

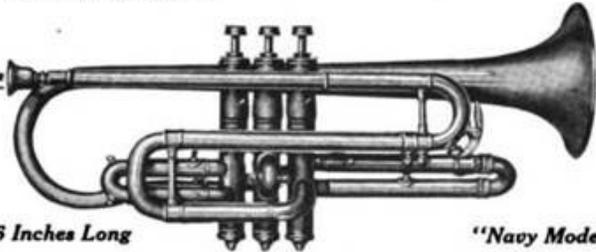
# Frank Millard Co.

## Grand Rapids - Detroit - Plymouth

- 1884 Frank Millard (1860-1943) starts working for J.W. York in Grand Rapids (Berndt)
- 1901 Millard founds Newell, Millard, & Thomas with George Newell (1865-1933) and Newell L. Thomas (1853-1930) in Grand Rapids to make band insts; #29 Canal St (MTR)
- 1901 The band instrument factory of Newell & Millard has opened on Canal St (MTR, June)
- 1901 “Newell Millard & Co., the newly organized firm of band instrument manufacturers, seem to be building up a very nice business. The demand for their instruments is keeping their factory busy.” (MTR, August) (photo1)
- 1903 George Newell moves instrument factory to Detroit and forms the Bryant-Newell Co. with Willard Bryant at #218 Woodward Ave., using “Rex” brand name (photo 2); “a new factory for the manufacture of musical instruments will shortly be built in Detroit.” Bryant had purchased a half interest (*Detroit Tribune*, Feb)
- 1903 “Perry, Haynes & Hier, band instrument manufacturers, who for the past seven or eight months have maintained a small factory on South Division St., Grand Rapids, have rented the quarters formerly occupied by Newell & Millard at 29 Canal St.” (MTR, July)
- 1910 Frank Millard and son Frederick (1887-1955) are listed in Detroit as brass band instrument manufacturers (photo 3); instruments found labeled “Millard – Detroit” have numbers in the 1100 to 1400 range (photos 4 & 5)
- 1912 Millard joins the brass workers’ union and starts adding their logo (MPBP&SW) to his instruments in Nov.
- 1914 Frank & Frederick Millard form the F. Millard Co. in Detroit, MI making band instruments
- 1917 Fred Millard is president of F. Millard Co., Plymouth, MI
- 1918 F. Millard Co., #537 Amelia St., Plymouth (directory); they have contract #39866 with the US Navy for bugles; last year Millard is listed with the brass workers’ union
- 1919 ad shows a Navy model cornet (page 2)
- 1920 F. Millard Co. in Plymouth, Frank Sr., proprietor; Fred Millard, president (photos 6 & 7 are Navy model)
- 1921 operation may have ended this year as listings end (dir)



- 1923 surplus bugles made by Millard are being auctioned off by the Navy in Philadelphia (MTR, March)
- 1930 Frank Millard now a music teacher in Detroit and Fred is a foundry engineer in Livonia, MI (census); brass making ended before this time



16 Inches Long "Navy Model"

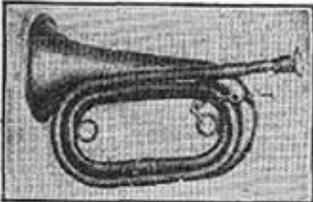
### The Millard Cornet for Best Results

**H**ERE at last is the Cornetist's conception of a perfect instrument. It has just the right tone— just the right taper of tubing and the correct proportions for easy blowing, pure in tone and rapid execution. It is furnished regularly in Low Pitch. Built in high and low pitch on order. Let us send you catalog and complete description, prices, terms, etc. Write today.

**The F. Millard Company**  
**PLYMOUTH MICHIGAN**



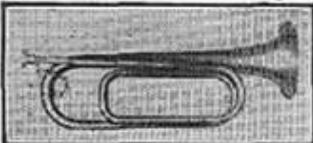
**THE ARMY BUGLE—\$5.00**



Built in Bb. Sand Blast Lacquered Finish.

The United States Government has ordered thousands of these Bugles of us for use in the New National Army. It has the Olive Drab Finish which is lacquered and will not tarnish.

**THE ARTILLERY BUGLE—\$5.00**



Built in G & F. High Brass Polish, or Sand Blast Lacquered Finish.

This model is a great favorite among the best Buglers of to-day. Select your Bugle and send us \$5.00 and we will ship you a Bugle on a three-days-trial. Satisfaction guaranteed or your money refunded.

**THE F. MILLARD COMPANY, INC.**  
 Manufacturers,  
 Plymouth, Michigan.

Photos from Horn-u-copia.net; photos 5 & 6 Millard-Detroit #1177 courtesy Kevin Del Pup