

The Cleveland Musical Instrument Company

Cleveland, Ohio

It was reported in the March 8, 1919 edition of *The Music Trade Review* that The Cleveland Musical Company had incorporated in February with \$25,000 by Frank Hruby, Fred Hruby, James Sisteck, James Sholle, and Kinsel Pearce. Let's start with a little background on these founders.



Frank J. Hruby, Sr.: He was born in Czechoslovakia in 1883, came to the US, and became a music teacher and musician. His father was an orchestra musician in Cleveland and Frank's brothers were also musical. He formed the Hruby Music Company in 1922 with three brothers and had his own orchestra by 1927. He died in 1974.



Fred H. Hruby: He was born in 1891 and also became a music teacher and musician like his brother Frank and was involved in the Hruby Music Co. He died in 1978.

James Wenceslos Sisteck: He was born in Pilsen, Austria in 1882 and by 1906 was working as an engraver in Cleveland. By the 1910 US Census, he was listed

as a musical instrument manufacturer and had a store at #4248 Broadway in Cleveland. His company had joined the brass workers' union by 1914 and a few of his instruments have survived. He appears to be the only founder who had experience in brass instrument making. His son James J. Sistek joined him in the music business which lasted until it burned in 1970. James W. died in 1976.

James Sholle: He was born in 1873 in Bohemia and worked as an orchestra musician in Cleveland for most of his life. In the 1950 US Census, he was listed as a violin maker with his own shop. He died in 1957.

Kinsel Pearce: He was born in 1874 in Ohio and spent his career as a music teacher, composer, and studio musician in Cleveland. He died in 1957.

The founders appear to be a bunch of musicians and one store owner who had some workers making instruments. The news article did not say who funded this endeavor, but perhaps they were the board of directors who helped to sell stock to raise \$25,000 (\$450,000 in 2025).

A Sistek cornet with #20112 and wearing the union label.



The earliest ad found from the October 1919 *International Musician* magazine.

ANNOUNCEMENT

The Cleveland Musical Instrument Co.

Manufacturers of

The "Cleveland" **Trumpets**
Cornets
Trombones

Special  **Offer**

IN ORDER to introduce our instruments we shall offer, for a few months only, our "CLEVELAND" Trumpet or Cornet (ordinarily worth \$90.00) for \$65.00 in brass, complete with case. We guarantee the material and workmanship the best. Musicians who are now using these instruments pronounce them superior to any they have ever tried.

OUR FREE TRIAL OFFER. Send us \$2.00 and we shall ship you by express C. O. D. subject to six days' trial one of our hand-made trumpets or cornets in large or small bore. Don't miss this opportunity to secure an instrument which is becoming very popular with professional musicians, at a ridiculously low price.

Be one of the first to use a "CLEVELAND" and be SATISFIED.

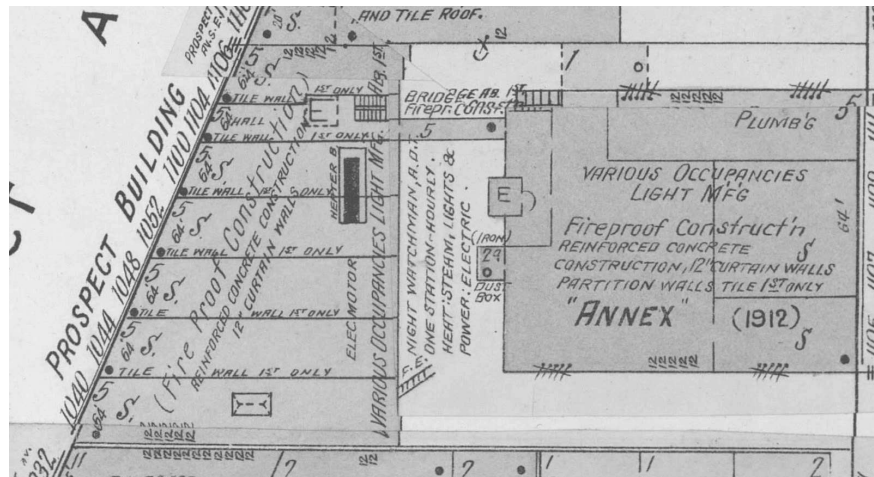
The Cleveland Musical Instrument Co.

1104 Prospect Avenue CLEVELAND, O

We Do All Kinds of Repairing on All Band Instruments.

At this time, they were making trumpets, cornets, and trombones. According to a history of the Cleveland company in the H. N. White catalog of 1930, Cleveland made only trumpets at first when they started in February 1919. By the time the above ad was written, they were offering two bore sizes for cornet and trumpet but hadn't seemed to have sold many yet with their phrase, "Be one of the first to use..."

In June of 1920, *The Music Trade Review* reported that their capital stock had increased to \$50,000 and they were still located at #1104 Prospect Avenue in Cleveland. The Sanborn map below from 1918 below shows this to be a narrow hallway but perhaps they were working in the rear section marked "Light Mfg" that was built in 1912.



#1104 in 2024 is the second entrance from the left.

Ad from the February 1920 edition of *The Musical Messenger*.

THE
"CLEVELAND"



THE PEER OF ALL TRUMPETS

BUILT LIKE THE LIBERTY MOTOR

Not the product of one man, but of a group of master mechanics from the largest factories of the world. Used and recommended by musicians who understand quality. **WRITE FOR CIRCULAR.**

THE CLEVELAND MUSICAL INSTRUMENT CO.
1104 PROSPECT AVENUE
CLEVELAND

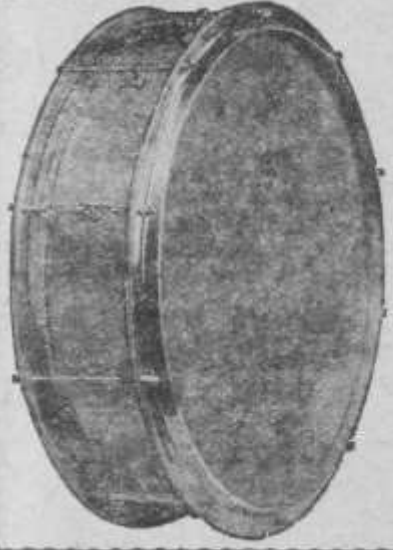
From the March 1920 *International Musician*.



"CLEVELAND"
"The Peer of all Trumpets"
SCIENTIFICALLY BUILT
MODERATELY PRICED

Write for our Free Trial Offer
THE CLEVELAND MUSICAL INSTRUMENT COMPANY
1104 Prospect Ave. Cleveland, O.

This *IM* ad from April 1920 shows that they were also selling drums.



SOMETHING NEW!

The **"CLEMICO"** ALL METAL SNARE DRUM

A wonderful Band and Orchestra Drum. Made of all aluminum. The neatest, snappiest and lightest metal drum ever produced. Also made with copper or wood shells. Agents Wanted. Drummers who are live wires, write to us for particulars on agency proposition.

The Cleveland Musical Instrument Co.
1104 Prospect Ave. Cleveland, Ohio

From *The International Musician* in May 1920.



"CLEVELAND"
TRUMPETS AND CORNETS

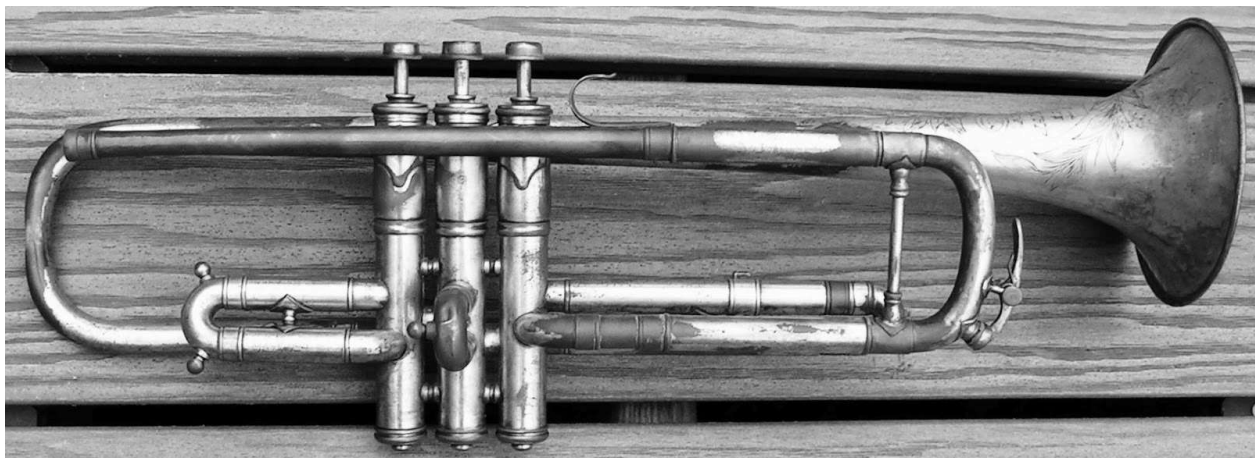
Are built like the Liberty Motor. They are not the product of one man, but of a group of master mechanics from the world's greatest band instrument factories. Used and recommended by musicians of the highest rank. No better instruments made at any price.

Write for leaflet.

THE CLEVELAND MUSICAL INSTRUMENT COMPANY
1104 PROSPECT AVE. CLEVELAND

AGENTS WANTED

This is Sistek trumpet #264, having a union label and using the same valve block and caps as The Cleveland trumpets in the 5k serial range (photos courtesy of Ron Berndt at Trumpet-History.com). This would certainly have been the basis for the first Cleveland models.



This July 1920 *International Musician* ad tells us that “hundreds” of trumpets had been made by this time and that they had changed the design.

— FOR SALE —
25 “CLEVELAND” TRUMPETS

(Discontinued Model)

Complete with Case, Each \$50.00

Here is a real buy. Hundreds of these instruments are now being used by professionals. We are making a new model and therefore will dispose of these at cost. The only difference between the two is in the appearance. Every trumpet guaranteed perfect. Built in low or high pitch. On receipt of \$2.00 we will send this trumpet C. O. D. subject to Six Days Trial.

If you wish a bargain here is your opportunity.

THE CLEVELAND MUSICAL INSTRUMENT CO.

1104 Prospect Avenue

Cleveland, Ohio

This *International Musician* as from September 1920 shows the trombone and the new trumpet design. The only apparent differences are that the second slide faces the rear and the Bb/A stop rod has been replaced by an internal one on the bottom section of the tuning slide with a stop nut.

This Organization of Musician-Craftsmen Has Set a New Standard in Instrument Making

From various corners of the earth, France, Bohemia and America, they have come together, combining the ideas which go to make superior instruments that prove their merit wherever tried. A pleasant surprise awaits everyone who tries them. Send for literature today.



The Cleveland Trombone

is characterized by rich, full and pleasing tone, ease of blowing and smooth, light slide action. It is an instrument of beauty and practical design in high favor with soloists, troopers and theatrical musicians. Like all Cleveland instruments it affords a new measure of satisfaction and makes greater accomplishments easy to all who use it.

Cleveland Trumpet and Cornet

That Snap and Brilliance which trumpet players love is embodied as never before in the Cleveland Trumpet. It responds to the least effort, without tiring resistance, producing a clear, bell-like tone that touches the hearts of listeners and calls forth enthusiastic appreciation of one's efforts.

In Cleveland Trumpets and Cornets, as in the Trombone, the practical knowledge of the makers is manifested in the production of instruments that set a new high standard.



THE CLEVELAND MUSICAL INSTRUMENT CO. Prospect Ave. CLEVELAND, OHIO

A matching example is #5747 below (images from internet auction).





