

H. N. White Co.

Cleveland & Eastlake, Ohio

- 1873 Henderson Nelson White is born on July 16th in Romeo, Michigan, north of Detroit, to George & Elizabeth (birth certificate).
- 1880 Elizabeth White is a widow living in Washington, MI with sons H.N. (6) & Hugh (3) (census).
- c1886 White apprentices to Orry F. "Cub" Berdan in Detroit, a music publisher with the Detroit Music Co., 184 Woodward Ave (White, 1924).
- 1888 White moves to Cleveland and spends five years apprenticing with Henry E. McMillin, a partner and later full owner of J. G. Richards & Co., 127 Superior Ave; music publisher & importer of musical merchandise (White, 1924).
- 1893 H. N. White (photo 1) and Charles H. Berg form White & Berg, music publishers, #13-1/2 Woodland Ave, Cleveland (directory).
- 1894 The first King trombone is produced with input from local player Thomas H. King (1868-1926).
- 1895 White & Berg, music publishers, #13-1/2 Woodland (dir).
- 1896 H N White, music pub., #13-1/2 Woodland Ave. (dir). The store is in the Carleton block near the corner of Eagle St (1898 map below, now the site of the Indians baseball field). At this time he is importing brass instruments marked "M Bauer & Co." or "Silver Star" which may be fake trade names he used (photos 2 & 3). Charles Berg now has his own publishing business on Ontario St.

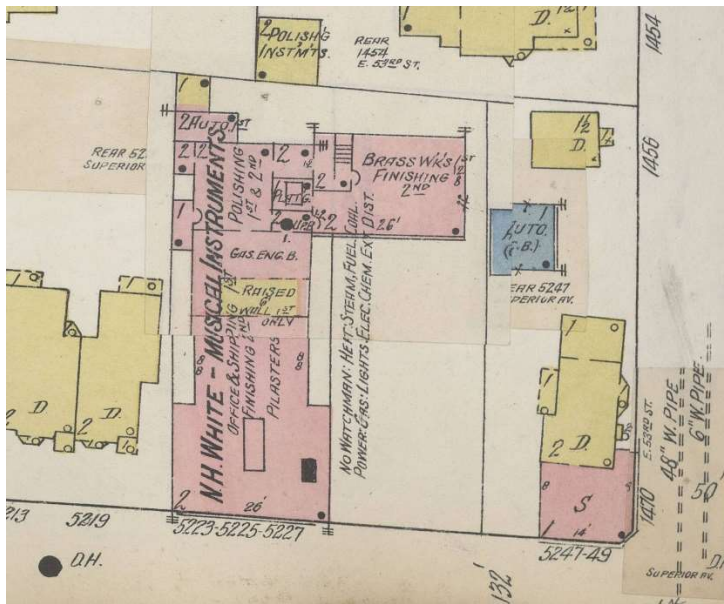


- 1903 Brother Hugh E. White now joins him as bookkeeper (dir).
- 1905 White moves to #268 Erie St (dir) (site of later Hotel Mecca shown in photo 4 at right).

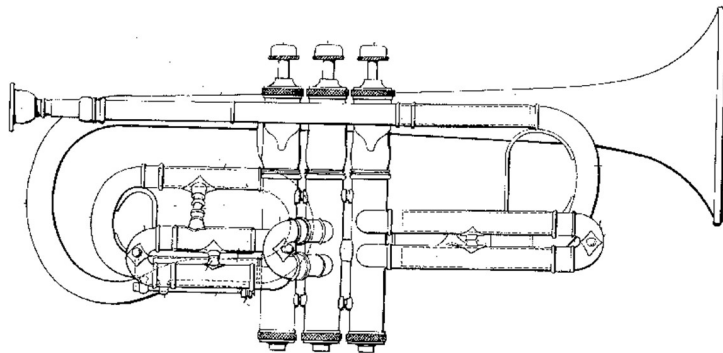


- 1906 White, music pub., #1870 E 9th NE (old #268 Erie). Foster A. Reynolds (1884-1960) first listing as toolmaker (dir).
- 1908 Reynolds now listed as foreman (dir). In 1927, he was said to have started in 1904 (*Musical Merchandise*).
- 1909 White moves to a new 38,000 sf factory at #5225 Superior Ave.
- 1910 H N White, music publisher & manufacturer of the King band instruments, #5225 Superior Ave. NE. Hugh E. White, credit manager; F A Reynolds, foreman (dir).
- 1910 White receives patents #958,051, #959,033, #971,833, and #977,766 for trombone improvements.

