

# H&A Selmer Inc.

## New York City & Elkhart, Indiana

- 1902 George Mosher Bundy (1885-1951) (photo 3) leaves his home in Corning to play the clarinet with showboat and circus bands (*The Real Reason for George Bundy*, Doron Antrim, 1944).
- 1906 Bundy moves to Indianapolis to work as a stenographer during the day and a musician at night. He meets Alexander Selmer, who was traveling with the Cincinnati Symphony and was impressed by Bundy's playing (*International Musician*, 1941 & Antrim).
- 1907 Alexandre Selmer (1864-1953) (photo 1), musical instruments, 154 E. 86<sup>th</sup> St (Trow's Manhattan Directory). [Not in 1906 Trow's.]
- 1909 Alexandre Selmer, importer, 154 E. 86<sup>th</sup> St (Trow's). George Bundy joins him as assistant (*IM*, 1941).
- 1910 Alexander Selmer, musical instruments, 154 E. 86<sup>th</sup> St; home at 22 Condict Ave. George M Bundy, manager, h. 527 W. 134<sup>th</sup> St (Trow's).
- 1911 Selmer leaves for Paris in late 1911 and Bundy manages the store (Antrim says 1910 but the directory would imply 1911.).
- 1912 Selmer is now at 150 E. 86<sup>th</sup> St with Bundy as manager. Selmer's home is now France (Trow's).
- 1915 George M. Bundy, musical talent furnished, 150 E. 86<sup>th</sup> St (Trow's).
- 1916 Selmer moves to 1579 3<sup>rd</sup> Ave; Bundy mgr (Trow's).
- 1918 Bundy (photo 4 from passport) makes his first trip to Paris in December (Antrim). Brother Jay Bundy is living in Hornell, NY on the family farm (WWI draft).
- 1919 In March, the NY store is purchased by George & \*J. J. Bundy and incorporated in April as H&A Selmer Inc (*Music Trade Review*, 1919). [\*Brother Jay Julian Bundy (1880-1934).]
- Selmer was incorporated with \$100,000 of capital. Claude D. Pierce of Flushing, LI was an investor (*MTR*, 9/2/22).
- 1920 H&A Selmer Inc moves to #117-119 W. 46<sup>th</sup> St, Hooven Building. They sell Selmer clarinets and saxophones and Courtois band instruments (Trow's). They move on July 1 and the old location will be used as a repair shop and



factory (MTR, May 29). Brother Jay Bundy is a partner and living in Manhattan (census).

The New York Conn Co incorporates, 237 W. 47<sup>th</sup> St at Broadway at the Strand Theatre; George Bundy pres & Jay Bundy sec & treas. They are representatives for C.G. Conn Ltd of Elkhart (Trow's ad at right, last page). C.G. Conn owned 44% of the NY Conn Co (*A History of Band Instrument Manufacturing in Elkhart Indiana*, Charles V. Reed, 1953)

1921 George Bundy (photo 1) is president of H&A Selmer and sailing to Europe to visit France, Germany, and Czechoslovakia on business (passport).

1922 Same locations as 1920 (Trow's).

George W. Haynes Inc, Boston, incorporates with \$50,000 capital by George Bundy, Claude D. Pierce, & Caleb Stickney. Located at 488 Boylston St (MTR, Oct 28).

Tom Brown Music Co incorporates in Chicago with George M. Bundy VP and GM. It was formerly Tom Brown's Saxophone Shop (MTR, Dec 9).

1925 George & Jay Bundy still own both H&A Selmer and the New York Conn Co (Trow's).

1926 Bundy is head of the NY Conn Co (MTR, Jan).

1927 The H&A Selmer headquarters moves to Elkhart, Indiana at #1119 N. Main St (below) while still maintaining the NY store (IM, 1941). Bundy forms H&A Selmer Inc with Carl Greenleaf (photo 3), the owner of Conn. They continue to be the US distributor for Selmer Paris instruments (*The New Langwill Index*). Selmer moves to Elkhart in the second week of February into a 40,000 sf building at the corner of N. Main and Simonton Sts. They will have a plating department, but all instruments will be made in Paris. The New York agency will be at the Strand Theatre, 237 W. 47<sup>th</sup> St (photo 2), under the management of Harry Meyers (MTR, Jan 22).





1927 The new “Bundy” silver clarinet is made in Chatou, France (*Music Trade Review*, January).

1928 H&A Selmer opens a Toronto store at #516 Yonge St (photo 1). The only instruments made by H&A Selmer in Elkhart are silver Boehm flutes & piccolos (*MTR*).

