

Whaley, Royce & Co. Ltd.

Toronto, Ontario

- 1888 Whaley, Royce Co. founded by Eli Whaley (1853-1920) and George C. Royce (1865-1945) in Toronto (Canadian Encyclopedia)
- 1888 they build the first cornet made in Canada in June (CE)
- 1889 establish a branch store in Winnipeg (CE)
- 1895 added flutes, piccolos, and clarinets to their manufacturing (CE)
- 1898 catalog offers the "Imperial" (high-grade own make), "Ideal" (mid-grade import) and "Sterling" (low-grade import) models of brass band instruments; #158 Yonge St; the factory was on the 4th floor of the building
- 1902 Royce leaves and Whaley becomes president & GM (CE)
- 1907 catalog shows Imperial, Ideal and Sterling brass with the last two looking like typical Bohland & Fuchs imports from Austria
- 1910 letterhead shows them at #237 Yonge St with the same band instrument offerings as in 1898
- 1920 Whaley dies and the company is purchased by Hunter, Maddock and Myhill; only brass and percussion instruments are now made (CE)
- 1955 publications are moved to another Yonge St location (CE)
- 1969 end of music publishing (CE)
- 1975 end all instrument manufacturing and the wholesale division is moved to Scarborough (CE)
- 1976 the downtown location is closed (CE)