This is the factory from a c.1912 map



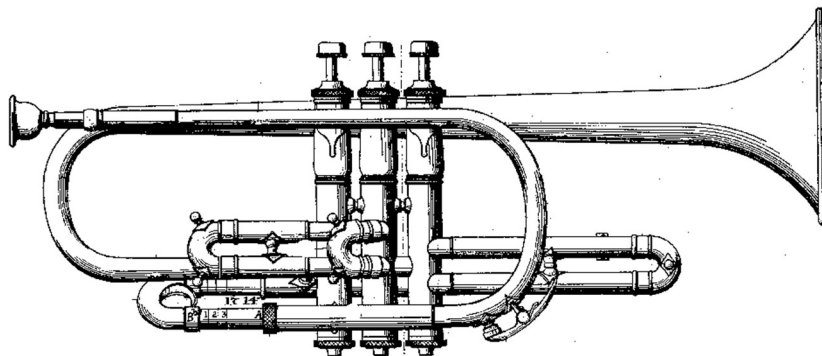
- 1916 White granted patent #1,206,858 for tuning slide.
- 1917 White granted patent #1,214,625 for cornet design.



- 1918 White incorporates as H. N. White Music Co., #5225 Superior Ave., Henderson pres, Hugh vp, , G A Mowery sec-treas, F A Reynolds superintendent (dir).



1918 White granted patents #1,277,012 & 013 for cornet design matching the Master models.



Master model cornet ad from 1916.

The Fastest Selling Cornet Ever Produced



The King "Master Model" Cornet



PAUL CHARLES, PHILADELPHIA.
SAYS:

"It is now about four months since I received the new King "MASTER MODEL" cornet. I have compared it with many other standard makes and I can truthfully say that, in my opinion, it outranges them all, because the good qualities in this instrument are the very ones that others have for years been trying to get. For instance, the evenness in all registers. There is also a certain quality of tone different from any cornet I have ever used. This seems to be the general opinion of many who have tried it. Thank you for your fair treatment from the business end."



FRED WIERHANDT, PHILADELPHIA.
SAYS:

"I wish to extend congratulations to you on your new "MASTER MODEL" King Cornet. I have tried your cornet, and, having had forty years of experience as a cornet player, I can say with impunity and without fear of successful contradiction that your new "MASTER MODEL" King Cornet stands supreme in quality of tone and workmanship. It has no equal, and I therefore recommend it to all who are in need of an excellent cornet. I can also say the same in reference to your trumpet. I wish you success."

ALTHOUGH this business has been marked with uncommon success since its inception, and every instrument has brought forth enthusiastic comment, we can truthfully say that there is something *unusual and in fact unprecedented* in the make-up of the new King "Master Model" Cornet. Its inherent qualities find a responsive chord in the heart of every one who plays it. Several musicians have frankly stated that their investigations were prompted purely out of curiosity, but that they found it of such unusual quality they couldn't part with it; musicians heretofore prejudiced have written us enthusiastic letters and every week the volume of orders for this instrument increases. These facts prove conclusively that the new King "Master Model" Cornet is the best cornet ever produced.

The King "Master Model" Cornet is of beautiful design and perfectly balanced. It has a most evenly-tempered scale, more scientific proportioning of tubes than ever before attained, and also incorporates many new mechanical ideas.