This is the font used on examples found in the 5k range.



Trumpet #5865 found at Horn-u-copia.net.



Did these evolve from earlier trumpets by James SisteK?
Here is SisteK #5083 from Horn-u-copia.net.
Except for the tuning slide bracing, they look the same.



The same valve block is used on this SisteK "Own Make" cornet #2000.



Compare this to Cleveland cornet #5565 (auction photo).



This *International Musician* ad from October 1920 features the trombone. Here we learn that the craftsmen were from France, Bohemia, and the US.

This Organization of Musician-Craftsmen Has Set a New Standard in Instrument-Making

From various corners of the earth, France, Bohemia and America they have come together, in **their own** plant, combining the ideas which go to make superior instruments that prove their merit wherever tried.

A pleasant surprise awaits everyone who tries them. Send for literature today.

THE CLEVELAND TROMBONE is characterized by rich, full and pleasing tone, ease of blowing and smooth, light slide action. It is an instrument of beauty and practical design in high favor with soloists, traveling artists and theatrical musicians. Like all "Cleveland" instruments it affords a new measure of satisfaction and makes greater accomplishments easy to all who use it.



**THE
CLEVELAND
TRUMPET**

That Snap and Brilliance which trumpet players love is embodied as never before in the Cleveland Trumpet. It responds to the least effort, without tiring resistance, producing a clear, bell like tone that touches the hearts of listeners and calls forth enthusiastic appreciation of one's efforts.

In Cleveland Trumpets and Cornets, as in the Trombone, the practical knowledge of the makers is manifested in the production of instruments that set a new high standard.

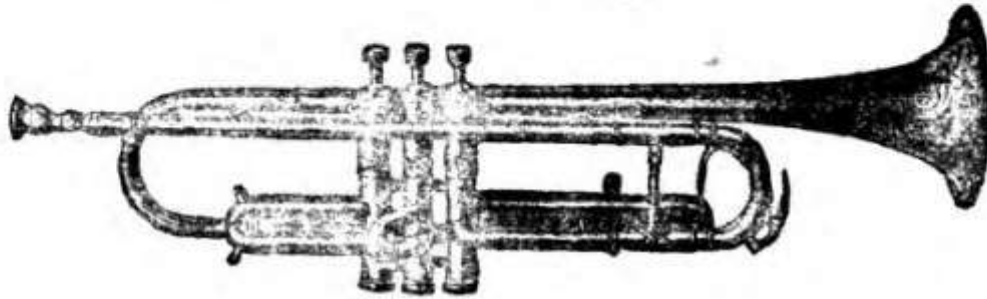
Send for our Free Trial Proposition on Cleveland Instruments

THE CLEVELAND MUSICAL INSTRUMENT CO.

1104 PROSPECT AVENUE

CLEVELAND, O.

The CLEVELAND Trumpet Develops Your Skill and Talent to the Highest Degree of Perfection



A Truly Masterful Achievement As Perfect as Human Skill Can Make It

THE CLEMICO DRUM

A new and highly improved drum. Made of aluminum. Equipped with separate tension. Cannot warp or split. A World Beater. Also sent on trial. Local representatives wanted.



SEND FOR IT ON TRIAL

Using the words of many renowned artists, The Cleveland Trumpet enables a musician to develop his skill and talent quickly to the highest degree.

Possessed of the snap and brilliancy that trumpet players love, the Cleveland is a world-wide favorite. And Cleveland Trumpet players stand out head and shoulders above their associates—their ability is clearly apparent to every one.

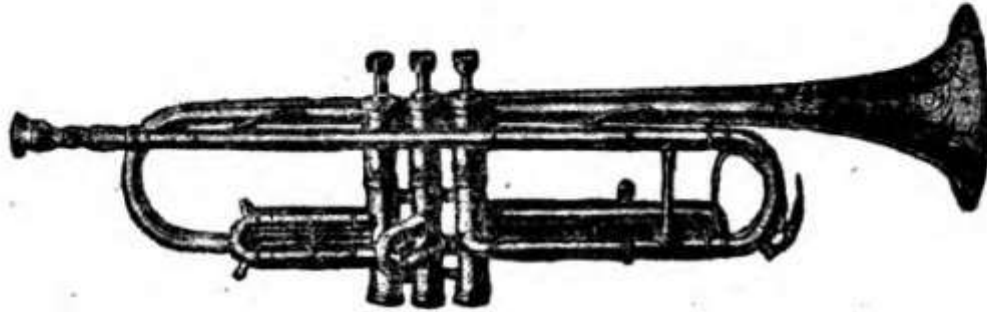
Responding to the least effort, without tiring resistance, the Cleveland Trumpet peals forth a clear, bell-like tone that leaves a pleasant and lasting memory in the hearts of listeners.

Write for prospectus covering Cleveland instruments. It presents our liberal trial offer. Prove to yourself what others have proved.

THE CLEVELAND MUSICAL INSTRUMENT CO.

1104 PROSPECT AVENUE - - - - CLEVELAND, O.

You'll Note Its Superiority Instantly



It takes only a short test to convince yourself of the superiority of the Cleveland Trumpet. The first rendition flows forth so tunefully that even an untrained musical ear can note the difference.

Cleveland Trumpets respond to the least effort, without tiring resistance. Their clear bell-like tone, rich and full, sways the musician's auditors like the emotional appeal of the powerful orator.

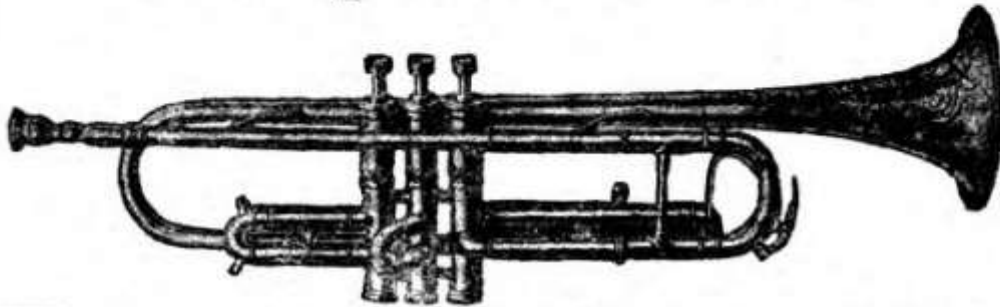
In the words of a renowned musician, "You can't appreciate the difference until you try it."

We send this trumpet to musicians on a liberal trial basis. Write for a Cleveland on trial today. If interested in Trombones, or Cornets, ask for descriptive literature.

THE CLEVELAND MUSICAL INSTRUMENT CO.

1104 PROSPECT AVENUE - - - CLEVELAND, O.

The Intonation of This Trumpet is Perfect



Trumpetists who have used the Cleveland Trumpet say unhesitatingly that its intonation is perfect. But this is not all in a Cleveland Trumpet that causes them to call it the "Peer of All Trumpets."

Responsive and easy valve action, remarkable flexibility of tone, penetrating snap and brilliancy, perfect pitch, without forcing or favoring, and beautiful workmanship are other features that are creating so much favor among trumpetists.

You will never appreciate the pleasure of playing a superior trumpet until you try a Cleveland. We'll send you one on trial for you to convince yourself. Write for a Cleveland Trumpet on trial today.

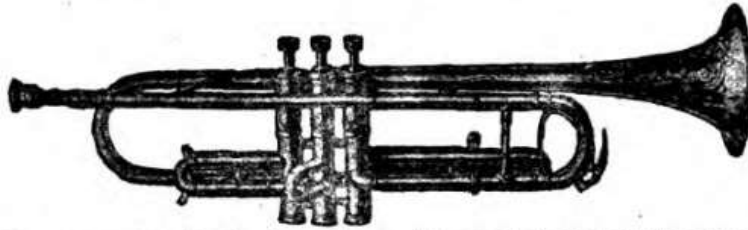
THE CLEVELAND MUSICAL INSTRUMENT CO.

1104 PROSPECT AVENUE CLEVELAND, O.

Cleveland trombone "Conservatory Standard" from Horn-u-copia.net.



European vs. American TRUMPETS



For many years the foreign makers of trumpets have had the advantage over American makes in producing an instrument of superior tone quality. The American manufacturers on the other hand were able to produce a freer blowing trumpet, better valve action and other superior qualities.

American manufacturers have endeavored to duplicate the tone quality of European trumpets without success. In fact it has been generally conceded that America could not produce a real trumpet. Why not? Why could not a people who lead the world in practically everything else produce a trumpet the equal of foreign makes?

It never occurred to any one that a combination of experts from the various factories of the world might solve the problem.

The "Cleveland" Trumpets to the Rescue

Not until a group of skilled instrument builders and a number of musicians organized The Cleveland Musical Instrument Co. has America been able to produce a trumpet possessing the advantages of European instruments. Combining these advantages with American skill and perfection, it has been possible to produce a trumpet far superior to anything on the market today.

A Wonderful Success

While on the market only a short while, the success of the "CLEVELAND" has been remarkable. Prejudiced and skeptical trumpeters have been made to realize that America has at last succeeded in perfecting a trumpet which has no equal for beautiful tone quality—intonation—and perfect valve action.

In spite of the fact that the unethical practice of giving away instruments to prominent players (as is done by many manufacturers) has not been followed, the business of this concern has grown to such an extent that it was necessary to seek new and larger quarters. About ninety-five per cent of "CLEVELAND" trumpets were sold to professional players, and they all proclaim them the "Peer of all trumpets."

Trumpetists who have failed to find satisfactory instruments in this country should avail themselves of this opportunity to try this remarkable trumpet. Can be purchased for cash or on easy payments. Send for one on six days' trial.

AGENTS WANTED

Trumpetists of good standing wanted to represent "CLEVELAND" instruments. If there is no Cleveland agent in your city write for particulars.

THE CLEVELAND MUSICAL INSTRUMENT CO.

1104 PROSPECT AVENUE - - - CLEVELAND, O.

July 1921 *International Musician*.

THE PROFESSIONAL'S CHOICE
THE
“Cleveland” Trumpet



HAND-MADE
An Instrument for Particular Trumpetists
Made by Particular Trumpet Builders
Write for Our Circular and Prices

THE CLEVELAND MUSICAL INSTRUMENT CO.
1469 West Third Street, - - Cleveland, Ohio

August 1921 *International Musician*.

BARGAINS IN
Cleveland Sample Instruments
Trumpets, Cornets, Slide Trombones
In Brass, Complete with Open Centre Case

These instruments have been used for demonstrating purposes and display. Every instrument guaranteed. Built in low or high and low pitch.

