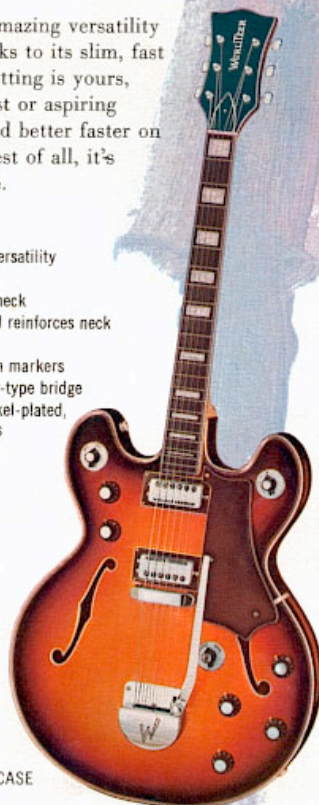


THIN CUTAWAY 7744 Sunburst

Stereo wiring adds amazing versatility to this beauty. Thanks to its slim, fast action neck, easy fretting is yours, too. Demanding artist or aspiring amateur, you'll sound better faster on a Wurlitzer 7744. Best of all, it's an outstanding value.

- Stereo wired for greater versatility
- Double cutaway styling
- Thin, narrow, fast action neck
- Adjustable, steel truss rod reinforces neck
- Rosewood fingerboard
- Ocean pearl inlaid position markers
- Adjustable, tunable, roller-type bridge
- Individually mounted, nickel-plated, heavy duty machine heads
- Two built-in pickups with individually adjustable pole pieces
- Volume and tone controls for each pickup
- Tone selector—Wild, Sharp, Solo
- Positive action vibrato lever
- Nickel-plated hardware

DELUXE CASE
7002-1
LAMINATED CHIPBOARD CASE
7004-3
TOTE BAG
7003-4



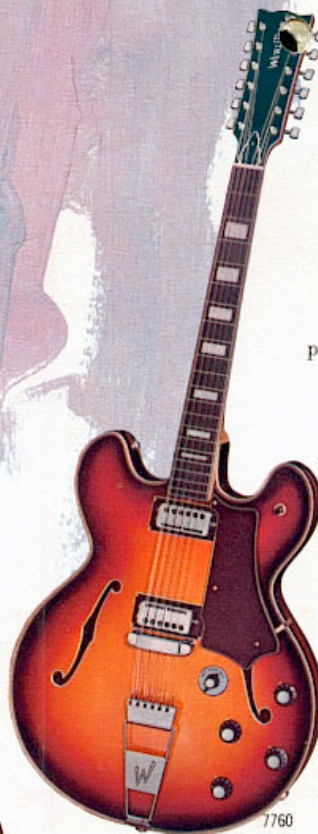
7744

THIN 12-STRING CUTAWAYS 7760 Sunburst 7761 Cherry

Well within the popular price range, these Wurlitzer 12-string hollow body electrics are exciting to look at . . . easy to play . . . thrilling to hear. They're fun-making instruments that will give you year after year of musical pleasure.

- Double cutaway styling
- Adjustable, steel truss rod reinforces neck
- Slim neck design for fast action
- Rosewood fingerboard
- Inlaid position markers
- Heavy duty, nickel-plated machine heads
- Two pickups with individually adjustable pole pieces
- Adjustable, tunable, roller-type bridge
- Volume and tone control for each pickup.
- Special effects tone selector—Wild, Sharp, Solo

DELUXE CASE
7002-1
LAMINATED CHIPBOARD CASE
7005-3
TOTE BAG
7003-4



7760

FLAT TOPS

7700 Sunburst

7701 Cherry

Those who appreciate fast action, resonant tone and remarkable response will praise these Wurlitzer guitars enthusiastically. The price makes these pacemakers the right instruments to begin with, and they will stay a step or two ahead of your ability for years to come.

- Jumbo size—thicker for full, rich tone
- Bound rosewood fingerboard
- Contoured back for full, big sound
- Adjustable, steel truss rod reinforces neck
- Traditional head design
- Ocean pearl inlays on fingerboard
- Laminated neck proportioned for fast action
- Laminated pick guard
- Chrome-plated, heavy duty, individually covered machine heads

LAMINATED CHIPBOARD CASE

7008-3

TOTE BAG

7003-4

7700



FLAT TOPS

7702 Sunburst

7703 Cherry

The big, robust sound of these fine flat tops will win you over immediately.

