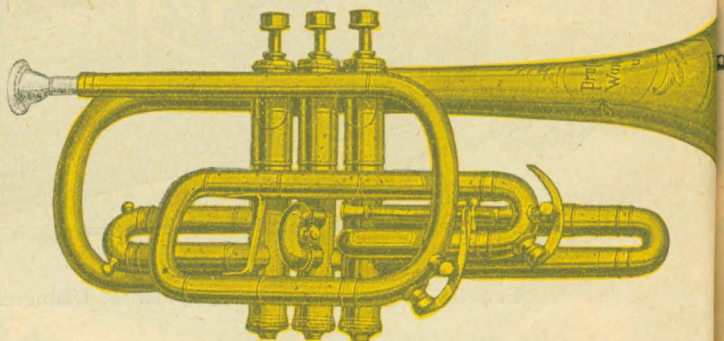
American Made

This Cornet is built on long, graceful lines, its length being $14\frac{1}{8}$ inches, and being only $5\frac{7}{8}$ inches in width. The diameter of the bell is $4\frac{3}{8}$ inches. It has a quick change from B flat to A. The tone is brilliant, clear, and full, and is produced with ease. The bell is handsomely engraved. The pistons are light acting and are of nickel silver. Is built in high pitch, but can be changed quickly with the extra set of slides, which come free. Silver-plated mouthpiece and music lyre are included.

For description of finishes see page 21.

PRICES

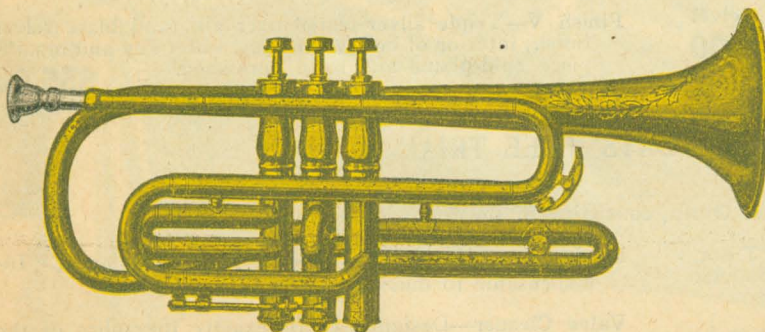
Finish I	\$25.00
Finish II	27.50



Finish III	is
Finish IV	is
Finish V	

Professional Long Model Bb and A Cornet—No. 12622

American Made



For ease of blowing, for clarity for bigness of tone, this Cornet is popular. The system of air passage arranged to get best tonal results. diameter of the bell is $4\frac{5}{8}$ inch cleverly hand engraved. The leng $16\frac{1}{2}$ inches, and the width is $6\frac{1}{2}$ in. The pistons are of nickel silver. valve buttons are pearl inlaid. Bu high pitch with extra set of sleeve low pitch. A silver-plated mout and music lyre are included.

For description of finishes see page

PRICES

Finish I	\$25.00
Finish II	27.50

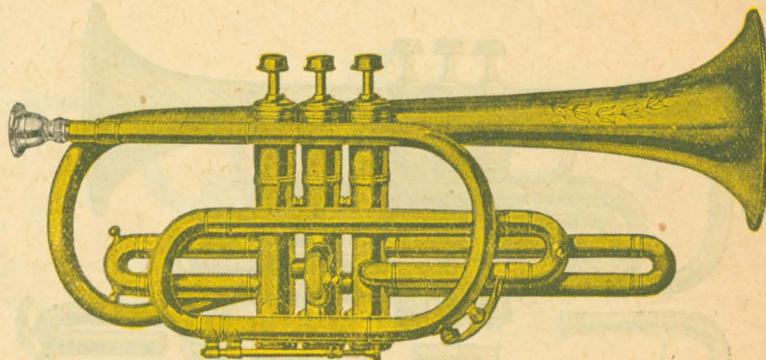
Finish III	
Finish IV	
Finish V	

Lyric Improved Model Bb and A Cornet—No. 500

American Made

All tones are clear and produced with ease. The valve action is responsive and reliable, being made of silver. The diameter of the bell is 4 7/8 inches, and is also finely engraved. It is in high pitch, with extra slides for pitch; and has the quick change from Bb to A. The length of the instrument is 15 inches and the width is 6 1/2 inches. A silver-plated mouthpiece and music lyre are included.