YOUR CHOICE, as long as they last, - - Cash, \$50.00

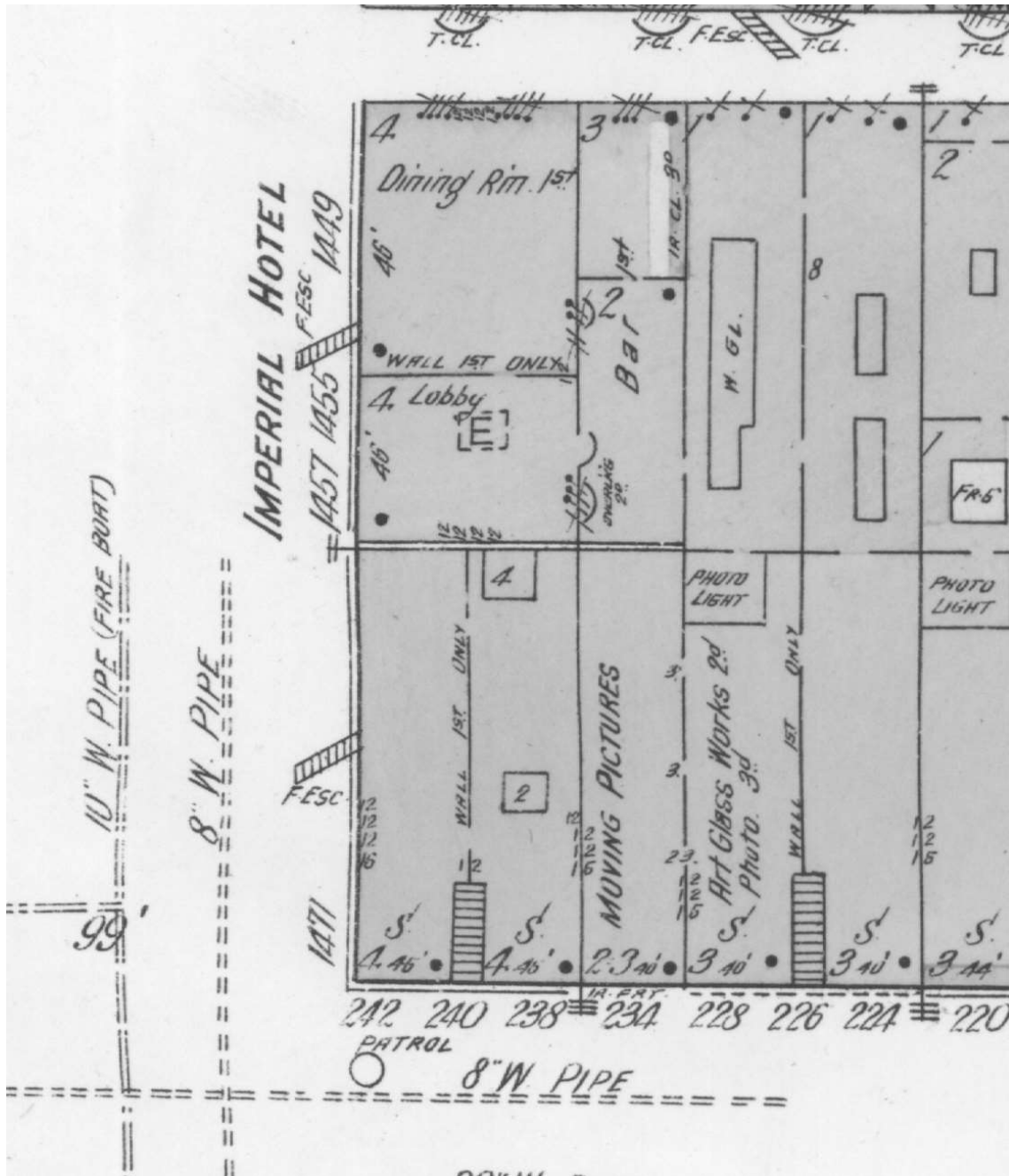
NEW CLARINET BARGAINS
Best French Makes

Albert System, 15-4-4, - \$38.00 **Boehm System, 17-6, - \$65.00**

Write for our Big Bargain List of well known second-hand instruments. Also drum outfits.

THE CLEVELAND MUSICAL INSTRUMENT CO.
1469 West Third Street, Dept. E., Cleveland, Ohio

The last two ads show that they moved from Prospect Ave to #1469 West Third St sometime in the Spring of 1921. Below is this building in the 1912 Sanborn map. By 2024, this site was a parking lot.



September 1921 *International Musician*.

START THE SEASON RIGHT



A CLEVELAND TRUMPET, CORNET OR TROMBONE will help you do it. The remarkable success of these instruments is due to the fact that they are hand made—by experts who are specialists in their line. "Cleveland" instruments are not only well built but they possess qualities not found in other makes.

If you want an instrument with brilliant tone—perfect intonation—faultless valve action and free blowing try a "Cleveland."

Send for circulars and our Bargain List.

THE CLEVELAND MUSICAL INSTRUMENT CO.
1469 W. 3rd Street - - - CLEVELAND, OHIO

Original from

January 1922 *International Musician*. The total sold is now up to at least 185 trumpets in Cleveland and Pittsburgh.

PLAY IN COMFORT
A "CLEVELAND" TRUMPET WILL HELP YOU DO IT.

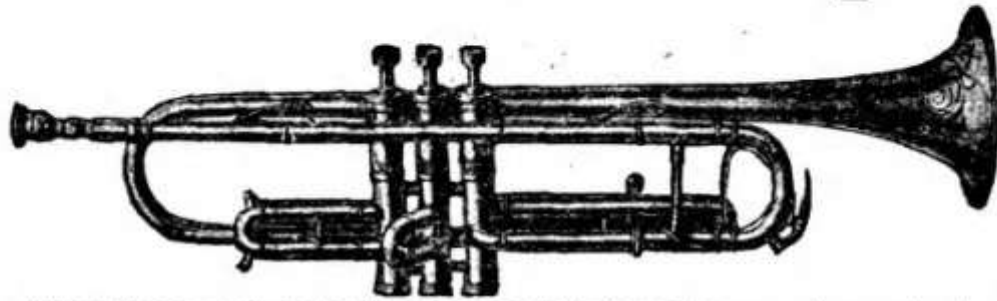


There is no need of making your work drudgery. You can play with ease both physically and mentally, if you own a "Cleveland" trumpet. It requires very little effort to play from ppp to the greatest climaxes. There is no humming of tones, for the intonation is perfect. A trial will convince you of this fact.

More than 125 sold in Cleveland, 69 in Pittsburgh, and most of these were purchased by professional trumpeters. What does this signify? Just one thing—the "Cleveland" is a real trumpet. Write for our circular T.

THE CLEVELAND MUSICAL INSTRUMENT CO.
1469 W. 3rd Street - - - CLEVELAND, OHIO
Factory and Offices *Live wire Agents wanted*

Don't Take Our Word **Read What Following Well-Known Trumpetists Think of**
Cleveland Trumpets



What these men have to say should interest every player who is contemplating the purchase of a trumpet. These testimonials are the more valuable because they came unsolicited from artists who **BOUGHT** Cleveland Trumpets.

B. T. HALBURG, Mason Opera House, Los Angeles, Cal.—The trumpet I bought from you is the best instrument I have ever played, fine tone and tune and very easy blowing. It is an ideal trumpet for all kinds of business.

ED. MORBACH, Band Director, Louisville, Ky.—It is a real TRUMP-et.

LOUIS PANELLA, Instructor of Trumpet, Carnegie Tech; Soloist, Pittsburgh Municipal Band, Pittsburgh, Pa.—I have never played an American trumpet that suited me until I purchased a 'Cleveland.

L. M. HURDLE, Washington, D. C.—It is an A-1 instrument, in perfect tune, splendid workmanship, and altogether a beauty.

SAM T. WILLIS, State Theatre, Cleveland.—I have been using your trumpet for a year and find it superior to all makes, including the——— which I used for eight years.

ISSY CERVONE, formerly Chief Trumpet Instructor Great Lakes Training Camp and soloist with Innes Band; director of band, Pittsburgh, Pa.—Your trumpet has all the qualities a real trumpet should possess, fine tone, perfect intonation and well balanced.

W. J. HENDERSON, Bandmaster, San Francisco, Cal.—I am delighted with the trumpet you sent me.

LOUIS P. RUTH, Keiths Theatre, Indianapolis, Ind.—I like my trumpet better every day.

JAMES MORROW, Solo Cornet, Colorado Springs Midland Band; Alvin Theatre, Pittsburgh, Pa.—Allow me to congratulate you on the wonderful instrument you sent me. It is a world beater.

DAN MICHEL, Baltimore, Md.—Of all the trumpets I have ever used none can compare with the Cleveland.

GUY PANACIULLI, Chicago.—It is a wonderful trumpet. I shall recommend it to all my friends.

J. WYLIE POWERS, Alhambra Theatre, Cleveland.—I can heartily recommend your Cleveland Trumpet in every respect.

A. HRUBY, Cleveland Symphony Orchestra.—The best trumpet I ever used.

WM. E. BARNES, Cleveland—A splendid instrument.

LOUIS M. FROHMAN, Director Peoples Symphony Orchestra, N. Y. City—Your trumpets are the best on the market today.

Hundreds of others can testify in the same manner. Let us send you one on approval.

THE CLEVELAND MUSICAL INSTRUMENT CO.
1469 W. 3rd Street - - - CLEVELAND, OHIO

A Few Agencies Still Open

November 1922 *International Musician*.

They now claim to make saxophones, yet White's history from 1930 never mentions them.

<h1>CLEVELAND HAND MADE INSTRUMENTS</h1>		
<h2>A MARVELOUS TRUMPET</h2>  <p>If you have never played a hand-made instrument you cannot fully appreciate its superior qualities; the beautiful tone, perfect scale throughout the range, ease of blowing and finest of workmanship will appeal to the particular trumpeter. Cleveland trumpets are recognized by leading artists everywhere as the acme of perfection. If you wish to improve your standing as a musician you should by all means try one of these remarkable trumpets.</p> <p>WRITE FOR CIRCULAR</p>	<h2>The "CLEVELAND" SAXOPHONE</h2>  <p>The latest addition to the Cleveland line is the family of saxophones. Designed and perfected by the same skilled artisans who produced the Cleveland trumpet and trombone, their fine tone and intonation will surprise the most skeptical. These instruments are hand-made and therefore superior to all other makes. Our prices are no higher than in a c h i n e-made instruments. Don't buy a saxophone before first trying a "Cleveland."</p>	<h2>HAND GROUND SLIDES</h2> <p>are a</p> <h2>Feature of this Beautiful Trombone</h2>  <p>Anyone can make a good bell, but slide-making is an art by itself. It takes many years of experience to become an expert slide grinder. Our men are old-timers in this business, having worked in the largest factories of Europe and America before machine grinders were installed. There is a great difference between hand-ground and machine-ground slides. Let us convince you by a trial. See our trial offer.</p>
<h3>Free Trial Offer</h3> <p>Any instrument will be shipped C. O. D. with privilege of six days' trial. If not found entirely satisfactory money will be refunded.</p>	<h3>The CLEVELAND MUSICAL INSTRUMENT CO.</h3> <p>1469 W. 3rd St. Cleveland, Ohio</p>	<h3>MUSICIAN AGENTS WANTED</h3> <p>Some of our agents make more money selling our instruments than by playing. If there is no "Cleveland" agent in your city write for particulars.</p>

According to the history of the Cleveland Musical Instrument Co by White in 1930, Cleveland had 15 workers by 1923 and were unable to keep up with the demand for their instruments. At this time, White started making instruments for Cleveland. They did this for two years until White decided to buy the Cleveland company. The date of 1925 for this is found in the history at the hnwhite.com website.

In later White catalogs, Cleveland is listed as a subsidiary of White, yet according to later advertisements found, Cleveland had their own ads.

April 1925 *International Musician*.

This may have been just before the purchase by White since they still have the same street address.



DO AND HOLD A GOOD JOB

WITH A

Cleveland Trumpet

If you have never played a Cleveland, an agreeable surprise is in store for you. You will find responsive and easy valve action, remarkable flexibility of tone, penetrating snap and brilliancy, perfect pitch, without forcing or favoring, and beautiful workmanship.

Why not order a Cleveland on approval? This may be just the instrument you have longed for. This trumpet will help you **DO AND HOLD A GOOD JOB.**

Write for circular of hand-made instruments.

THE CLEVELAND MUSICAL INST. CO.