The first use of the “Geo. M. Bundy” signature on an instrument is December 1 (Trademark registration).

1929 The Bundy and Barbier brand clarinets and other woodwinds are made by Selmer in Paris (*MTR*).

1930 George Bundy is now living in Elkhart a few houses away from Greenleaf (census). Joeseph Grolimund (1895-1992) joins Selmer as ad manager. They now have 17 workers (*The History of the H&A Selmer Co*, Ralph Morgan, 1994).

1931 The new Toronto location is at 10 Shuter St (*MTR*) (photo 2).

1933 George still lists his address as 1303 Greenleaf Ave in Elkhart (immigration).

1936 H&A Selmer changes to wholesale distribution only. The NY showroom is at 113 W. 48<sup>th</sup> and the Toronto showroom is 10 Shuter St. A new Bundy trombone is advertised (*MTR*).

1937 The earliest ads found for the new Bundy band instruments are in the July & October 1937 Down Beat magazines below & right. This year also starts the Selmer expansion program (*International Musician*, 1941).



**TOP TRUMPET VALUE TODAY**  
... SMOOTH PLAYING

**BUNDY TRUMPET**

Ask a professional what he expects of his trumpet or cornet and he'll tell you it's brilliant tone, smooth valve action, and consistent response. The Bundy gives you just that — at about one-third the price you'd expect to pay.

Only \$48, without case, in brass finish with gold-effect lacquer, the Bundy's the "buy" of the day. Sponsored by Selmer.

Call on your local dealer today. He'll be glad to let you try a Bundy trumpet or cornet. Or write for free Bundy picture catalogue.

**Selmer** — DEPT. 1733 — ELKHART, INDIANA

*Geo. M. Bundy*  
REG. U.S. PAT. OFF.

1937 The “Geo M Bundy” signature is a registered trademark on June 29. Filed on Jan 29 and first use from 12/1/28.

*New Designs*  
*New Features*

*Try The New*  
**BUNDY**  
*Band Instruments*

*At your Dealers*  
*Now*  
**Selmer**

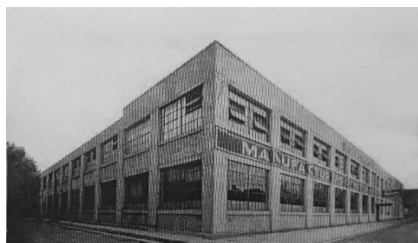
An entirely new line of quality instruments, designed to professional specifications. Every instrument regulated and adjusted at Selmer American Headquarters and tested by expert Selmer musician-testers. See and play these better band instruments — or, write for free catalog.

Dept. No. 2036  
ELKHART, INDIANA

- 1939 The H&A Selmer catalog offers the new Bundy and Manhattan model band instruments from Elkhart. Only the Marcil and Manhattan flutes are made in Elkhart. Other instruments are assembled, regulated, or tested at Elkhart.
- 1940 H&A Selmer adds the Signet model instruments (catalog). Paris Selmer imports end until 1944 (Antrim). The Bundy trumpets have improved lead pipes and bores (*IM*, Oct).
- 1942 Selmer closes the retail store at 117 W. 48<sup>th</sup> St and opens a wholesale only branch at 251 4<sup>th</sup> Ave on November 20 (*IM*, December).
- 1944 Paris imports start back up (other sources say 1946). George celebrates his 35<sup>th</sup> anniversary with Selmer on October 10 (Antrim). The Selmer plant in Elkhart was being used for packing war materials.
- 1950 H&A Selmer is purchased by Joseph M. Grolimund (1895-1992, photo 1), Jack Feddersen (1913-1990, photo 2), John Milton Brodhead (1890-1976, photo 3), and Charles L. Bickel (1910-2008, photo 4) (Morgan, 1994).
- 1951 George Bundy is chairman of the board of H&A Selmer when he passes away on April 5 (Selmer obituary).
- 1958 H&A Selmer buys Pedler & Sons brass factory in Elkhart (Morgan) (below).



- 1961 H&A Selmer buys Bach but retains Vincent as designer. The Bundy line is to be made in a small new plant in Elkhart (Morgan). [Probably the Pedler factory.]
- 1963 Selmer buys Buescher BIC (1973 US Tariff Report) (below). It was purchased under the Bundy Band Instrument Co name, a subsidiary of Selmer (Morgan).





