

Micro Musical Products Corp.

New York City

- 1908 Jack Schwartz (1890-1943, photo 1) starts working for his uncle at the Truesolo Company, a musical merchandise company (obituary in the 1943 *International Musician*).
- 1922 Schwartz starts his own musical merchandise company (obit.)
- 1923 J. Schwartz Music is incorporated in NYC on July 26 (*Music Trade Review*, 1927 & opencorporates.com).
- 1927 L.W. Shastock Co., #2570 Superior Ave, Cleveland Ohio, 2nd floor (dir). An article in *Music Trade Review* says that Shastock has a new orchestra music rack sold by J. Schwartz Music in New York.
- 1930 L. W. Shastock Co., musical specialties, tools, dies, special machinery & general machine work (ad in dir).
- 1934 Ad for Shastock "Voca-Tone" trumpet mute.
- 1935 Ad for Shastock "Megaphone" trumpet & trombone mutes.
- 1936 Shastock is granted patent #2,051,969 for telescoping tubing clamp. The *Presto-Times* lists L.W. Shastock Co., NYC, exhibiting in the Chicago Music Trades Convention.
- 1938 J. Schwarts Music Co. is incorporated as Micro Musical Products Corp. on December 5 (*MTR*).
- 1940 Shastock is sold to Micro Products (Roger Ingram).
- 1941 Ad shows them at 10 West 19th St, NYC (see next page).
- 1943 Micro Musical president and founder Jack Schwartz dies.
- 1951 L. W. Shastock Co., musical instrument manufacturer, #1665 E. 93rd St., Cleveland (directory).
- 1954 Louis Shastock, salesman (company not listed). Louis dies on July 12th at age 55.
- 1984 "Micro" is a registered trademark.
- 2022 Micro Musical Products is currently at 180-08 Liberty Ave in Jamaica, NY with Philip Passin, CEO. He was added in 2019 (opencorporates.com). [This is impossible since Passin died in 2014 at age 85. A check of this address shows that they are not there.]





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"MICRO"

Quality REEDS
CONSISTENTLY IN DEMAND
Because of Their
CONSISTENT HIGH QUALITY



The production of "MICRO" Reeds begins with a vastly superior cane especially grown for that purpose. Then follows scientific machine and hand-work completing the job of cutting and finishing to produce the reeds that have been a consistent favorite among better musicians everywhere. "MICRO" Reeds come in two types, MICRO "BLACK-LINE" and MICRO "TRU-ART." They are conveniently packed twelve in a box, each reed accurately graded and marked in five different strengths.

Always demand MICRO "SHASTOCK" Mutes and other genuine "MICRO" Products when buying your musical accessories. It will prove a great saving in time, money and effort. For sale at all Leading Music Stores.

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COPY OF THE
NEW 'MICRO'
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*It's
Free!*

MICRO MUSICAL PRODUCTS CORPORATION

10 WEST 19th STREET

DEPT. No. 5

NEW YORK, N. Y.