1469 WEST 3RD STREET CLEVELAND

The next ad I could find was from 1928, which is unfortunate since it makes for a three-year gap for the design change that added the third slide adjustment. Perhaps the change was done by White after the purchase in 1925. This 1928 ad shows the new, lower price of \$61.50 that was established by White due to their lower manufacturing costs. The previous sale price was \$100.

This ad also gives us their new address at #1454 East 53rd St, which was part of the White property; a three-story factory building that was new in 1924. White said that after the purchase, they tooled up for a complete line of instruments, as this 1928 ad shows.

September 1928 *International Musician* (also found in January 1930).



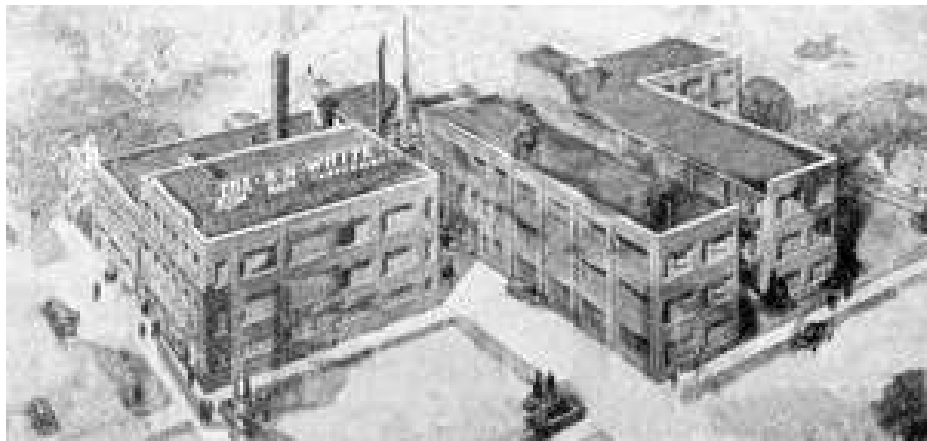
**New Standards
of Value**

CLEVELAND BAND INSTRUMENTS—
a complete new line including
Trumpets, Cornets, Trombones, Altos,
Mellophones, French Horns, Baritones,
Basses, Sousaphones, and Saxophones.
Moderately priced. Agents wanted.

The famous Cleveland Trumpet
improved with fastest valve action
and better in every way. Price,
silver plated gold
bell, complete in **\$61.50**
case

CLEVELAND MUSICAL INSTRUMENT COMPANY
1454 East 53rd Street "Clevelands Preferred" Cleveland, Ohio

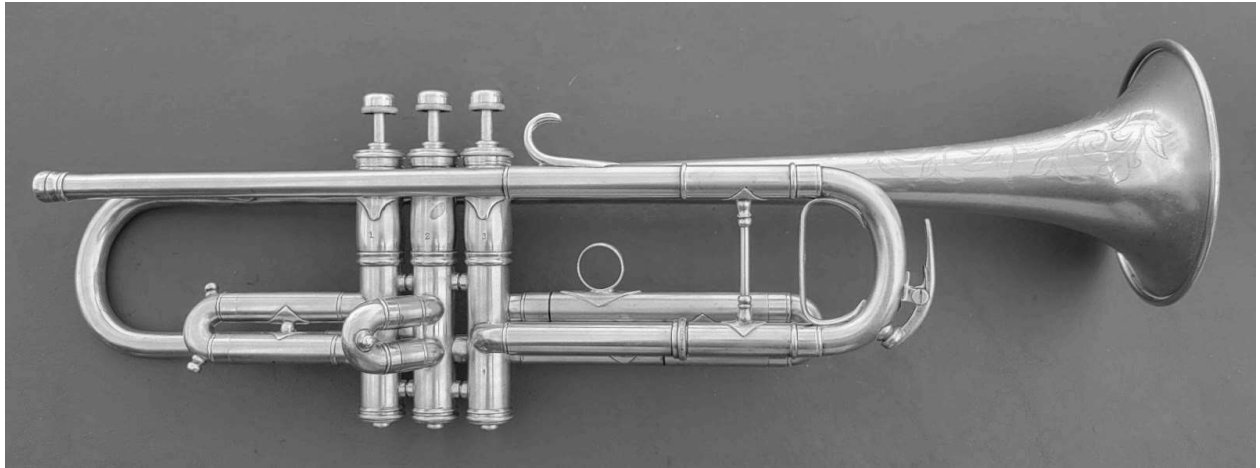
The new Cleveland factory building, as in this 1927 King catalog image, was the right portion of the parallel buildings..



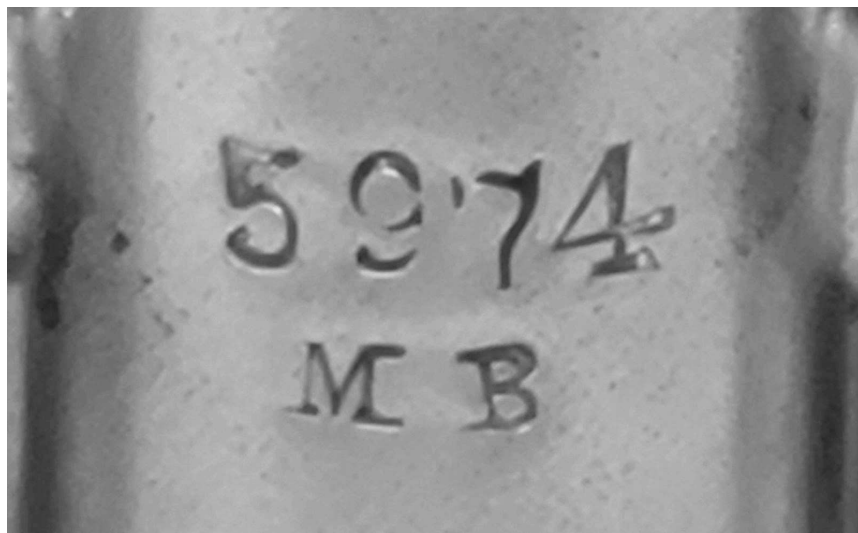
Trumpet #5353 matching the new design (Horn-u-copia.net).



Trumpet #5974 (author's photos)
Finished in satin gold with polished engraving.



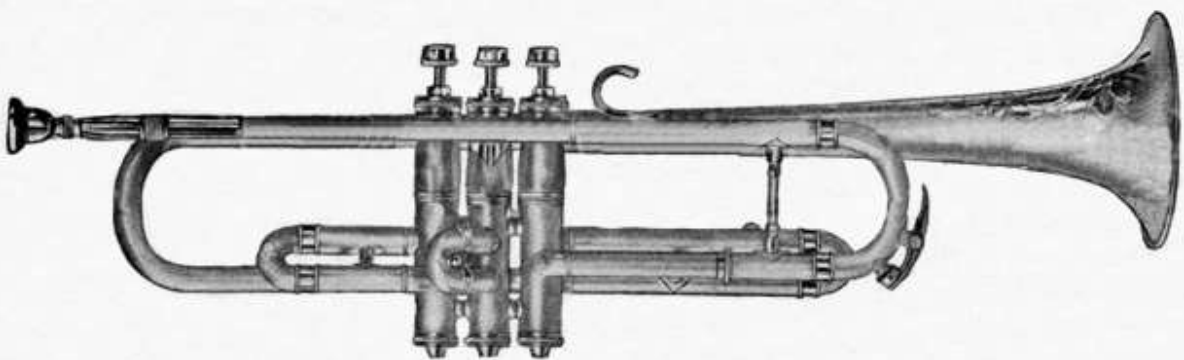
The unique Cleveland font not found on King instruments.
“MB” would make one assume medium bore but this is 0.468”.





The “complete new line” shown in the 1928 and 1930 ads are a close match to what White has in their 1929 catalog, and the price is the same, yet there are some design differences.

1929 Cleveland “Superior” trumpet from the White catalog.



The Cleveland Trumpet—Superior Model
An Exceptional Value at an Exceptional Price!

Before we took over the Cleveland Musical Instrument Company, this trumpet sold for \$100, silver plated, gold bell in case. With all the improvements, we have added to it, including wonderful valves and finer workmanship, the price has been reduced from \$100.00 to \$61.50, including case. It is a Favorite with many professional players and band leaders: you can't find its equal in quality and wonderful value!
Write for Complete Catalog on Cleveland Instruments.

1930 image from ad



New Standards of Value

CLEVELAND BAND INSTRUMENTS—
a complete new line including
Trumpets, Cornets, Trombones, Altos,
Mellophones, French Horns, Baritones,
Basses, Sousaphones, and Saxophones.
Moderately priced. Agents wanted.

The famous Cleveland Trumpet improved with fastest valve action and better in every way. Price, silver plated gold bell, complete in case **\$61.50**
Send for free catalog.

CLEVELAND MUSICAL INSTRUMENT COMPANY
1454 East 53rd Street "Clevelands Preferred" Cleveland, Ohio

It's possible that the 1930 image is outdated, or that the 1929 White catalog is dated wrong. The other possibility is that both of these are correct, and Cleveland still made their original trumpet with a design matching #5974 above. The Cleveland Superior design is missing the C-brace on the tuning slide and the third slide ring, and has what looks like a full receiver socket.

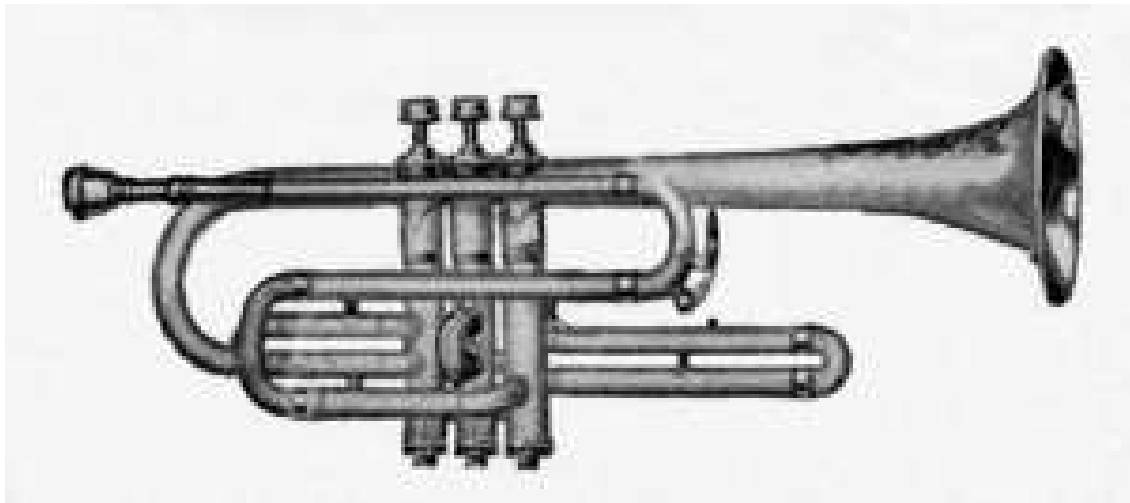
A more complete analysis of the different models and when they were made will come later in this history of the company. For now, let's follow the rest of the Cleveland history under the control of White.

More H.N. White catalogs need to be found to fill the 1925 to 1929 gap showing how the original Cleveland instruments changed into the Superior model 603 in 1929, but for now we will start from there. By 1929, White was offering a complete line of Cleveland instruments in the middle price range as well as the "new" American Standard line in the low-price range.