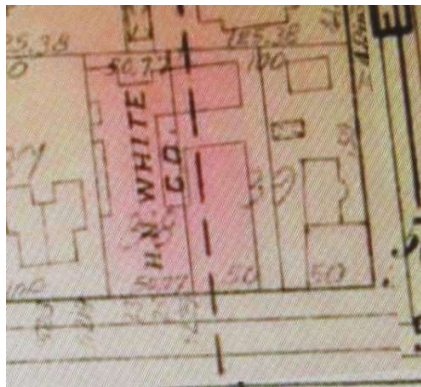
An exclusive improvement of importance is the one combination slide for tuning and making quick change from B-flat to A. This is accomplished by one single neat-appearing slide; it avoids leakage or a loose-fitting slide; keeps the tone as good in A as in B-flat, and has the added advantage of forming but two air pockets when drawn.

It is impossible, however, to do justice by mere description alone. Upon taking this instrument in the hand the perfect balance is at once apparent, while playing it every one is surprised at the wonderful volume and carrying qualities, its pure, sympathetic tone, and its tune, which is perfect in all registers.

The letters published here—sincere evidence of how this instrument sells itself on merit—are typical of great numbers being received every week. Write to-day for our Special Free Trial Offer, further information and complete catalog of "King" Band Instruments.

5225 Superior Avenue H. N. WHITE Cleveland Ohio
MANUFACTURER

White factory from c.1920 map (Sanborn).



1924 “HN White will exhibit at the warerooms of the King-Slater Co, 126 W. 34th St [NYC] (*MTR*, May 24) [This was established in Dec, 1923 as a partnership with the old Moses Slater Company to distribute King instruments.]

1925 White buys the Cleveland Musical Instrument Co. (founded in 1919) which becomes their less-expensive student brand.

1926 White granted patent #1,605,101 for the “Saxello”.

1927 New pocket trumpet and Silvertone trombone mentioned at opening of Fischer agency in NY (*MTR*, October). Hugh is vice-president and Richard White is sec & sales mgr.

1928 New Silvertone trombone announced (*MTR*, January). Trumpet #93264 stolen from a dealer (*MTR*, Feb).

A December ad announces the new 1051 Liberty trumpet with Sterling silver bell.

1929 New model 1051 trumpet sold (*MTR*, May)[Artist L bore].

1931 White granted patent #1,810,086 for trombone design.

This 1920 ad announces the new Liberty model trumpet.

SPECIAL ANNOUNCEMENT!

THE NEW **"KING"**

"LIBERTY MODEL"

TRUMPET

This is an entirely new model, perfected after a long series of experiments, and embodies many new improvements that give it an advantage over all other trumpets.

For Purity of Tone, Perfect Tuning, Even Voicing, Easy Playing Qualities, Light, Responsive and Reliable Valve Action, Perfect Balance, Beauty in design — it is the **GREATEST TRUMPET EVER MADE.**

Improved
CRUCIAL IMPROVEMENTS
Valves
Shell and Head all in one piece.
Valve Action shortened making more rapid execution possible.
New Adjustable "Third Valve" Slide with Finger Ring.
Double Slide for tuning and quick change to "A"

The first glance at this new Trumpet creates an immediate interest. The long, slender, graceful lines suggest the very brilliant, crisp and punchy quality that is greater than that of any other trumpet. Different in tone and playing quality than anything else, it is an immediate and favorable decision of the first trial.

ORDER A NEW "LIBERTY MODEL" KING for six or ten days "FREE TRIAL." Be one of the first to have one of these wonderful trumpets. Send C. O. D. for six days trial or an TEN days commission when satisfactory references are given.

Other instruments can be traded in as part payment. If you have an instrument to trade in, fill out our proposition blank and we will send you our trade price.

