

More sounds to sell in '77!



The new
WURLITZER
Model 445 Funmaker
Super Sprite® with

SYNTHA-SOLO™

It can make you a star!

normsorgans.com.au

How to star at selling the new Model 445

Make your customer
the star with

SYNTHA-SOLO™

Regardless of technique, your customer becomes an instant solo star with the super-realistic preset sounds of SYNTHA-SOLO.

Model 445 is the ultimate dream machine for the first-time organ buyer. It lets anyone create authentic instrumental solos that give the feeling of actually playing accordion, harmonica, guitar—a whole spectrum of solo instruments!

Our new solo trombone, for example, is complete with realistic lip attack. Guitar has that real rock/western quality. Tuba is rich and deep (at the 32' range!) and the violin comes with concert vibrato built in.

When you tell your customers, "You are the star," they just may not believe you—but they'll believe themselves the minute they sit down to play SYNTHA-SOLO!

Sell by ear...
14 new sounds!

REAL FUN—WITH REAL SOUNDS!

Tuba	Harmonica	PLUS!
Trombone	Banjo	Two all-new
Clarinet	Electro Piano	solo sounds—
Guitar	Vibes	MOD I and
Violin	Glock	MOD II
Accordion	Chimes	

Sell Play Today
features

SYNTHA-SOLO becomes even more exciting when the novice realizes that full accompaniment for these exciting solos is provided by Touch Tone Memory Chords™ and a big Swingin' Rhythm™ section that produces authentic orchestral rhythm sounds—along with a wide variety of automatic bass patterns. And, just as on the bigger Wurlitzer Organs, the automatic chords will play in rhythm! These features alone are enough to interest many buyers.

Sell fun... plus
completeness

Even before you show a prospective buyer the thrill of SYNTHA-SOLO, you can point with pride to the fact that Model 445 is complete—with all four families of organ tone (flute, strings, reed and diapason) richly represented—plenty of variety in both solo and ensemble voices in both 44-note keyboards. Completeness is essential, for example, where there are children in the family who'll be taking formal organ lessons.

Demonstrate.

It's important to demonstrate Model 445 to every possible customer. Few prospects will believe how much is built into this spinet-sized, lower priced instrument until both the organ (and the customer) are turned on!

Self-demonstration is even better!

The ultimate demonstration, of course, is the one the customer makes. Here is an organ that is frustration-proof. No matter how the player approaches this instrument, the result is satisfying solo sounds with rich accompaniment.

Sell value

Nowhere at this price point can the buyer find as much value for the money. In fact, Model 445 is a two-manual organ with much of the solo capability of a three-manual instrument—a beautifully built and magnificently voiced organ with all the fun, novelty, and solo adventure the average organ buyer could wish for.

25-NOTE SYNTHA-SOLO range is within shaded area. Solo voice always sounds the top note played.



It's like a 3-manual
organ in 2



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Traditional Oak



Sell style

Model 445 will make itself at home in any surrounding. For the formal home, there is sturdy, impressive Traditional Oak or Italian Provincial Fruitwood. For the more modern decor, the Contemporary in Fruitwood with gleaming chrome provides a look as modern as the new sounds this organ produces.



Sell Wurlitzer

The Wurlitzer name and 121 years of musical excellence stand behind every Wurlitzer Organ. Your customer can buy with confidence that every feature, no matter how new, has been fully tested and is backed up by the long-honored Wurlitzer heritage.



Contemporary Fruitwood



Italian Provincial Fruitwood



Sell easier with Wurlitzer's latest selling/learning aids

See back of folder

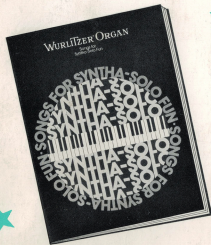


Selling/learning aids...Wurlitzer 445



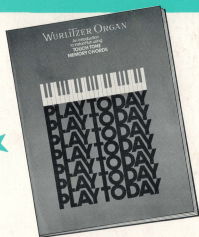
The tape tells the tale!

You might want to use it as a format for your own personal demonstration of the 445. Every voice and effect on this new organ is shown off in this 15-minute demo—with four complete musical selections played on Side B.



Brand-new! "SYNTHA-SOLO FUN"

A sparkling collection of fifteen tunes exploring the exciting sounds of SYNTHA-SOLO.



"Play Today" book

An introduction to TOUCH TONE, Wurlitzer's exciting accompaniment feature. Full chords, rhythmic bass notes perfectly programmed to enliven your playing using just one finger; thirteen selections designed for fun and learning about music.



NEW FUN-STYLED consumer brochures

We've just built a brand-new concept of consumer literature around the Model 445—stressing the fun of being a solo star. And inside the brochure, spread boldly in full color across all three pages, is the complete in-line control section of this unusual spinet organ. The reader can almost hear himself playing it!



New 4-color leaflets

Wurlitzer also makes available single sheets in four colors—each featuring one of the three new Model 445 designs, with complete specifications on the back of each. Great for low-cost mailers.

Please write or call to order copies of sales aids shown.

WURLITZER®

The Music People

DeKalb, Illinois 60115

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