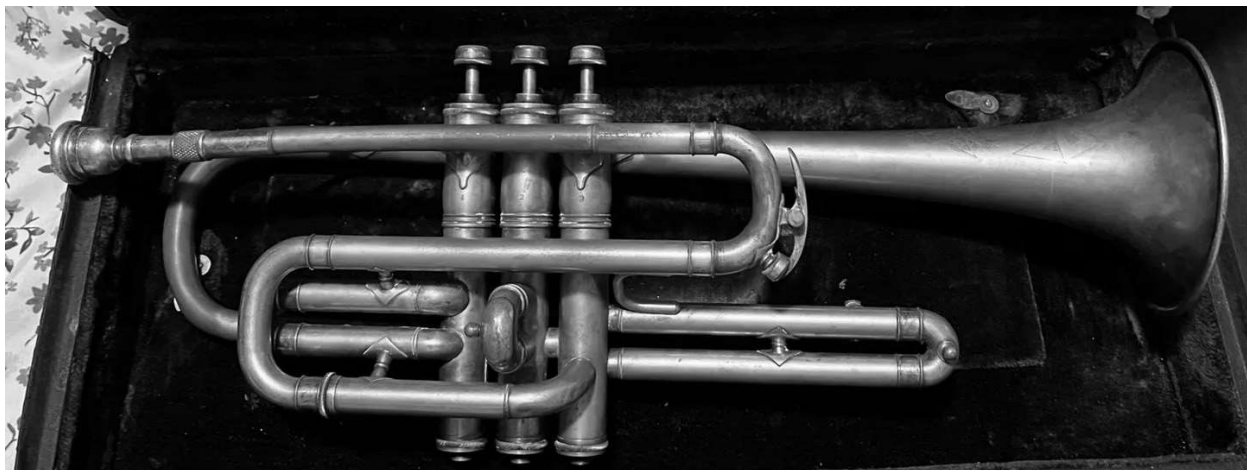
Cleveland Superior model 603 with serial #26035 (auction photo).



1929 Euclid model 601 cornet.



Euclid cornet #35264 (auction photo).

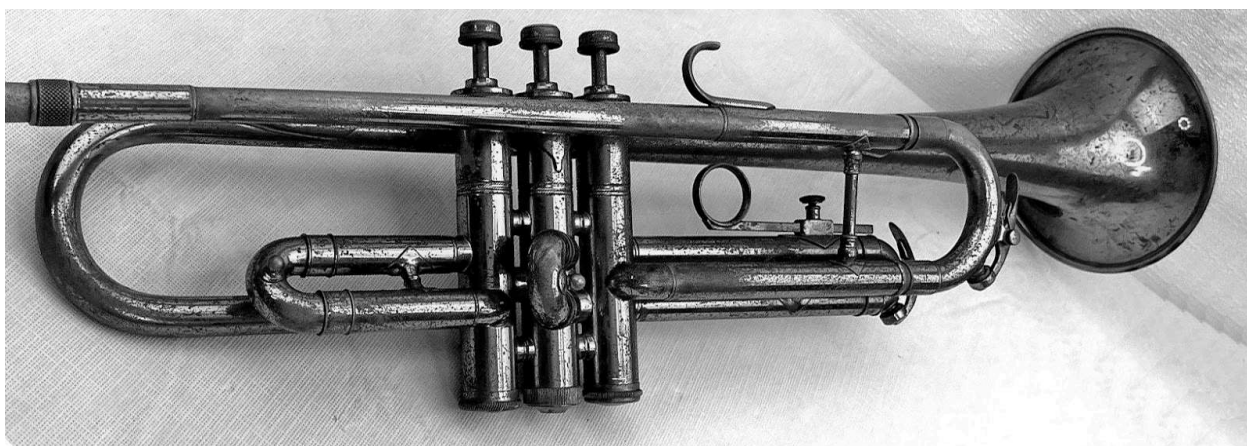


In 1930, Cleveland introduced the new Greyhound model 600 trumpet. #34902 shown below (auction photo). This was a popular 1930s style.



This design stayed the same from 1930 until its last year in 1939.

In 1938, the Superior trumpet was replaced by the Toreador model 603-T.

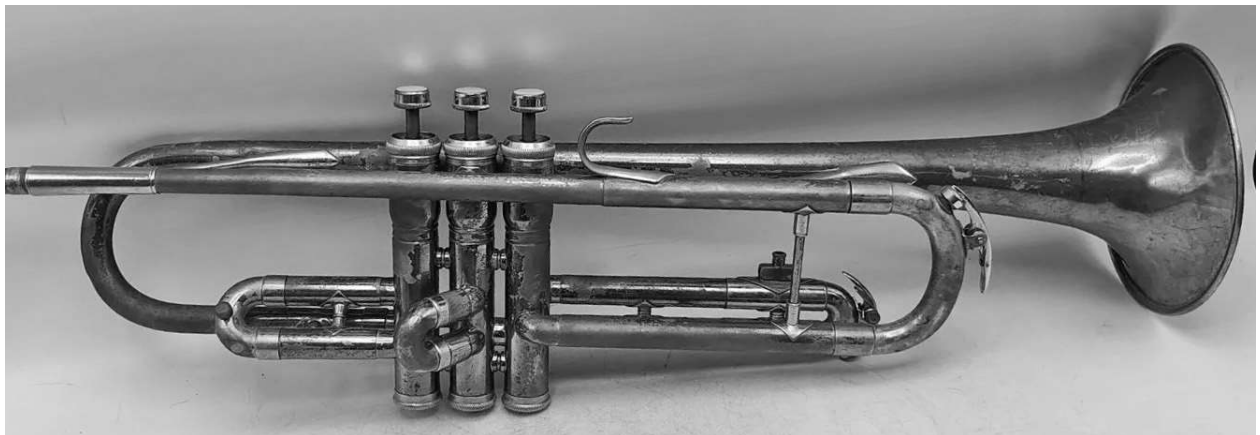


The Treador continued until about 1954 at around serial #75000.

In 1940, the Euclid cornet was replaced by “The Clevelander” model 601-B. After WWII, the name changed to “Superior / made by King Craftsmen”.



In 1948, the Superior model trumpet was back using the 600-B model number.



This new design had a single-section tuning slide, recessed top cap felts, third slide adjustment, and a “new professional large bore.” The 600-B model number changed to 600 in 1957 and the Superior name was retained until the sale of H.N. White to King Musical Instruments in 1965. After that, it continued as the Cleveland model 600 until the end of the Cleveland name in 1980.

The cornet model also changed in 1957 to the Superior model 602. This would also continue until the end in 1980 but without the Superior name after 1965.

Typical "Superior" model bell stamping.



Dating Cleveland Instruments

This is an attempt to piece together when different models of Cleveland instruments were made. Since White purchased the company only six years after it started, it's important to include a study of the serial number fonts that White used for King models since these were also used for Clevelands. Due to the high numbers of trumpets and cornets made compared to other instruments, I have used them as examples for dating and model changes.

Assumed pre-White Cleveland font c.1919-1925.

All examples found so far use the 5k range. This may be a leftover from Sistek before starting Cleveland as he used this 5k range for some examples found.



As previously noted, the first Cleveland cornet followed the Sistek design and the only known example is #5565 below. This uses the same valve block, pulling knobs, and receiver style as the trumpet.

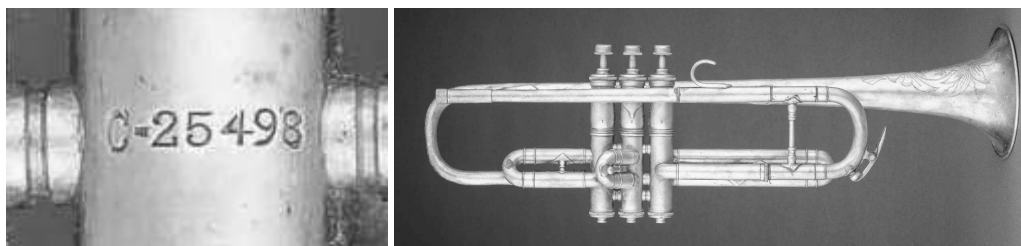


King Serial #2 was used from 1914 through 1929. This is the first key to dating Cleveland instruments as you can use this change to determine the start of production in 1925 and the start of the 1930 serial numbers.

King font #2 from 1929 on left and font #3 from 1930 on right.



Below is font #2 on a Rochester Musical Inst Co stencil of a Cleveland trumpet. This trumpet also matches exactly to King Master model trumpets in the 114-117k range. This is the only font #2 that I have a photo of for a Cleveland, but in looking at all the examples recorded over the years, the lowest is C-25005 on trumpet model 603. This leads me to believe that for Cleveland instruments, White started with C-25000 in 1925; the only logical reason why they would start with 25000. The C prefix appears to start with the purchase by White as a way to identify the two serial number sequences and avoid duplicate numbers from earlier King instruments.



King font #3 started in 1930, the same year that the Cleveland Greyhound trumpet was introduced. The earliest example I have found for that model is C-28871, so if they started making them in late 1929, then 1930 serial numbers should start around 29000. This gives us 4,000 instruments made between 1925 and 1930.

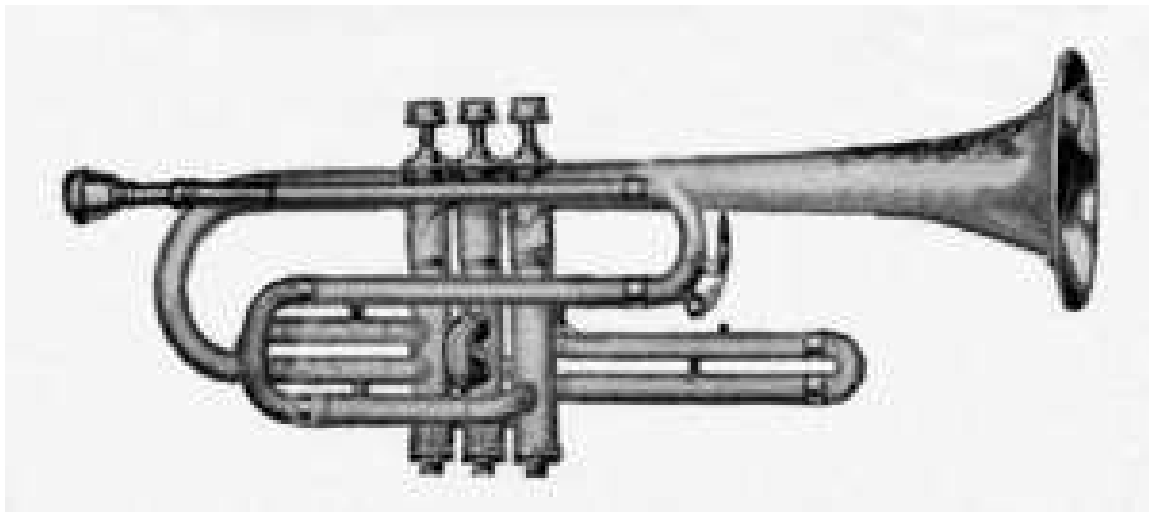


The Greyhound lasted through 1939 and the highest example found is C-39332; putting the beginning of 1939 at around 39000. All the fonts that I have recorded for this model use King #3. Many more examples are needed to verify the serial number dates better.