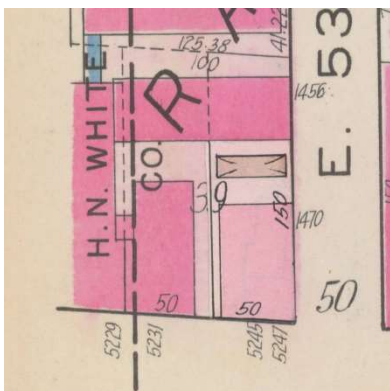
PRICES

No. 211 Brass, highly polished, 48" length	\$100.00
No. 212 Triple silver white finish, gold lined bell, 48" length	\$125.00
No. 213 Triple silver white finish, gold lined bell and rim, 48" length	\$150.00
No. 214 Triple silver white finish, gold lined bell and rim, 48" length	\$175.00
No. 215 Quadruple gold plated, white finish, horned pattern, 48" length	\$200.00

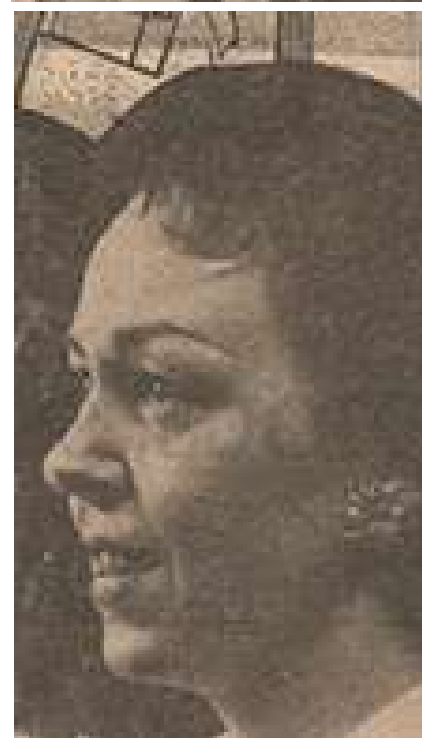
THE H. N. WHITE CO., 5225-5229 SUPERIOR AVENUE CLEVELAND, O.



The factory in a c.1932 Sanborn map.



- 1932 White marries his third wife, Edna Richert.
- 1936 Reynolds leaves to start his own business.
- 1940 Henderson White dies on March 26th, leaving the company in charge of his brother Hugh and wife Edna (photo 1). White receives patent #2,219,434 for silver-lined metal tube.
- 1941 Edna White becomes president (White).
- During WWII, White gets contracts for radar units.
- 1945 White completes factory expansion. Daughter Cathryn (Kay, photo 2) White Ludwig is now vice-president and introduces the crown into the logo (White).
- 1946 The new Super 20 trumpets are introduced late in the year (White).
- 1950 White granted patent #2,533,388 for trombone water key. The factory has grown to 300 workers. The Silver Tone name is changed to Silver Sonic.
- 1951 The new 3-B trombone model introduced.
- 1952 Harry James starts endorsing Super 20 trumpets. White is granted patent #2,612,811 for piston valve.
- 1962 “American Standard” model name changed to “Tempo” (White).
- 1964 12.5 acres in Eastlake, Ohio is purchased, and a new factory is started (White).
- 1965 The new King crown logo is introduced in September. The Whites decide to sell the company to Nate Dolin (1914-2009; photo 3) and partners (White).
- 1966 Production moves to the new factory in Eastlake and the name is changed to King Musical Instruments.
- 1967 Paperwork with older Cleveland-made Super 20 cornet from 1963 has “KMI – Division of Seeburg Corp.” and guarantee bond dated 6/27/67 from “HN White Division of Seeburg Musical Instruments, Nate Dolin pres.”
- 1969 The Seeburg Corporation of Delaware is filed as a company in Ohio on September 3rd by Lillian Kubicek, vp. (Ohio State Dept.).
- 1973 KMI is making the King, Cleveland, Tempo, and Eroica models at Eastlake (US Tariff Report).
- 1975 KMI granted patent #3,903,779 for double rotary valve trombone design from 1973. King Musical Instruments, Inc. is filed in Ohio, on February 24th, as a foreign corporation located in Delaware (Ohio State Dept.).