There's no annoying, muddled booming when you perform . . . only big, clear, rich sound that is matched by craftsmanship and quality features.

- Jumbo size—thicker for maximum sound development
- Full, rich, resonant tone
- Individually covered, heavily chrome-plated machine heads
- Rosewood fingerboard
- Bound edges facilitate playing
- Ocean pearl inlays
- Adjustable steel, truss rod reinforces neck
- Close-grained spruce top, selected mahogany sides and back
- Unequalled craftsmanship apparent in every detail
- Laminated pick guard

7702



LAMINATED CHIPBOARD CASE

7008-3

TOTE BAG

7006-4

WURLITZER ELECTRIC GUITARS

THIN CUTAWAYS

7740 Sunburst

7741 Cherry

True versatility distinguishes these moderately priced electric acoustics by Wurlitzer. Easy to own—easy to play, these thin cutaways will fascinate you with their wide tonal range.

- Double cutaway styling
- Thin, narrow, fast action neck
- Adjustable, steel truss rod reinforces neck
- Rosewood fingerboard
- Ocean pearl inlaid position markers
- Individually mounted, nickel-plated, heavy duty machine heads
- Two built-in pickups with individually adjustable pole pieces
- Volume and tone controls for each pickup
- Tone selector—Wild, Sharp, Solo
- Adjustable, tunable, roller-type bridge

DELUXE CASE

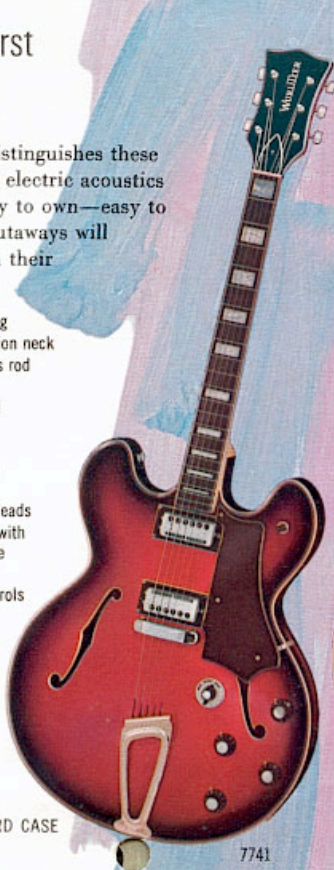
7002-1

LAMINATED CHIPBOARD CASE

7004-3

TOTE BAG

7003-4



7741

THIN CUTAWAYS

7742 Sunburst

7743 Cherry

More outstanding features are on these Wurlitzer electric acoustics than you would ever think possible in this price range. You'll find these thin cutaways exciting to play—now and for years to come.

- Double cutaway styling
- Thin, narrow, fast action neck
- Adjustable, steel truss rod reinforces neck
- Rosewood fingerboard
- Ocean pearl inlaid position markers
- Individually mounted, nickel-plated, heavy duty machine heads
- Two built-in pickups with individually adjustable pole pieces
- Volume and tone controls for each pickup
- Tone selector—Wild, Sharp, Solo
- Adjustable, tunable, roller-type bridge
- Positive action vibrato lever

DELUXE CASE

7002-1

LAMINATED CHIPBOARD CASE

7004-3

TOTE BAG

7003-4



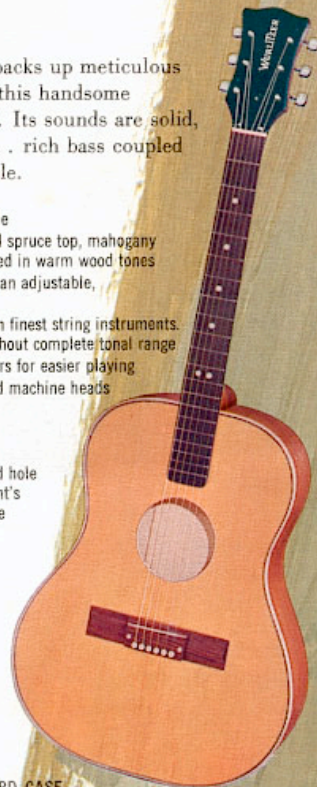
7742

WURLITZER ACOUSTICS

FLAT TOP 7704

Scientific design backs up meticulous craftsmanship in this handsome Wurlitzer flat top. Its sounds are solid, clear, powerful . . . rich bass coupled with brilliant treble.