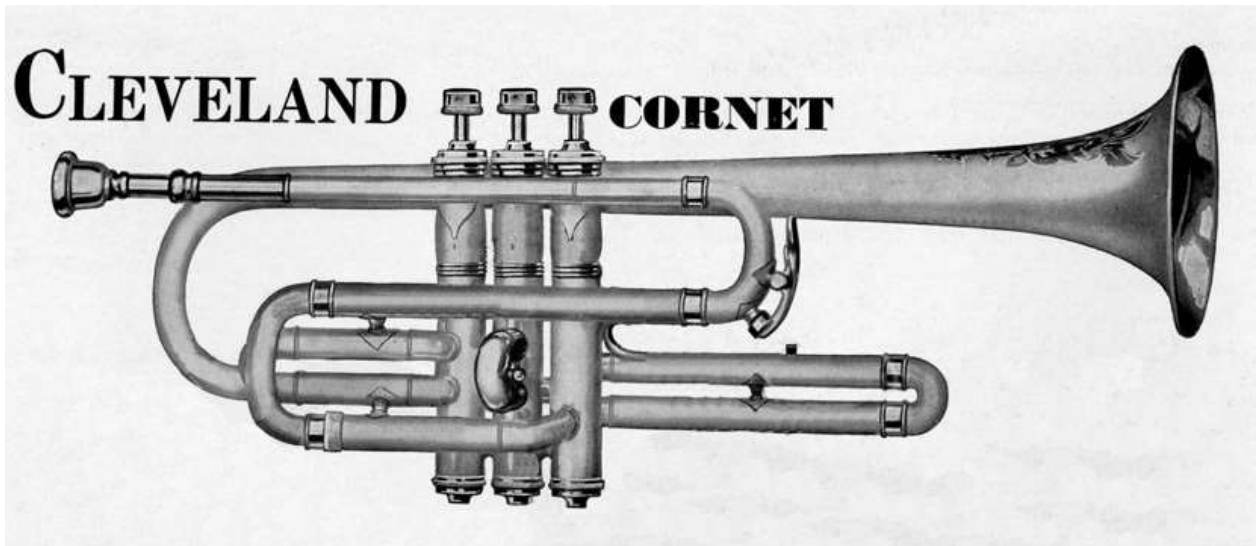
The 1929 catalog shows the changes in the designs of the cornet and trumpet from the original Cleveland ones. Without 1925 to 1928 catalogs available, it's hard to determine when this started and very few of the cornets still exist.

1929 Euclid Cornet model 601 catalog image.

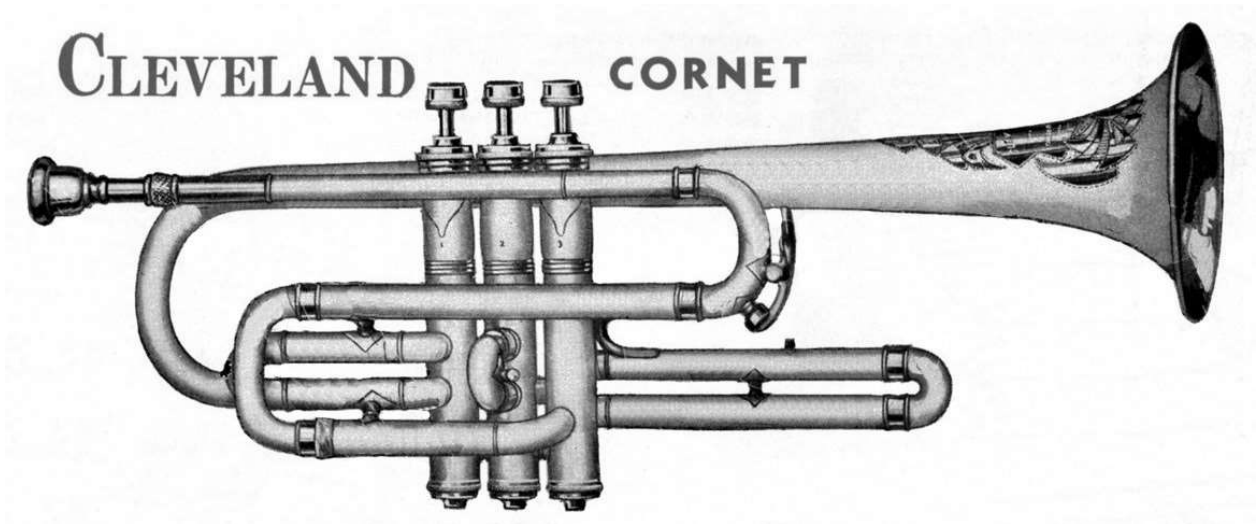
Comparing this to the Cleveland model, White changed or eliminated some bracing and added what looks like a receiver socket.



1938 Euclid Cornet model 601 catalog image.
I call this design #1 with the bulb on the end of the receiver.
Design #1 lasted from c.1925 to 1938.



1939 Euclid Cornet model 601 catalog image.
This is the only year that they show a knurled end on the receiver.
I call this Design #1a.



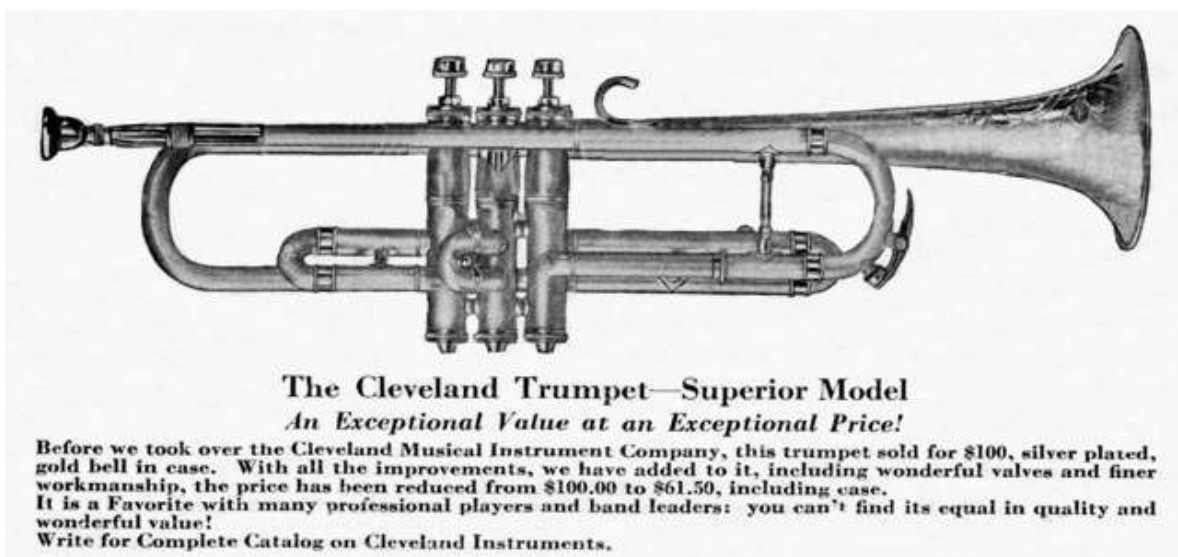
Euclid cornet #C-35191 match design 1a (Horn-u-copia.net).



So few examples show up for early Cleveland cornets that it's hard to use these for dating. The only two I have found so far are the one above and #C-35264 below. Since the only two examples match with only the 1939 catalog image, this poses a problem since they have serial numbers in the 35k range, suggesting these were made a few years earlier than 1939. It's possible that they just didn't update the catalog image until 1939.

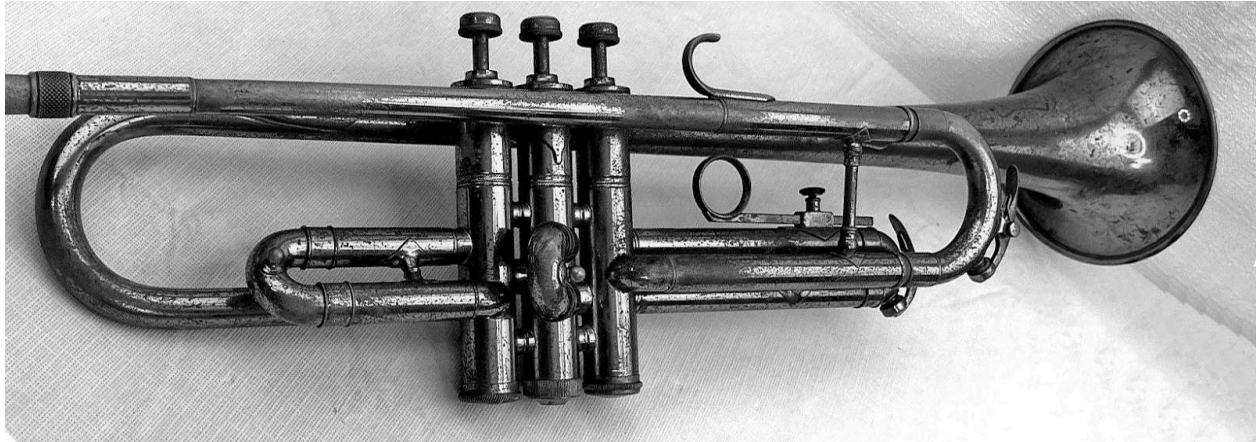


The first catalog image I have for the Superior model 603 trumpet by White is from 1929 shown below. This remained unchanged until 1938 when it became the Toreador model 603-T. Note the receiver had the same design as the cornet example above, leading me to believe that they started using these on the cornets much sooner than the 1938-1939 catalog image change and serial numbers found would suggest.



Examples of the c.1925 to 1937 model 603 trumpet have serial numbers ranging from 25k to 36k. This became the Toredor model 603-T in 1938 with a change to single-section tuning slide and adjustable third slide. The earliest example I have found is C-37710 and the last one C-75041. The Toredor name ends sometime between the 1953 and 1957 catalogs.

Toredor #C-61494 c.1950 (auction photo)

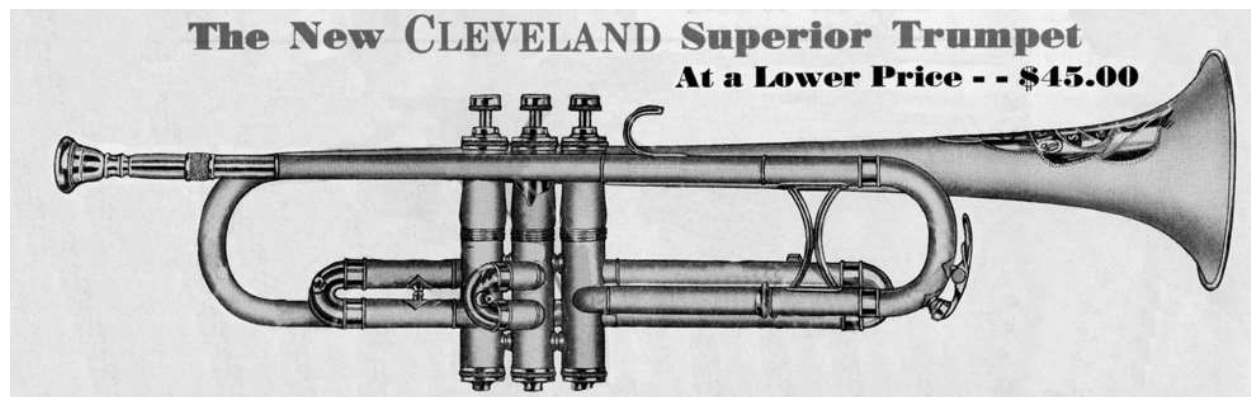


Bell from C-73904 c.1953



The Superior model made a comeback in 1940 under the 600-B model with a slight change in the tuning slide brace looking like the earlier King Liberty models. No examples of this have been found and it was gone from the 1946 catalog.

1940 Cleveland Superior 600-B



The Superior trumpet model made another comeback in 1948 under model 600-B. They claimed it had a new “professional large bore” and it came with an adjustable third slide and two-tone nickel-silver trim.