For description of finishes see page 21.

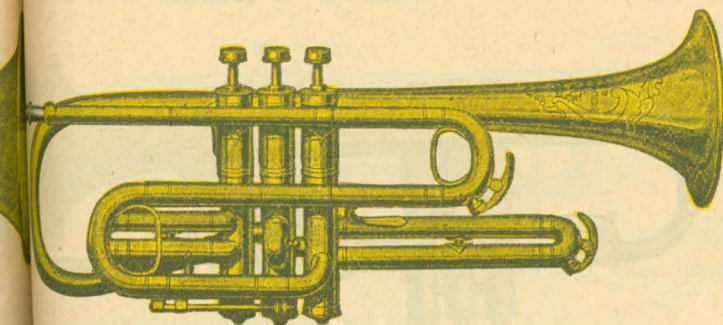


PRICES

Finish I	\$30.00	Finish IV	\$42.00
Finish III	39.00	Finish V	45.00

Lyric Long Model Bb and A Cornet Outfit—No. 550

A High Grade American Made Cornet—At a Medium Price.



The tone of this instrument has the brilliance and carrying power of the trumpet, but has the beauty and compactness of the cornet. Absolute accuracy in tune in either B flat or A, high or low pitch, makes this instrument very reliable. One can change to A with ease and quickness. It has a low pitch tuning slide. The length is 16 1/2 inches, and the width is 6 1/2 inches, and the diameter of the bell is 4 5/8 inches. Pearl finger buttons, silver-plated mouthpiece, music lyre and velvet lined case are included with the outfit.

For description of finishes see page 21.

PRICES

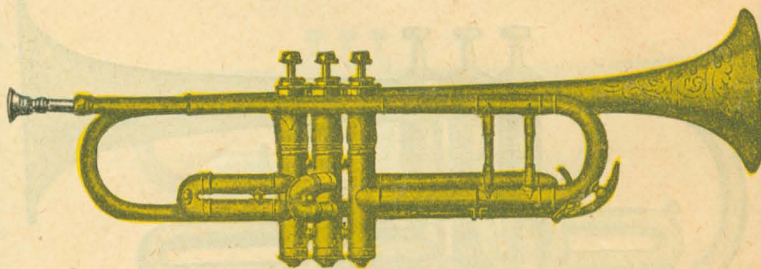
Finish I	\$40.00	Finish IV	\$52.00
Finish III	49.00	Finish V	55.00

Lyric Trumpet Model Bb and A Cornet Outfit—No. 560

A High Grade American Made Cornet—Built in Low Pitch Only.

This Trumpet Model Cornet has no turns, crooks or slides, which makes it unsurpassed for ease of playing, bright, brilliant, powerful tone. Low pitch Bb with quick change to A. The quick change device is so constructed that it is in any way interfere with the wind passage by introducing short bends and curves. The length is 18 inches, the width is 6 inches, and the diameter of the bell is 4 5/8 inches. Pearl finger buttons, silver-plated mouthpiece, music lyre and velvet lined case in the

For description of finishes see page 21.



PRICES

Finish I	\$60.00	Finish IV	\$72.00
Finish III	70.00	Finish V	75.00



**WURLITZER AMERICAN
MUSICAL TROMBONE OUTFIT
No. 101**

Built in high pitch. Inner slides are made of a specially prepared metal, assuring long wearing quality, will not spring as easily as other metals, making it almost impossible for the slide to bend or become out of alignment. The outer slides are made of the best grade brass tubing, nickel plated, and so constructed as to fit the inner slide perfectly. The action is exceptionally light and practically frictionless. It is perfectly in tune in all positions and has a remarkably big, full, and rich tone. The bell is very handsomely engraved.