- Full size, Spanish style
- Natural, close-grained spruce top, mahogany sides and back finished in warm wood tones
- Neck reinforced with an adjustable, steel truss rod
- Contoured back, as on finest string instruments, assures power throughout complete tonal range
- Inlaid position markers for easier playing
- Durable, nickel-plated machine heads
- Steel strings
- Beautifully finished, high gloss lacquer
- Binding around sound hole adds to the instrument's handsome appearance



7704

LAMINATED CHIPBOARD CASE
7013-3
TOTE BAG
7003-4

FLAT TOP 7705

Here's a Spanish style guitar that gives you all the tone qualities needed for folk and western music . . . full, clear bass and brilliant, singing treble

- Full size, Spanish style
- Close-grained spruce top and natural finish hardwood sides and back
- Neck, which is reinforced with an adjustable, steel truss rod, connects to body at 14th fret
- Contoured back, as on finest string instruments, assures power throughout complete tonal range
- Inlaid position markers for easier playing
- Durable, nickel-plated machine heads
- Steel strings
- Beautifully finished, high gloss lacquer
- Binding around sound hole adds to the instrument's handsome appearance



7705

LAMINATED CHIPBOARD CASE
7013-3
TOTE BAG
7003-4

WURLITZER ELECTRIC GUITARS

SINGLE CUTAWAYS

7730 Sunburst

7731 Cherry

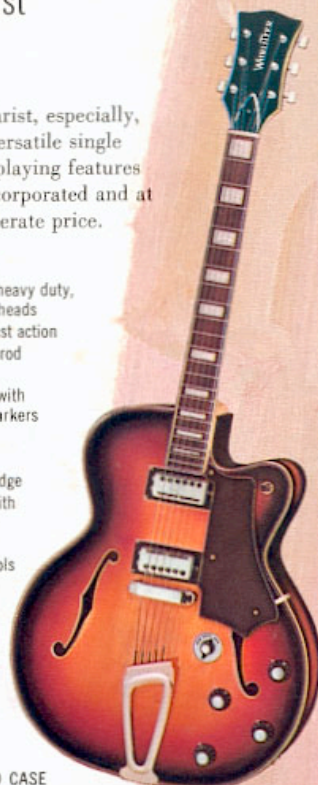
The youthful guitarist, especially, will go for these versatile single cutaways. All the playing features dreamed of are incorporated and at a surprisingly moderate price.

- Single cutaway styling
- Individually mounted, heavy duty, nickel-plated machine heads
- Slim neck design for fast action
- Adjustable, steel truss rod reinforces neck
- Rosewood fingerboard with ocean pearl position markers
- Low fret profile
- Bound neck edges
- Adjustable, tunable bridge
- Two built-in pickups with individually adjustable pole pieces
- Volume and tone controls for each pickup
- Tone selector—Wild, Sharp, Solo

DELUXE CASE
7005-1

LAMINATED CHIPBOARD CASE
7009-3

TOTE BAG
7005-4



7730

HOLLOW BODY BASSES

7780 Sunburst

7781 Cherry

Add a booming new dimension to any combo . . . really make it swing with the big sound.

Easy with the Wurlitzer
7780 or 7781!

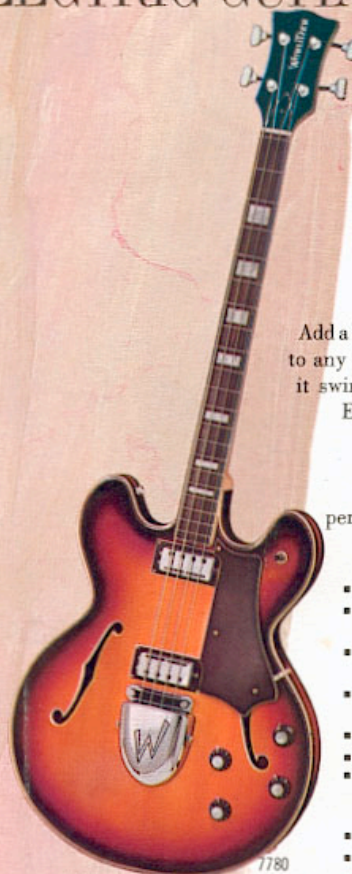
You'll be impressed by the high quality of its performance—and pleased by its moderate price.

