

Whaley, Royce & Co.

Toronto

- 1887 Eri Whaley (1853-1920), clerk for Thomas Claxton Jr, music & musical inst, #197 Yonge.
- 1888 George C. Royce (1865-1942), P.W. Graham & Co., music, #283 Yonge; Eri Whaley, band inst repair, #283 Yonge (directory). Start of "Imperial" instrument production in June (Canada Encyclopedia).
- 1889 Whaley, Royce & Co., #283 Yonge; general music merchandise, pianos, band instruments, organs, sheet music & music books (directory). A second store opens at #356 Main St., Winnipeg (CE).
- 1890 Now at #158 Yonge St (dir).
- 1895 Start of flute, piccolo, & clarinet production (CE). Whaley Royce Piano Co. factory at #48 Temperance (dir).
- 1896 They incorporate as Whaley, Royce & Co. Ltd. (*Music Trade Review*). Benjamin Witmer is granted patent #566,435 with assignor to W, R & Co. for an adjustable cornet mouthpiece (photos 3 & 4).
- 1902 Royce leaves the company but the name stays (CE).
- 1908 Catalog #20 says they have made their own "Imperial" line and sold the "Ideal" line for 20 years. "Sterling" is the imported student grade line. One photo shows the bell spinning shop for the Imperial line; #158 Yonge St.
- 1910 They move to #237 Yonge (dir).
- 1920 Whaley dies and the company is purchased by W. A. Hunter, H. R. Maddock, & W. H. Myhill. They drop woodwind production and keep brass & percussion (CE).
- 1921 #237 Yonge St; selling Buescher band instruments (ad).
- 1922 Winnipeg location ends (CE).
- 1925 Distributor for King band instruments (*MTR*).
- 1941 Move to #310 Yonge (dir).
- 1967 Instruments are made on the 4th floor of the store and may have been assembled from parts made elsewhere (visitor). Around this time, they produce the first contrabass bugle for marching corps. #310 Yonge (dir).
- 1975 End of brass production and move to Scarborough (CE).

Photos are from Horn-u-copia.net & auction sales.