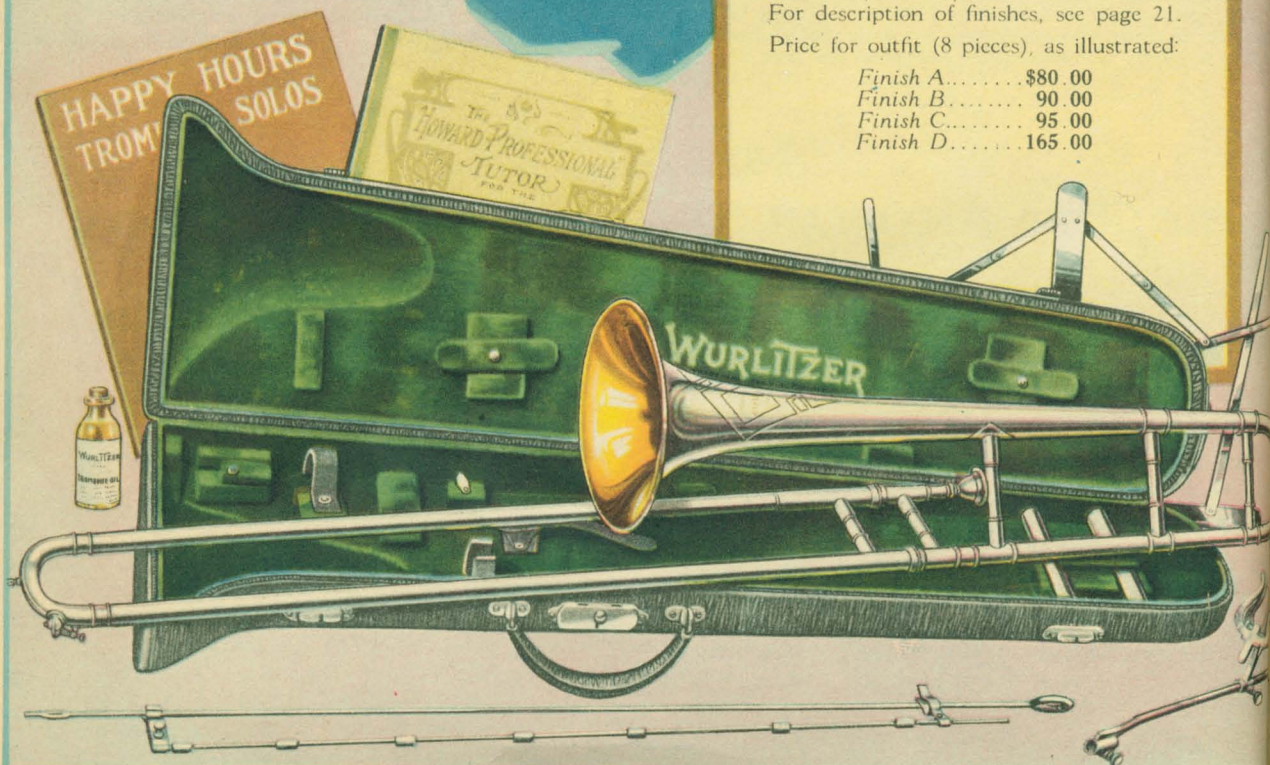
**25% Down
6 Days Free Trial**

Pay 25% down, and we will ship the Trombone Outfit to you at once. Play the instrument in your home, test it, enjoy it, and know that it is just what you have been looking for. Then if at the end of six days you are not satisfied, you return the trombone to us in good condition and we will refund your deposit at once. If you decide to keep the instrument you will find the terms reasonable.

For description of finishes, see page 21.

Price for outfit (8 pieces), as illustrated:

Finish A.....	\$80.00
Finish B.....	90.00
Finish C.....	95.00
Finish D.....	165.00



FINISHES OF BAND INSTRUMENTS

WURLITZER AMERICAN Band Instruments

sh A—Brass; highly polished neatly engraved pattern on bell

sh B—Quadruple silver-plated, sand blast velvet finish over all; interior of bell, engraving ferrules, water keys, valve caps, and knobs are hand burnished; finger tips are pearl inlaid.

sh BB—Quadruple silver-plated all over, sand blast velvet finish; interior of bell gold plated and hand burnished; all engraving, ferrules, valve caps, water keys, and knobs are hand burnished; finger tips are pearl inlaid.

Finish C—Quadruple silver-plated, sand blast velvet finish over all; interior of bell, ferrules, engraving, valve caps, finger tips and water keys are gold plated and hand burnished; finger tips are pearl inlaid.

Finish. D—Finish de Luxe. Quadruple gold plate, sand blast velvet finish over all; interior of bell, finger tips, water keys, ferrules, and knobs are hand burnished; a beautiful design covers most of the bell; finger tips are inlaid with pearl.