- Double cutaway styling
- Heavy duty, chrome-plated machine heads
- Adjustable, steel truss rod reinforces neck
- Slim neck design for fast action
- Ocean pearl position markers
- Laminated binding on neck
- Two built-in pickups with individually adjustable pole pieces
- Built-in mute
- Two volume/tone controls
- Chrome-plated hardware
- Adjustable bridge

DELUXE CASE
7002-1

LAMINATED CHIPBOARD CASE
7005-3

TOTE BAG
7006-4



7780

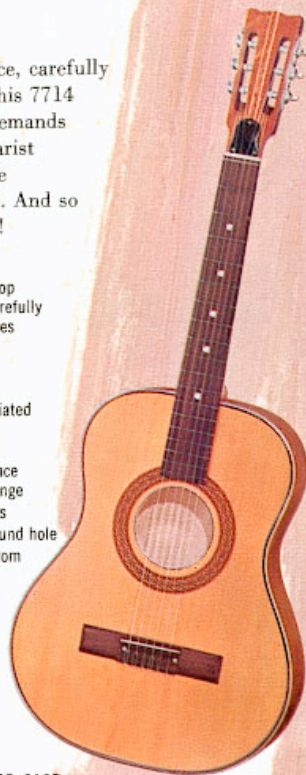
WURLITZER ACOUSTIC GUITARS

CLASSIC

7714

Crafted from choice, carefully seasoned woods, this 7714 easily meets the demands of the classic guitarist . . . brilliant treble and full, rich bass. And so moderately priced!

- Close-grained spruce top (natural finish) and carefully selected mahogany sides and back (finished in warm wood tones)
- Precision fretting
- Low action . . . appreciated by both beginner and experienced player
- Projection and resonance throughout its tonal range
- Durable machine heads
- Binding around the sound hole
- Meticulously crafted from select woods
- Nylon strings



7714

LAMINATED CHIPBOARD CASE
7013-3
TOTE BAG
7003-4

CLASSIC

7715

Versatile and responsive, the Wurlitzer 7715 has the full, rich tones so pleasing to both serious students and fun-loving hobbyists. Every trim line is handcrafted of carefully seasoned, choice and costly wood . . . combines classic simplicity with modern charm.

- Close-grained spruce top and natural finish hardwood sides and back
- Precision fretting
- Low action . . . appreciated by both beginner and experienced player
- Projection and resonance throughout its tonal range
- Durable machine heads
- Binding around the sound hole
- Meticulously crafted from select woods
- Nylon strings



7715

LAMINATED CHIPBOARD CASE
7013-3
TOTE BAG
7003-4

WURLITZER ELECTRIC BASSES

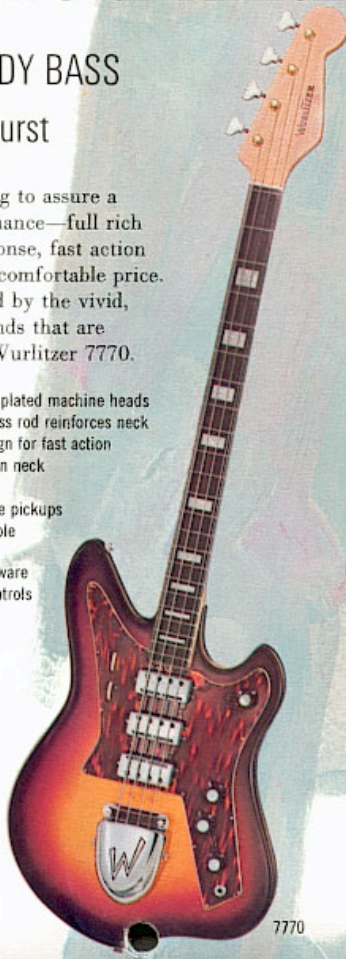
SOLID BODY BASS

7770 Sunburst

Here's everything to assure a dynamic performance—full rich tone, quick response, fast action . . . and all at a comfortable price. You'll be thrilled by the vivid, exhilarating sounds that are yours with the Wurlitzer 7770.