- 1964 H&A Selmer moves Bach to Elkhart (Morgan).
- 1967 H&A Selmer buys 19.7 acres in the industrial park for a new Bach plant and corporate office (Morgan) (photo 1).

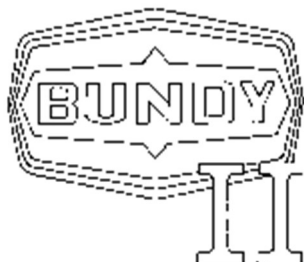
Bundy brass are the student line and Signet are the more advanced models. The Buescher C Melody sax was first manufactured by Selmer in the 1960s and they have since added the Aristocrat, 400, and Varitone models (*Billboard*, Feb 25).

- 1970 Selmer merges with Magnavox Corp. with all stock eventually being bought by North American Philips Corp. A new case plant & warehouse were built.
- 1972 Selmer buys the newer Conn plant in the Elkhart Industrial Park (photo 2).
- 1973 Selmer has 84,000 sf of factory & warehouse facilities (1973 US Tariff Report).
- 1985 UMI is formed from Conn and King.
- 1993 Selmer drops the Bundy brand made by Bach.
- 2000 UMI is purchased by Steinway Musical.
- 2002 UMI is merged with Selmer to form Conn-Selmer.



### Selmer & Bundy Logos

- Selmer wreath registered 3/1/1927 - first use in 1886 (photo 3).
- Bundy signature registered 6/29/37 – first use 1928 (photo 4).
- Selmer wreath registered 8/16/55 – first use 1932 (photo 5).
- Selmer logo registered 8/27/68 – first use in 1939 (photo 6).
- Bundy logo registered 11/1/49 – first use in 1940 (photo 7).
- Bundy logo registered 12/15/81 – first use in 1967 (photo 8).
- Bundy II logo registered 5/27/80 – first use 1978 (below).
- Conn-Selmer name registered 1/26/21 – first use in 2017.



## Bundy Band Instruments

The earliest Bundy instruments are marked “Geo M Bundy / Elkhart Ind” with the earliest use claimed by H&A Selmer to be on December 1, 1928.

Trumpets found with this logo have serial numbers in the 102000 to 134000 range and are Pan American stencils from the 1933-1938 period. These correspond to Bundy advertising from the late 1930s.



The second group of Bundy brass appears to be made by Blessing in Elkhart after WWII. The 40000 to 52000 serial number range found would imply that these are from the late 1940s to early 1950s. The logo now changes to “Bundy / H&A Selmer / Elkhart Ind”.

The typed “Bundy” name was registered as a trademark in 1971 with a first use said to be on June 20, 1948.



The third group of Bundy brass appears to be made at the Harry Pedler & Sons factory in Elkhart. They share some of the same parts and serial number font as other Pedler trumpets from c.1952-1958. Selmer buys this plant in 1958 and may have continued making the Bundy brass there until Bach was moved to Elkhart in 1963.

Bells are marked “Bundy / H&A Selmer Inc.” (photo 3)





The final group of Bundy brass are marked with “Designed by Vincent Bach” and date to after 1963 when the Bach company was moved to Elkhart (below & photo 1).



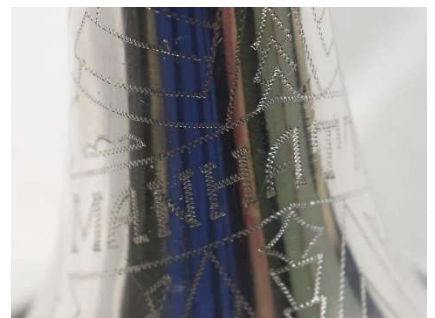
Selmer seems to have reset the serial numbers for Bundy at least once so they can be difficult to date accurately.

## Manhattan Band Instruments

I have found two groups of Manhattan brass. The first date to the mid-1930s and were made in Czechoslovakia, the pre-WWII name for the Czech Republic. These often have a very pointed pinky hook (below & photos 2-5 at R).



The second group have a “R” prefix for the serial number and match the 1939 catalog images. These are stencils of the Windsor line made by Buescher in Elkhart (below).



## Signet Band Instruments

These were introduced in 1940 and sold through H&A Selmer. The first ones are said to be Blessing Artist models and have "S" bracing for the tuning slide and bell (below & photo 1).



The Signet models started to be made by Bach in around 1965 (below). The Flugelhorns and piccolo trumpets were stencils made by Couesnon in Paris. The Signet logo inside an oval was first used in 1967 (photo 2).