Lyric Band Instruments

sh I—Brass; highly polished.

sh III—Triple silver-plated all over, sand blast velvet finish; interior of bell is hand burnished.

sh IV—Triple silver-plated over all; sand blast velvet finish; interior of bell

gold-plated and hand burnished.

Finish V—Triple silver-plated over all; sand blast velvet finish; interior of bell, valve caps, water key and mouthpiece gold-plated and hand burnished.

Professional Band Instruments

sh I—Brass; highly polished.

sh II—Nickel-plated; highly polished.

sh III—Triple silver-plated over all; sand blast velvet finish; interior of bell is hand burnished.

Finish IV—Triple silver-plated; sand blast velvet finish; interior of bell gold-plated and is hand burnished.

Finish V—Triple silver-plated; sand blast velvet finish; interior of bell, valve caps, water key and mouthpiece is gold-plated and is hand burnished.

WURLITZER AMERICAN
"C" MELODY
MUSICAL SAXOPHONE OUTFIT
No. 200

Popular music, hymns, etc., written for the Piano, Violin, Organ, or Voice, can be played on this saxophone without transposing. This C Melody Saxophone is built in low pitch and has the new Automatic Single Octave Key. The keys are inlaid with Mother-of-Pearl.

25% Down 6 Days Free Trial

For the small down payment of 25% we will ship this wonderful C Melody Saxophone to you, and you then may test it and play it for six days to see if it is as you expected it to be. If then you are not satisfied, we will return your deposit upon receipt of instrument.

For description of finishes, see page 21.

Price for outfit (9 pieces), as illustrated.

Finish A.....	\$105.00
Finish B.....	150.00
Finish C.....	172.00
Finish D.....	205.00



THE WURLITZER
PROFESSIONAL TRAP DRUM
OUTFIT No. 250

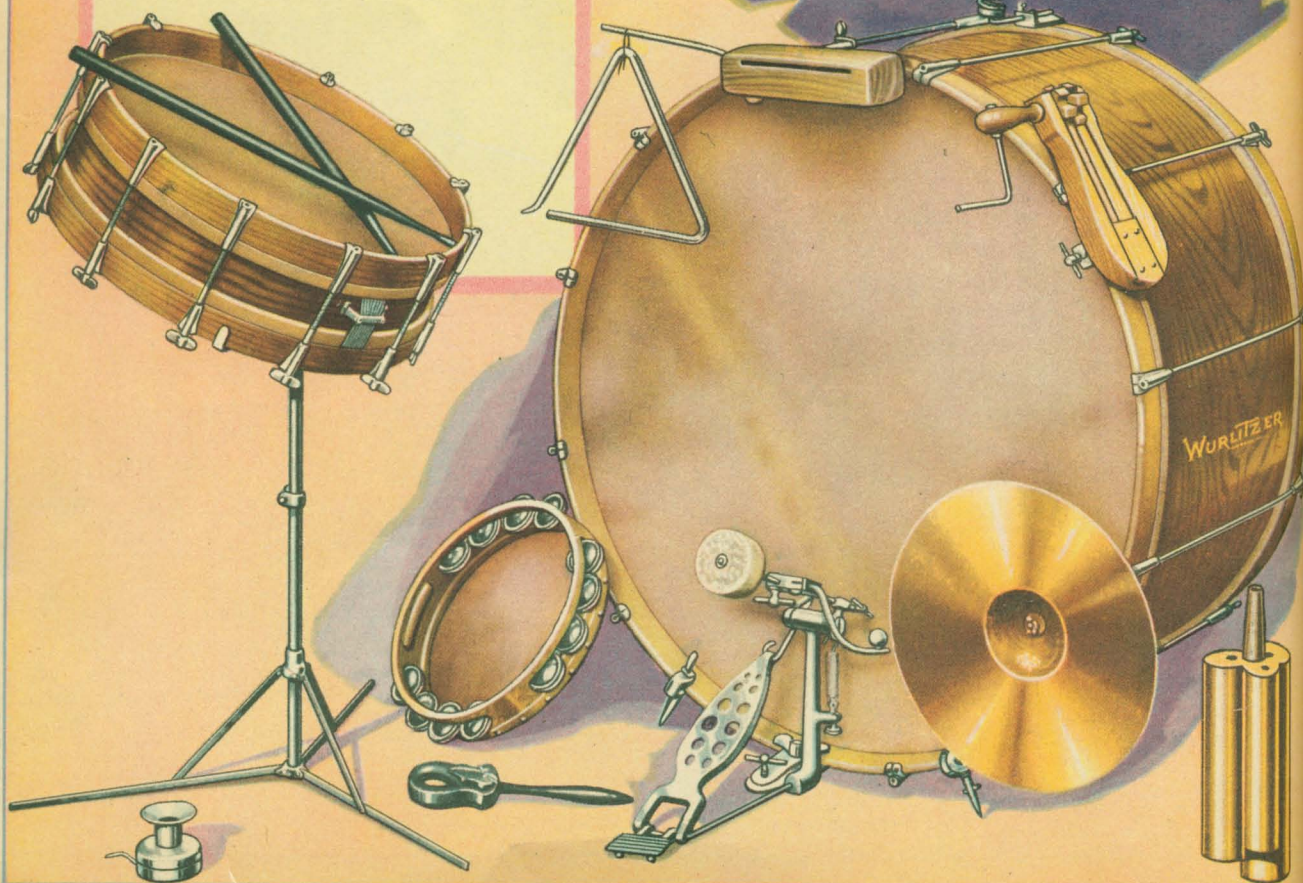
This outfit complete in every way, meets the needs and requirements of the modern drummer. Upon payment of a small sum we will send this outfit to you for your inspection and you have six full days in which to test it and prove to your own satisfaction, that this outfit is the very best that can be obtained. The terms—