- Heavy duty, chrome-plated machine heads
- Adjustable, steel truss rod reinforces neck
- Slim, long neck design for fast action
- Laminated binding on neck
- Flat wound strings
- Three, ultra-sensitive pickups
- Individually adjustable pole pieces
- Chrome-plated hardware
- Volume and tone controls
- Built-in mute
- Six tone selections

DELUXE CASE
7004-1
LAMINATED
CHIPBOARD CASE
7006-3
TOTE BAG
7007-4



7770

SOLID BODY BASS

7771 Red

Charms the eye . . . excites the ear . . . pleases the purse! Its extremely fine playing qualities and unusual flexibility will open new performance possibilities for you. An exceptional, versatile instrument that meets every musical challenge.

- Six strings
- Double cutaway
- Heavy duty, nickel-plated machine heads
- Adjustable, steel truss rod reinforces neck
- Slim neck design for fast action
- Ocean pearl inlaid position markers
- Bound neck edges
- Three pickups with individually adjustable pole pieces
- Adjustable, tunable bridge
- Vibrato lever
- Chrome-plated hardware
- Volume and tone controls
- Rhythm/Solo switch



7771

DELUXE CASE
7001-1
LAMINATED CHIPBOARD CASE
7010-3
TOTE BAG
7004-4

WURLITZER ACOUSTIC GUITAR

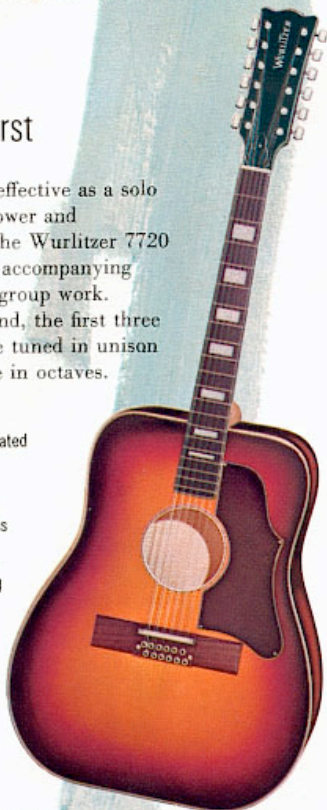
12-STRING

7720 Sunburst

Although highly effective as a solo instrument, its power and resonance make the Wurlitzer 7720 ideally suited for accompanying vocalists and for group work. For a unique sound, the first three double strings are tuned in unison . . . the last three in octaves.

- Jumbo size
- Heavy duty, nickel-plated machine heads
- Solid head design
- Fast, low action neck
- Adjustable, steel truss rod reinforces neck
- Laminated neck with rosewood fingerboard —bound edges
- Pin bridge
- Ocean pearl inlays
- Craftsmanship in every detail

DELUXE CASE
7005-1
LAMINATED CHIPBOARD CASE
7008-3
TOTE BAG
7006-4



7720

WURLITZER SOLID BODY ELECTRICS

DOUBLE CUTAWAYS

7750 Sunburst

7751 White

Fast action . . . exciting sounds . . . a host of easy-play features —all combine to give you these eye-appealing guitars by Wurlitzer. You'll find it hard to believe that such versatility can be yours so easily, so inexpensively.

- Narrow, thin, fast action neck
- Low fret profile
- Adjustable, steel truss rod reinforces neck
- Rosewood fingerboard
- Inlaid position markers
- Chrome-plated, heavy duty machine heads
- Adjustable, tunable, roller-type bridge
- Volume and tone controls
- Solo and lead control
- Bass and treble controls
- Beautifully positioned vibrato lever
- Two, ultra-sensitive pickups
- Hand mute

DELUXE CASE
7001-1
LAMINATED CHIPBOARD CASE
7010-3
TOTE BAG
7004-4



7751