

VOL. LXXXIV. No. 16 Published Every Saturday. Edward Lyman Bill, Inc., 420 Lexington Ave., New York, N.Y., April 16, 1927 Single Copies 10 Cents \$2.00 Per Year

WURLIZER PIANOS

THE RESALE

The retail merchant buys a carload of pianos, and the average manufacturer expects the merchant to sell them and order more. Wurlitzer actually helps the merchants resell his pianos.

Wurlitzer offers the merchant—

- a known name,
- a known price,
- a recognized and accepted standard of quality,
- a complete line of 150 different models,
- an extensive national advertising campaign.

And in addition—

Wurlitzer has a definite and workable resale plan which will show the merchant a positive increase in retail sales. Write for it today.

Grand Piano Factory De Kalb, Ill.



Upright Factory N. Tonawanda, N.Y.