\$6.00 Monthly

are such exceptionally easy terms. Then should you by chance find that it does not completely satisfy you, you can return it and we will refund your deposit. This is what you get: a snare drum, 15 x 3; a bass drum, 26 x 14; 6-inch triangle, holder and striker; Chinese block and attachment; 15-inch Chinese crash cymbal with patented spring crash holder; police rattle; set of spikes; tambourine; castanets; boat whistle; cyclone whistle; metal squawker; automatic snare drum stand; high grade American cymbal; and beater of light weight giving a rapid action and easily attached to the drum.

Price of outfit as illustrated **\$80.00**

The Standard of the World.



**THE WURLITZER
CREMONA VIOLIN OUTFIT
No. 300**

The wood is of fine old tone wood, chosen for its tonal value and fine grain. The varnish is of a rich lustre, and of the highest quality which improves in appearance with years of use.

\$4.00 Monthly

This Wurlitzer Cremona Complete Violin Outfit will be shipped to you for six days free trial. The down payment is only \$12.00, and the terms are \$4.00 a month. Play the violin for six days as if it were your own, compare it with other makes, and examine the complete outfit, and see what a tremendous value you receive. Be fully convinced that it is the greatest value offered in the entire country. This is what is included with the \$50.00 Cremona Violin—a seal grained Keratol covered violin case; a conservatory bow; nickel plated automatic telescopic music stand; Mazas Complete Violin Instructor; Wurlitzer rosin; chin rest; set of tuning pipes; ebony violin mute; fingerboard chart; book of popular violin pieces; all with the Cremona Violin for \$50.00.



THE WURLITZER
MUSICAL UKULELE OUTFIT
No. 475

Made of the highest grade flamed mahogany throughout, beautifully finished and hand polished. Sound hole is bound with black and white celluloid and decorated with three rings of inlay. The top, back, and sides are inlaid with a narrow strip of white celluloid. The neck and bridge are made of mahogany and the pegs of ebony

\$6.00 Down Payment

We will ship this wonderful Ukulele Outfit to you, and for six days you can play it, and compare it with other makes, and see how musically perfect this instrument is. The terms are exceptionally easy—\$6.00 down and \$2.00 a month. Be fully convinced that this is the greatest Ukulele value being offered. You will also find that it is one of the easiest instruments to play. With the Ukulele you get a side opening Keratol covered, velvet lined case; a felt pick, complete set of strings; tuning pipe; instruction book and a book of solos for the Ukulele.

