

# Selmer

## Paris – New York – Elkhart - London

- 1885 the Selmer Paris company begins with clarinet player Henri Selmer (1858-1941, photo 1) making reeds & mouthpieces (*NLI*)
- 1898 Henri starts making clarinets, 4 place Dancourt, Paris; brother Alexandre (1864-1953) joins the BSO playing clarinet (*NLI*)
- 1909 Alexandre Selmer opens music store at #150 East 86<sup>th</sup> St. in NYC with George Bundy (1885-1951) as assistant (dir)
- 1910 Bundy is left in charge of the store as Selmer returns to France
- 1917 the NY store is now at #1579 3<sup>rd</sup> Ave. (directory)
- 1919 in March, the NY store is purchased by George & J. J. Bundy and incorporated as H&A Selmer Inc. (*MTR*)
- 1920 the H&A Selmer store in NY moves to #117-119 W. 46<sup>th</sup> St
- 1926 the new logo with “Henri Selmer Paris” in a wreath is introduced, replacing the lyre (Selmer)
- 1927 the H&A Selmer store in NY moves to Elkhart, Indiana; #1119 N. Main St. (dir)
- 1928 H&A Selmer opens Toronto store, #516 Yonge St; only flutes & piccolos are being made in Elkhart (*MTR*)
- 1929 Henri Selmer purchases the Sax workshop in Paris & incorporates as H. Selmer & Co. along with Alexandre & Maurice; Selmer of London is started by Ben Davis at #126 Charing Cross Rd (*NLI*)
- 1931 Selmer buys brass maker Millereau in Paris; trumpet production starts (*NLI*)
- 1932 Selmer of London moves to #114-116 Charing Cross Rd
- 1933 introduction of the Louis Armstrong (photo 2) and Harry James (photo 3) trumpets later known as the balanced model (starting around serial #600)
- 1936 H&A Selmer changes to wholesale distribution only
- 1939 the H&A Selmer catalog offers the new Bundy (photo 4) and Manhattan (photo 5) model band instruments from Elkhart
- 1940 H&A Selmer adds the Signet model instruments (photo 6)
- 1941 Henri dies, Maurice Selmer becomes president



- 1951 3 floors are added to the Myrha shop for brass production
- 1953 Alexandre Selmer dies; Jacques (the youngest son of Maurice) incorporates the Paris Selmer along with brothers Jean & George
- 1954 introduction of the K Modified trumpet (around #14,000) (photo 7, page 1) by Selmer – Paris
- 1958 H&A Selmer buys Pedler & Sons brass factory in Elkhart
- 1961 Henri Lefevre becomes president of Selmer – Paris; H&A Selmer buys Bach but retains Vincent as designer
- 1962 introduction of the DeVille model trumpet (photo 5) (around #25,000) and the “Bolero” & “Largo” trombones by Selmer of Paris
- 1963 Selmer buys Buescher BIC. (1973 US Tariff Report)
- 1964 H&A Selmer moves Bach to Elkhart
- 1966-1985 Maurice Andre is the artistic director
- 1968 Henri Lefevre dies; George Selmer becomes president; introduction of the Radial 2° trumpet (about #42,000) which has the valves at a 2 degree angle to follow the natural finger movement (photo 1)
- 1971 trumpet models from highest to lowest quality are model 63 (Radial 2), 67 (DeVille), 1950 (Signet), & 1530 (Bundy); cornet models 1991 (Signet) & 1531 (Bundy); flugelhorn model 62; trombone models 74 (Bolero), 75 (Largo), 1994 (Signet) & 1533 (Bundy) (1971 H&A Selmer catalog)
- 1973 Selmer has 84,000 sf of factory & warehouse facilities. (1973 US Tariff Report)
- 1977 introduction of the Series 700 trumpet (about #67,000) (photo 2)
- 1981 Myrha factory is closed; all brass now made at Mantes
- 1990 introduction of the Series 1100 & 1200 tenor trombones
- 1995 introduction of the Chorus/80 J trumpet
- 1998 a new factory opens at Mantes
- 2011 all brass production ends in January
- 2017 Selmer is making clarinets & saxophones

Other tradenames found on brass instruments sold by Selmer but not made by them include “Lincoln” (photo 2), “Manhattan” (US made), “Melody Maker” (foreign made)(photo 6), “Mersel American” (Pan American), and “Invicta” (foreign made).



Early Paris brass have bell markings with exhibit award dates for Geneva (1927), Barcelona (1929), & Liege (1930) which might help to date them. Photos from [Horn-u-copia.net](http://Horn-u-copia.net) & auction sales

Most of the timeline above comes from the Selmer website.