The earliest example I have found is C-56612 (below) c.1948 and this design carried on until the Superior name ended in 1965 at around 238000.



The 600-B model name changed to the 600 in 1957 which also matches with the King font #3 ending in 1956 and the more modern font #4 starting in 1957. For King, this starts around 340000 and for Cleveland around 100000, the same time that the C prefix ends.

The Cleveland name on band instruments continues up to just below 800000 in c.1980. This would correspond to KMI owner Seeburg Corp filing for bankruptcy and eventually becoming United Musical Instruments in 1985.

The Cleveland Musical Instrument Company name on brass instruments continued after the sale to White and can be found on instruments until late 1937. Some models can be found with either CMIC or White throughout this period. The first example of the new 1938 Treador trumpet I have found at #37730 was marked with the CMIC name but all the rest have White. This is also the last example found with the CMIC name, so at this point, they were fully part of White instead of being a subsidiary.

Why White would continue to mark some with White and others with CMIC is not known. It's possible that they were still being made by different groups of workers.

Dating American Standard Instruments

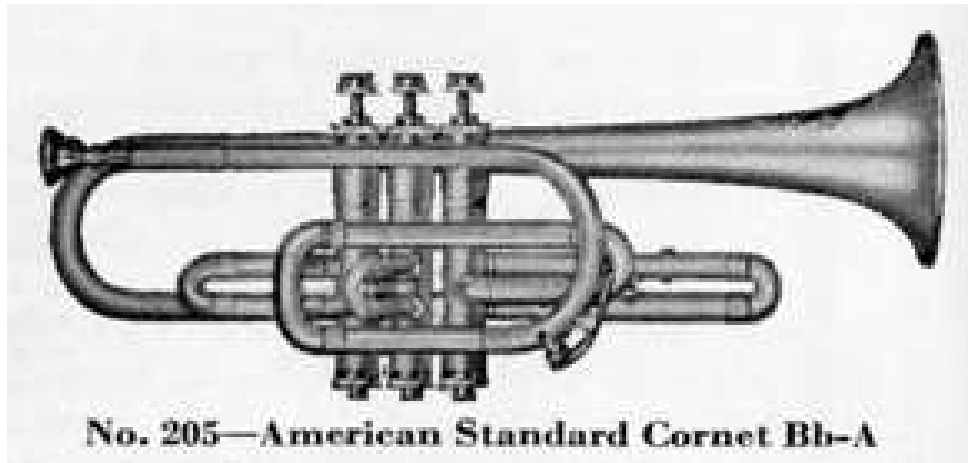
The American Standard line of band instruments was first announced in the 1929 White catalog. This gave them three price levels to choose from; King at the top, Cleveland in the middle, and American Standard (AS) at the bottom.

At the start, all AS band instruments came silver-plated with a gold wash inside the bell. Although the catalog does not mention this, the earliest examples are all marked "American Standard Highest Grade" (ASHG) and made by the "Cleveland Musical Instrument Co."

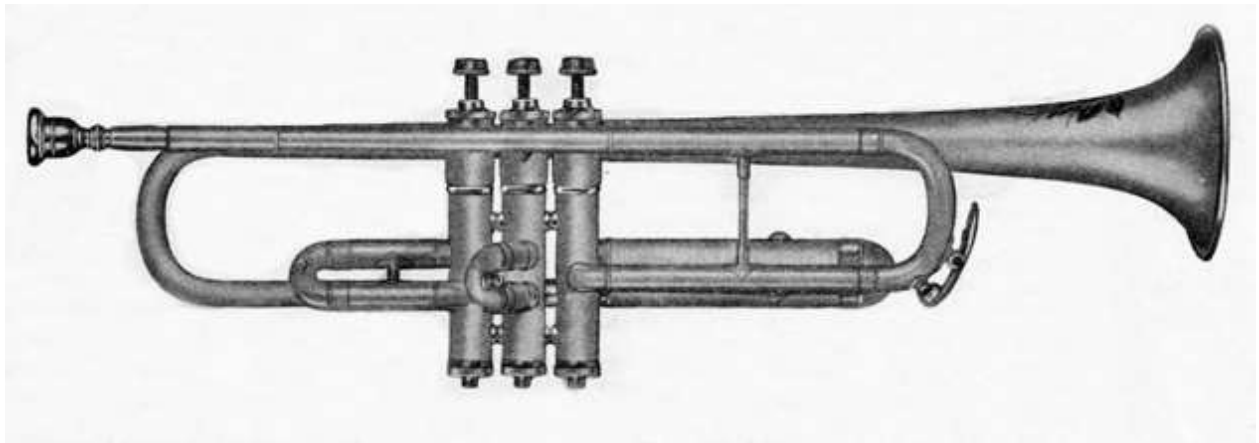
Serial numbers start at zero and the earliest example I have record of is cornet #165 (below courtesy Ron Berndt). This uses King font #2 and should date to 1929. These did not use the C prefix as the Cleveland models did.



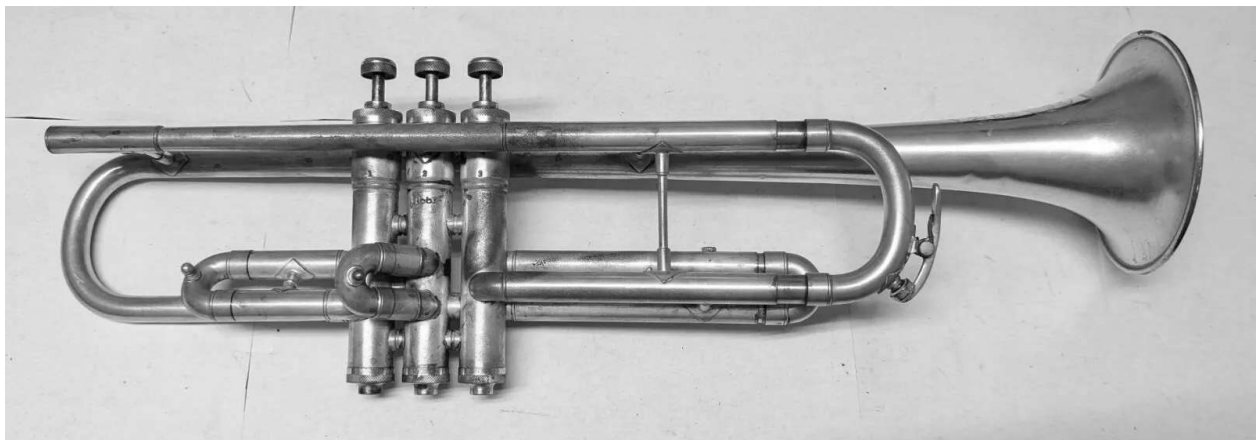
This matches the 1929 catalog image below.



1929 American Standard trumpet model 200 - a simplified version of the Cleveland.

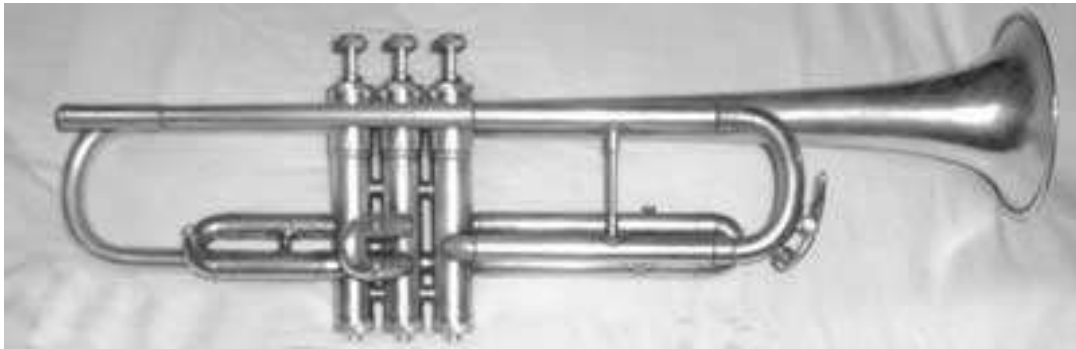


By the time trumpet #1663 (below from internet sale) was made, it used King font #3 that started in 1930.

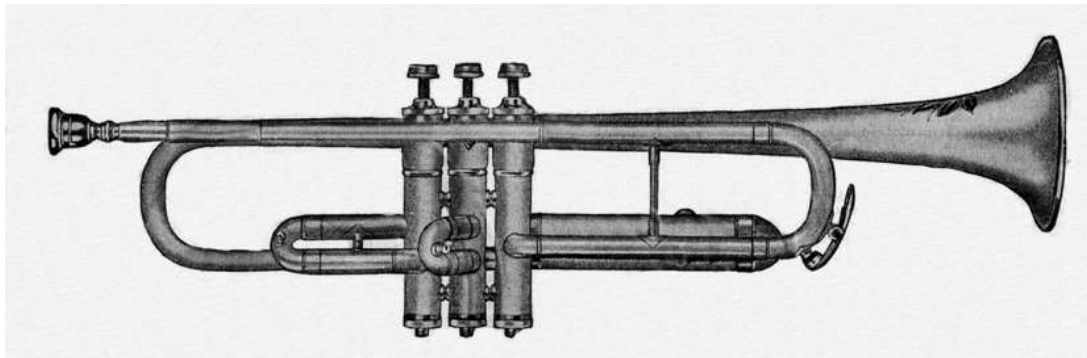


The above trumpet model 200 is what I refer to as design #1. This matches catalogs from 1929 through 1935. Serial numbers range from 0 to 3xxx.

American Standard #2533 (internet sale photo).



1934 catalog image of the model 200 trumpet.

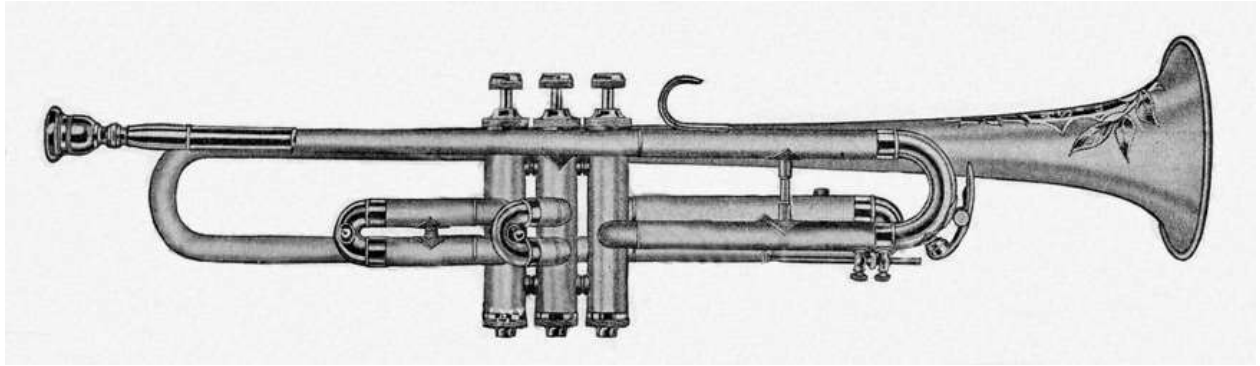


By 1934 at around serial number 10000, White had dropped the “Highest Grade” label to the AS instruments but still continued with the CMIC label. This changed to “by H.N. White Co” by 1938 around serial number 18000. This is the same year that CMIC was dropped from the Cleveland line as discussed above.