Price.....\$25.00



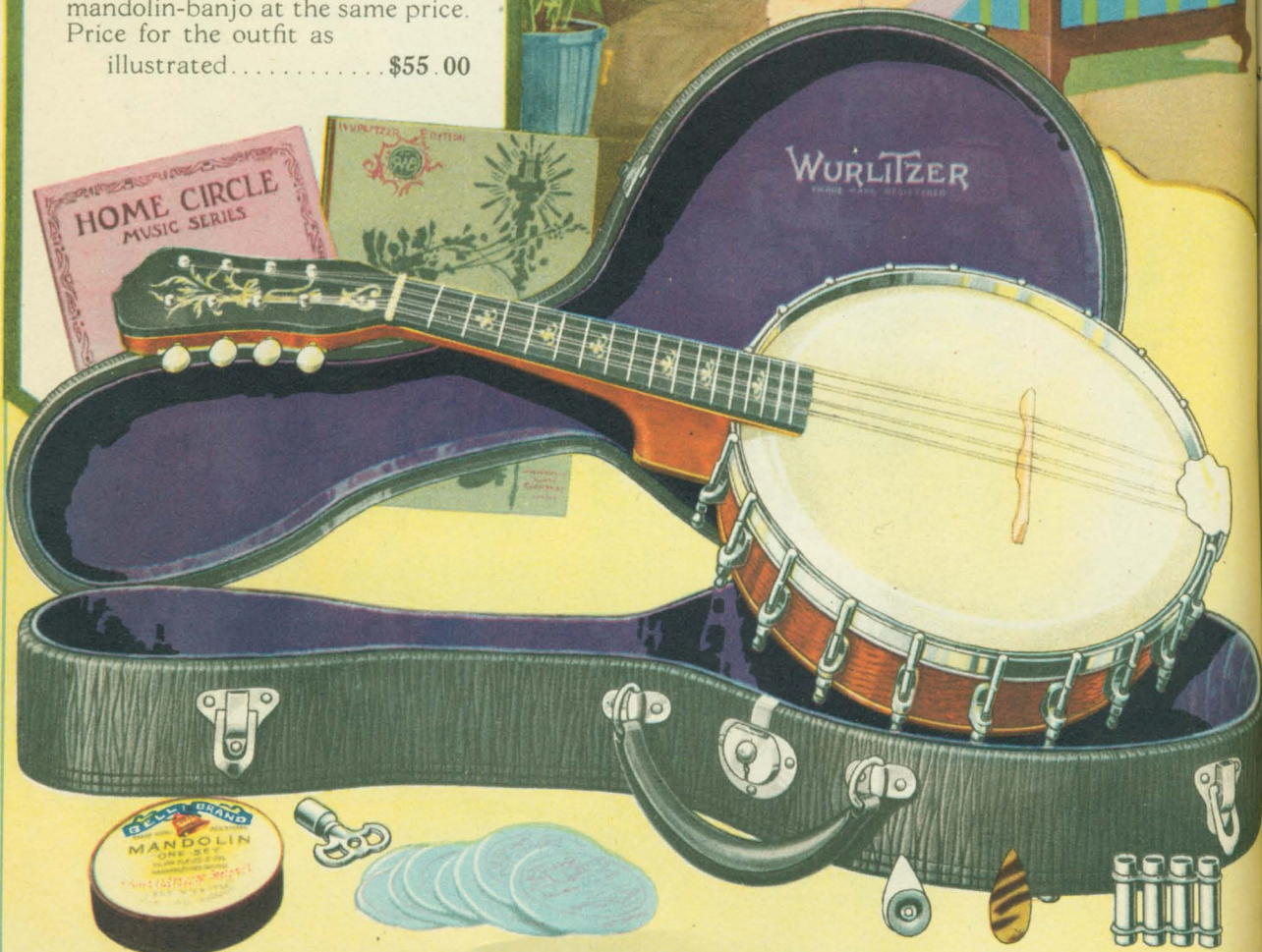
**WURLITZER MUSICAL
MANDOLIN - BANJO OUTFIT**
No. 400