- 1977 Seeburg Corp's status as an Ohio company is cancelled due to failure to file annual statements (Ohio State Dept.).
- 1979 Seeburg Corp files for bankruptcy.
- 1981 KMI assets are assigned to Continental Illinois National Bank in December (patent link).
- 1983 KMI assets are assigned to GE Credit Corp on September 26 (patent link).
- 1985 KMI is listed as merged out of existence in Ohio on October 24 (Ohio State Dept.). Daniel Henkin, owner of Conn, buys KMI then sells both to Swedish company Skane Gripen in October. They become part of United Musical Instruments under the direction of Bernhard Muskantor (Conn-Selmer & Ohio State Dept.).
- 1986 UMI sells the Conn Abilene plant and production is moved to Eastlake.
- 1990 UMI is sold to Muskantor (Conn-Selmer).
- 2000 Steinway buys UMI.
- 2002 King becomes part of Conn-Selmer.
- 2007 White descendent Christopher H. Charvat incorporates as H. N. White Corp. LLC on December 3. This business buys and sells vintage King instruments. (Opencorporates.com).

Richard McIntyre White (1900-1955), H. N. White's son, was working as a secretary by 1922 and sales manager by 1924 (photo 1 from 1924 catalog). He was listed as an acoustic engineer by 1930 but by 1940, he was living in Texas working as a traveling salesman for wholesale band instruments. Whether still working for White at this point is uncertain. He died in 1955 in Monterey, California (census & death records).

Hugh E. White (1877-1956), H. N. White's brother, joined him in the business in 1903. By 1910 he was the credit manager and by 1920 the vice-president (photo 2 from 1924). In 1940 he became president at his brother's death. He may have retired in 1941 when Edna became president. He died on June 26th, 1956 at Catawba Island, Ohio (census & death records).

Mid-1960s Silver Sonic Super 20 Symphony Trumpet

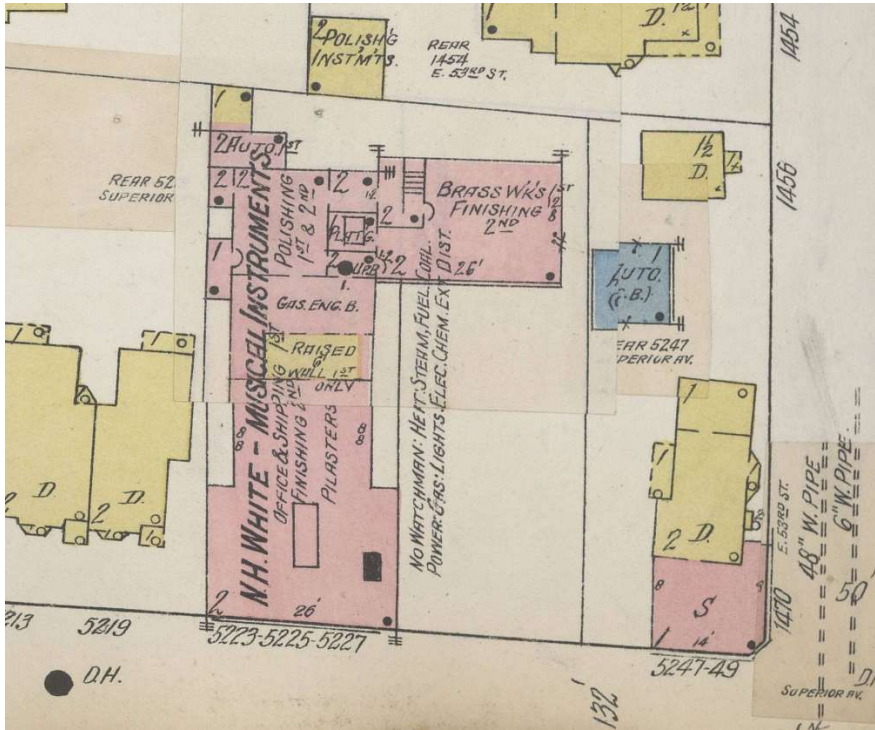


(author's photos)

