

# Elkhart Band Instrument Co.

## Elkhart, Indiana

- 1918 The Elkhart Band Instrument Co is on a list of attendees at the new National Musical Merchandise Association exhibition in September (Music Trade Review).
- 1919 Andrew Beardsley (1864-1936) becomes president of Buescher. Beardsley and Carl Greenleaf (photo 1), of Conn, incorporate the Elkhart Band Instrument Co. on September 29 as a subsidiary for lower-priced horns (opencorporates.com = date source).
- 1922 Elkhart BIC starts sax production on Main St (McKnight). They are not listed in the city directory.



The elk inside a heart logo was first used on September 13, 1922 (trademark registration, below)



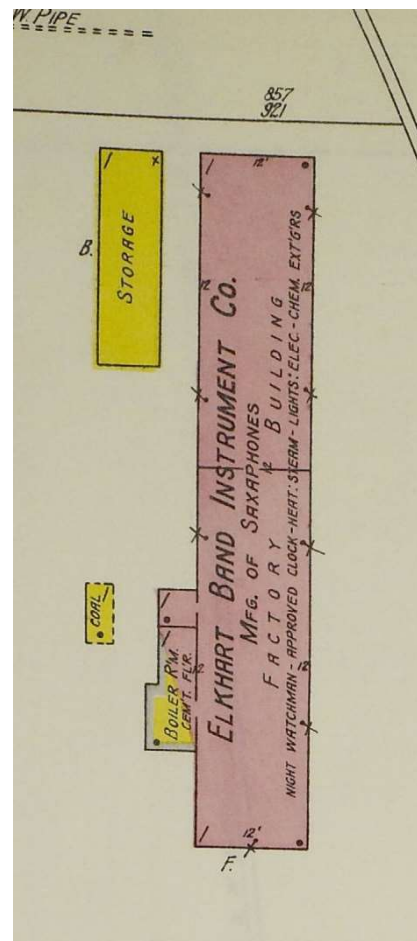
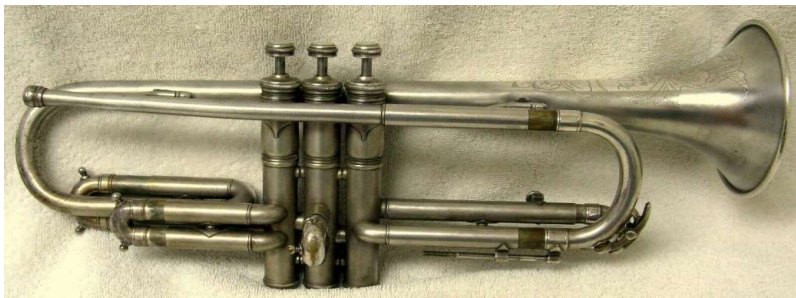
- 1923 The Elkhart Band Inst. Co. adds a Plum St. factory (see Sanborn map p2). It is shown as a one-story brick building which could be the basis for the existing two-story structure on the same site today. The building measured 40' x 240' which is the same width as the existing building. You can see a faint outline on the ground that this building used to be longer (photo 2).
- 1927 "The recent reorganization of the Elkhart Band Instrument Co, maker of popular-priced saxophones, has placed this company on a more substantial footing, and gives opportunity for considerable enlargement and advancement in its operating and sales activities. The company plans to produce a complete line of band instruments." (MTR, Oct. 29)
- 1927 Elkhart BIC has recently reorganized with plans for a complete line of band instruments. They currently make a line of saxophones (MTR, Dec. 10).
- 1928 Elkhart BIC merges with BBIC & moves to the Buescher factory (source ?). "The Elkhart Band Instrument Company, formerly a manufacturer of saxophones, has been organized to manufacture a complete line of band



and orchestra instruments designed to appeal to school bands. The line includes the "Elkhart" trumpets, cornets, slide and valve trombones, ballad horns, altos, baritones, and basses." J. O. Thompson, sales manager, says they have been working overtime to meet demand (MTR, Nov. 10). EBIC was purchased by Buescher (Reed, *A History of Band Instrument Manufacturing in Elkhart*).

- 1929 "C.G. Conn, Ltd, has for several years had extensive holdings in the Buescher Band Instrument Co and its subsidiary, the Elkhart Band Instrument Co." (Presto, Oct. 1) Catalog #10 is out in January showing the new line of band instruments (MTR).
- 1930 Elkhart BIC is listed separately from Buescher (MTR). E.L. Sorsen is sales manager (Presto).
- 1936 Beardsley dies and Otis Beers becomes president & GM.
- 1937 Gus Buescher dies on November 29<sup>th</sup> from a heart attack. Elkhart BIC starts the Windsor line (McKnight).
- 1944 Elkhart BIC, #225 East Jackson (telephone book).
- 1946 Both Buescher and Elkhart BIC are mentioned (MTR).
- 1950 Elkhart starts "Built by Buescher" engraving (McKnight).
- 1953 Elkhart produces instruments under the Windsor name (Reed).
- 1959 The Elkhart line of instruments ends but the Windsor name continues with Buescher (McKnight).
- 1970 The EBIC officially ends on January 1 (opencorporates.com). The Elkhart name is registered by Magnavox Corp on 8/25/70 with first use on 9/13/1922 (trademark office).
- 1983 The Selmer Co of Elkhart registers the Elkhart logo on February 8 with first use from October of 1980. This was cancelled on July 7, 1989 (photo 2).

Cornet #88948 c.1950



Trumpet #17844 c.1939 (author's photos)



Site of 921 Plum St factory in 2023.



The original factory would have extended to the upper portion of the aerial view at right. This appears to be a remnant.

Cornet #20212, a copy of the King Master model c.1940.