The 1936 catalog shows a change in trumpet design with a Bb/A stop rod added to the tuning slide. [#11160 below is missing the rod but has the two brackets for it.] Design #2 lasted until WWII.



Going back to 1931 for a moment, White introduced the “Student Prince” model 204 trumpet with the popular streamlined design started by Conn back in 1928 with their “New Era” models. These also lasted until WWII and have serial numbers found in the 10000 to 23xxx range.

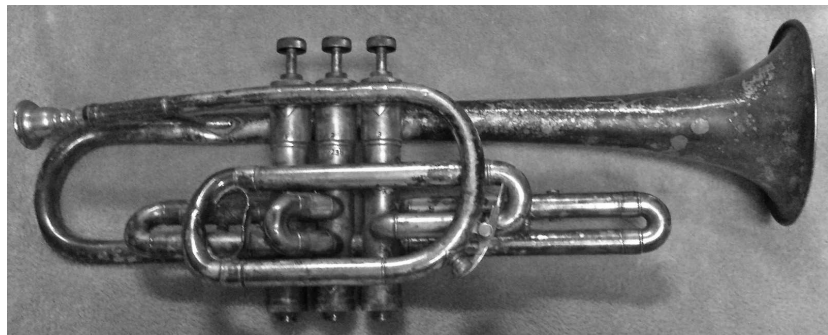


Student Prince #21856 (internet sale photo).



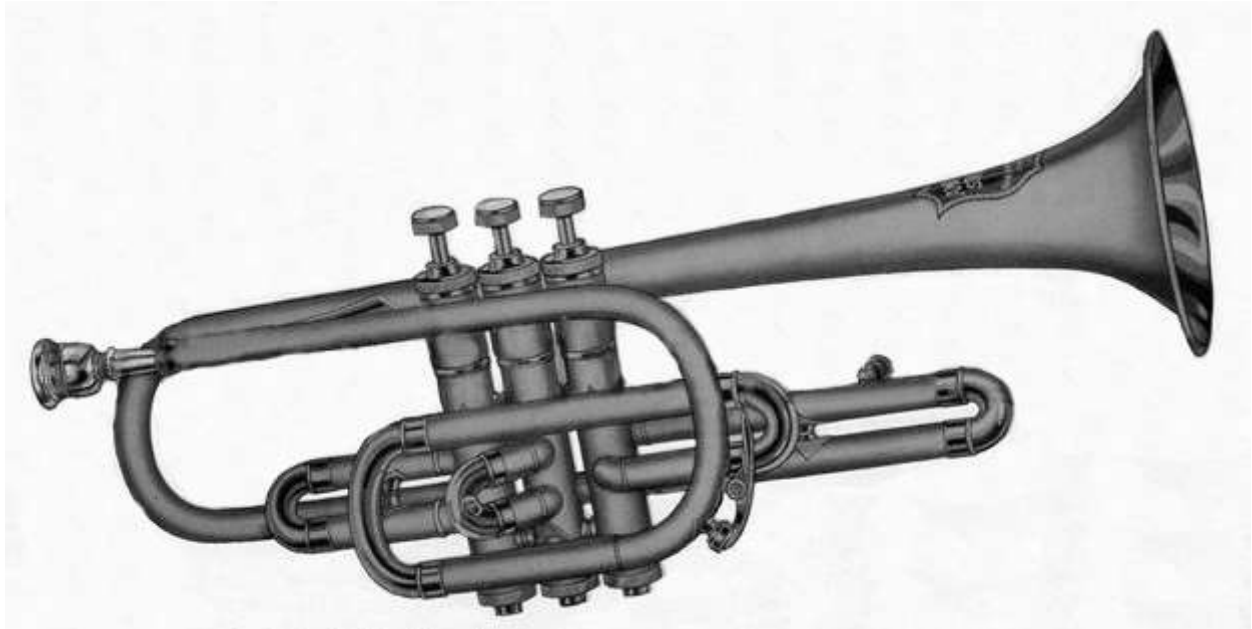
In 1939, there were some slight design changes to the cornet with a C-brace on the tuning slide and a knob at the receiver inlet. These are in the 20k range and were then available in either a brass or silver finish.

Cornet #22236 (internet sale photo).

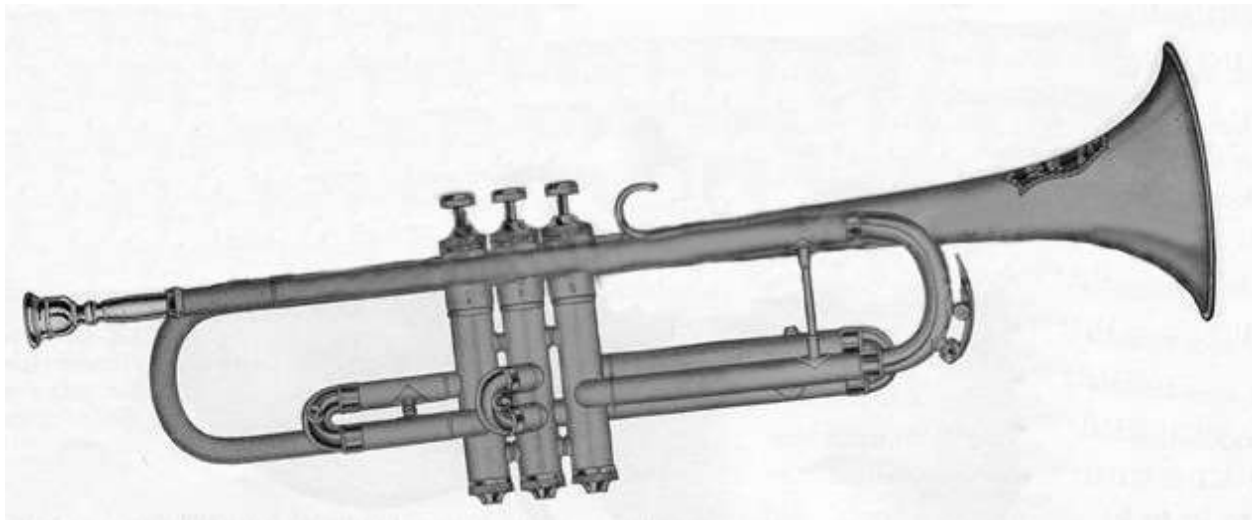


Following the war, all AS production was put on hold until 1949. The 1946 through 1948 catalogs show them as not produced due to material shortages. In 1949, both the cornet and trumpet had new designs (below from 1953) and examples found start at around serial 29000.

Cornet model 205



Trumpet model 200



Typical bell engraving from this period.



In 1957, White changed to King font #4 and this correlates with AS models with serial numbers around 49000. White made some slight design changes around 1960, but all production ended in 1962 with the highest serial number found at 62591. White then changed the AS to the Tempo line.

1960 cornet



1960 trumpet



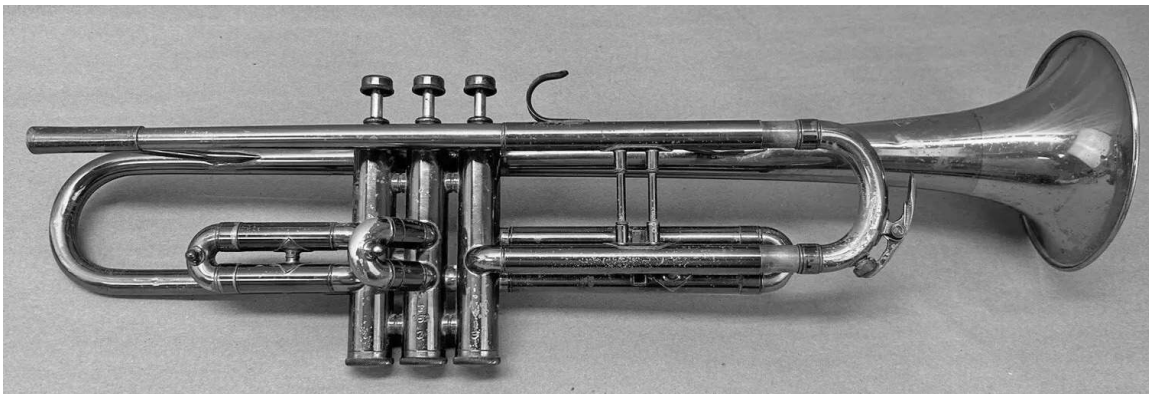
The Gladiator

In 1938, White launched the Gladiator line of band instruments and offered a cornet, trumpet, trombone, and metal clarinet. These were the lowest-priced instruments offered by White. They had their own serial numbers starting at 0 and going through 9xx by the end. They appear to be stencils made by the Ohio Band Instrument Company, a company started by former White employee F.A. Reynolds in 1936.

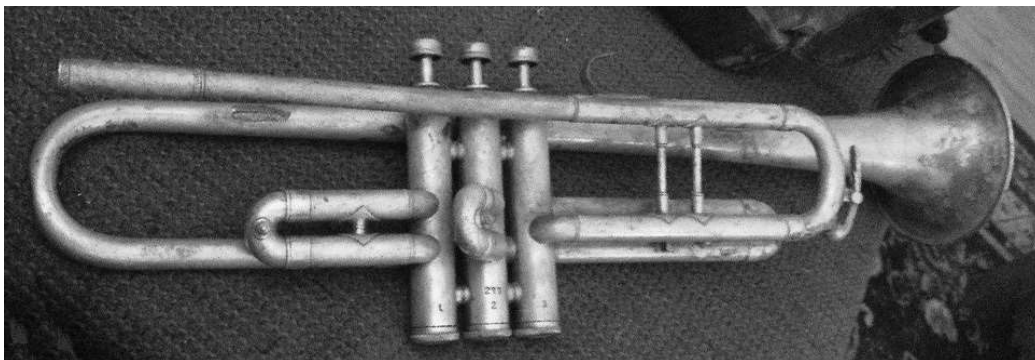
They were only made up to WWII as the 1946 through 1948 catalogs show them as not being produced due to material shortages; the same as the AS models.

Some of these have been found as stencils under the Varsity or Easy Play names.

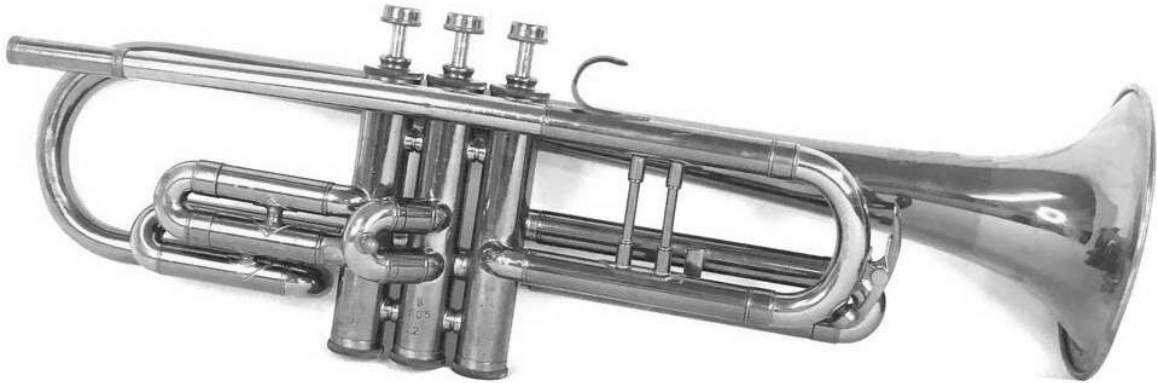
Gladiator trumpet #153



Trumpet #277



Cornet #905



Typical Gladiator logo



Ohio Band Instrument Co cornet #255.