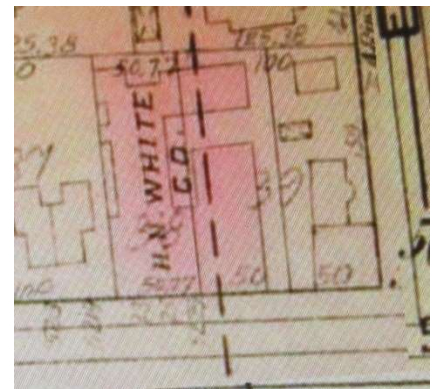
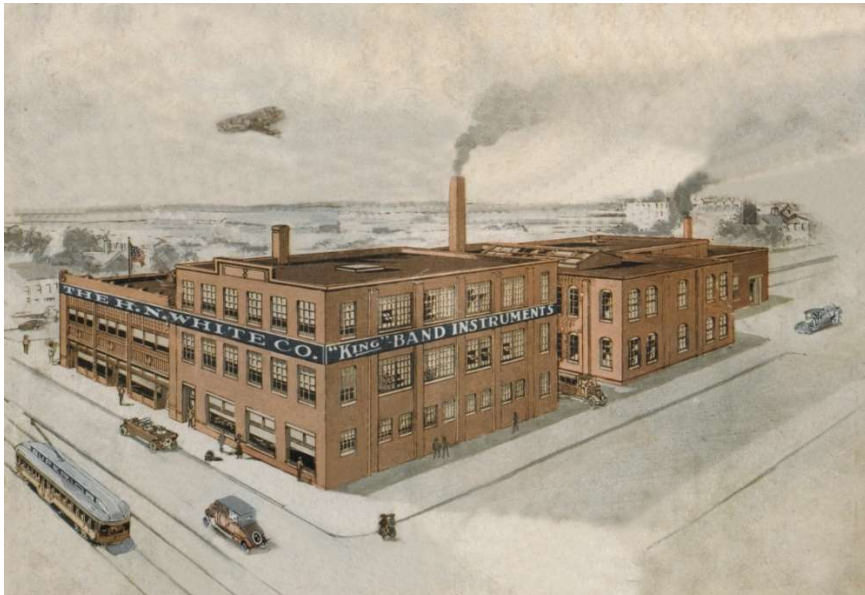
King Factories:

#5225 Superior Ave: This was a new 38,000 sf factory in 1909 near the corner of East 53rd St.

1912 Sanborn map shows the original two-story factory.
A neighboring buildings is being used for polishing.



This 1919 Catalog image seems to be a liberal artist's rendition compared to the 1920 Sanborn map at right.



1920

1923 A new 3-story addition was completed by February. It was 110' long and had a covered passage to the existing shop (*The Music Trades*, Feb 24).

1924 Catalog image – by now they had purchased the property on the corner of East 53rd and the one behind them. A new three-story building had been added on East 53rd in 1922-23.



The H. N. White Company
Factories, 8125-33 Superior
Avenue, Cleveland, Ohio,
Where "KINGS" are "Built
Acoustically Correct"

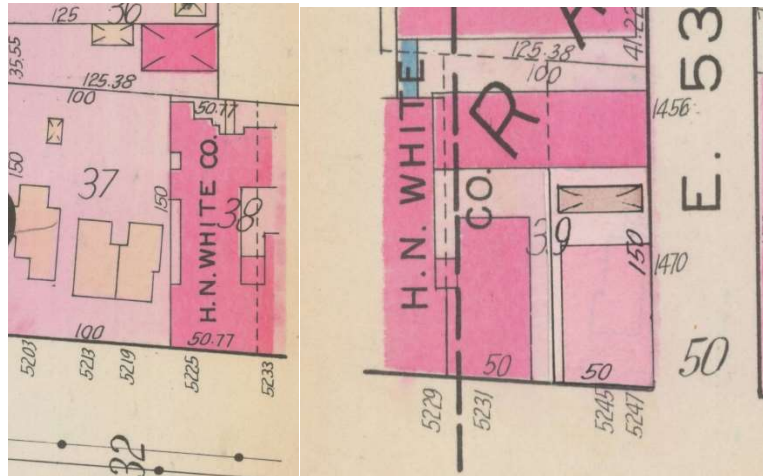
1927 Catalog image – they have now replaced the middle section.