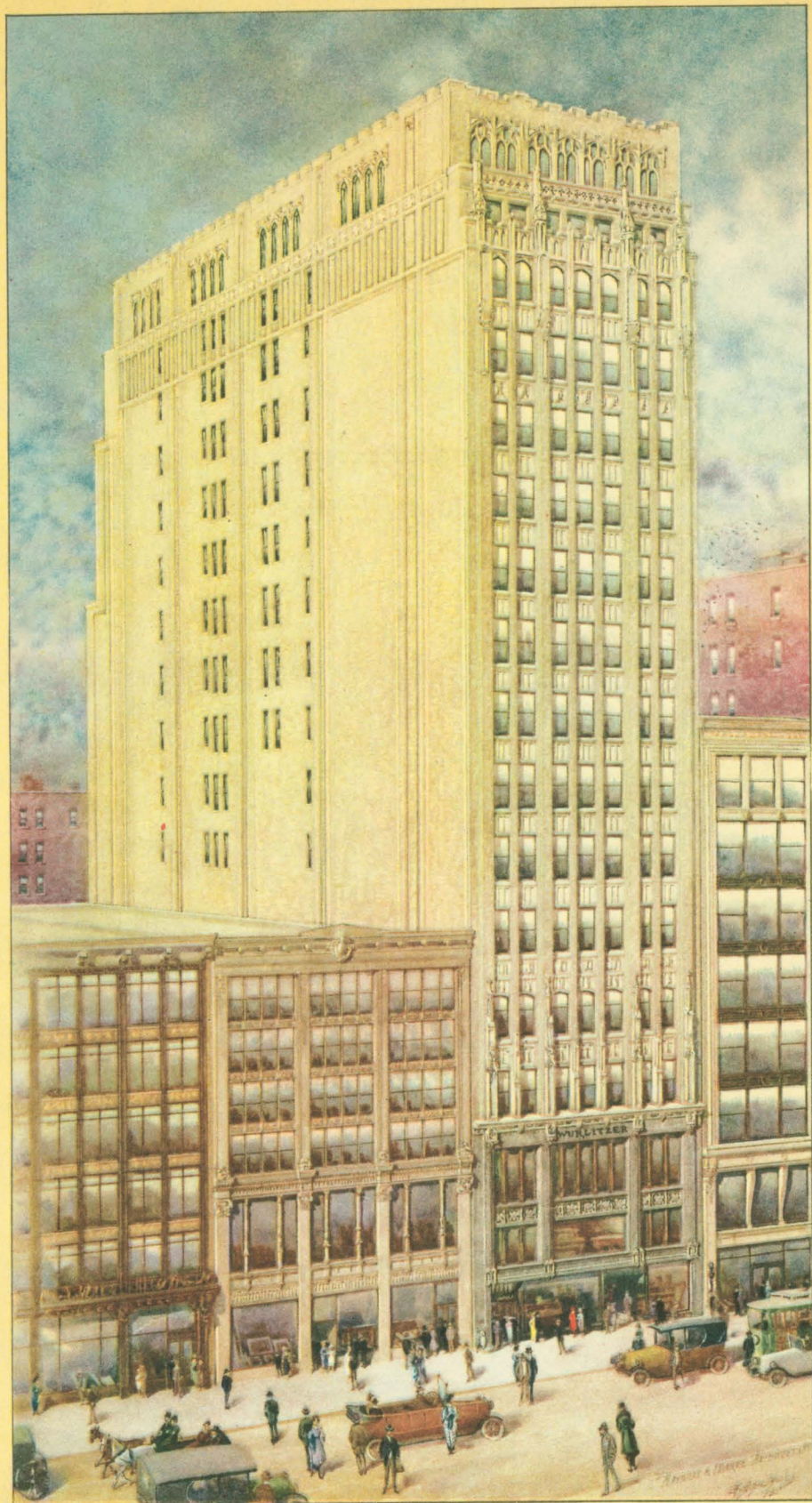
10-inch rock maple rim veneered with grained mahogany, ebonized bottom edge, ebony fingerboard, enclosed nickel plated patent head, twenty professional nickel plated flat top brackets, patent guard tailpiece, best quality calfskin head, fingerboard and headpiece inlaid with pearl.

\$15.00 Down Payment
\$5.00 Monthly Payments

This Wurlitzer Mandolin-Banjo Outfit will be shipped to you for a six days free trial. During that time you have the opportunity of seeing what a wonderful bargain this outfit is. You can test it and compare it with other like instruments, and realize that it is better than any other mandolin-banjo at the same price. Price for the outfit as

illustrated.....\$55.00





NEW WURLITZER BUILDING
NEW YORK CITY