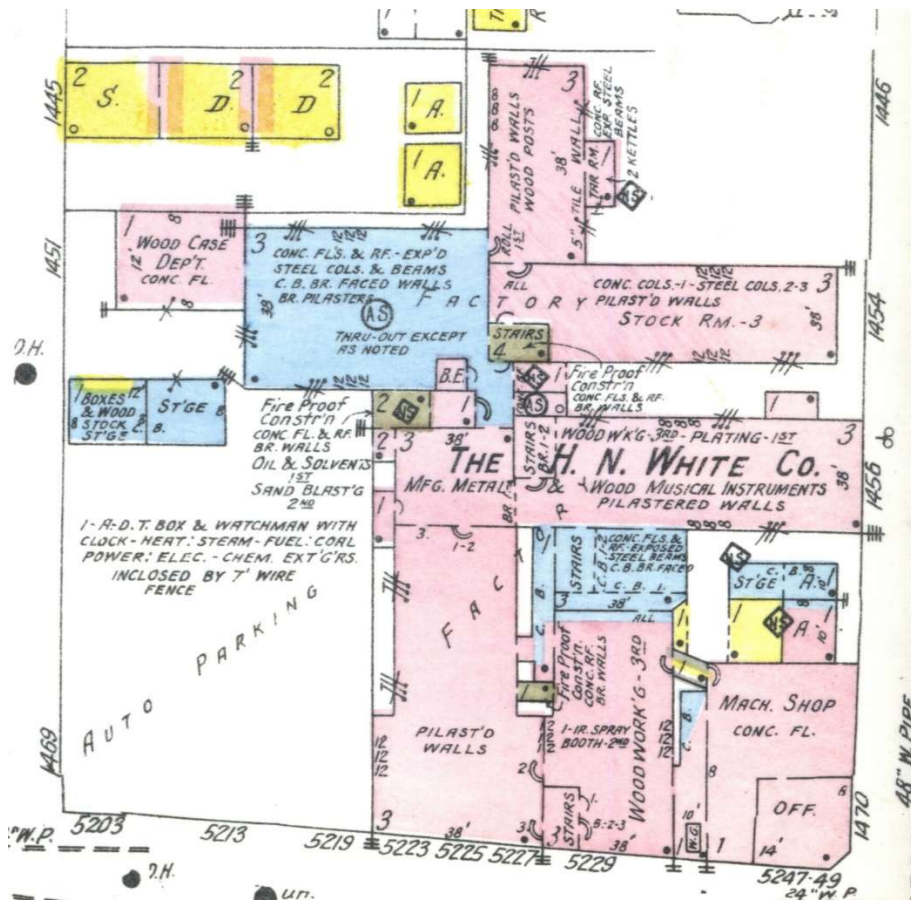
1929 Catalog image shows no change since 1927.



The 1932 Sanborn map was on two pages. It appears that they have added a building at the corner.



A factory expansion was completed in 1945 and was likely the last of the additions as shown in this 1952 Sanborn map below. They have now taken over the entire end of the block.



In 1966, production was moved to the new factory in Eastlake and the business was sold to become King Musical Instruments.

The buildings were removed by 1975 for the construction of the current (2023) St Andrews Tower apartment building.

Eastlake Factory: #33999 Curtis Blvd. in 2023



Sources of materials in 1927 include:
Copper = Minnesota
Zinc = Arizona
Lead = Colorado
Nickel = Canada
Spring Steel = Sweden
Pearl for keys & finger buttons = Philippines