




MAARC
Presentation
November
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- The History of Lyric Radio and Wurlitzer
 - “From Violins to Radios and Jukeboxes”
 - Presented by Tom Shearer
- 

1853

Violins
Started it All!

- Wurlitzer had been making high quality violins in Germany since the mid-1700s.
- Rudolph Wurlitzer Manufacturing Company was organized in Cincinnati in 1853.
- Wurlitzer initially imported instruments from Germany and sold them in its US stores. In 1856, the flagship store was located at 120 W. 42nd Street in New York City (in Manhattan, near Broadway and 6th Avenue).
- Wurlitzer sold musical instruments, sheet music, Victrolas, etc. from their stores.

1880

First
Corporate
Move

- In 1880, the company began manufacturing pianos and eventually relocated to North Tonawanda, NY. DeKalb, IL, later became a major manufacturing location for various types of pianos.
- Following the move, Wurlitzer quickly expanded to make band organs, orchestrions, player pianos and pipe organs, which were popular in theaters during the silent movie era.

1909

Automatic
Harps

- Wurlitzer began making innovative automatic harps about this time that were more durable than European prototypes.
- From about 1905 to about 1911, J.W. Whitlock and Company of Rising Sun, Indiana produced automatic harps sold by Wurlitzer.
- In 1911, Wurlitzer was the top supplier of automatic harps to brothels in the Barbary Coast, San Francisco's red-light district.

1910

Theater
Organ

- By this time, Wurlitzer had major facilities in North Tonawanda, NY and Cincinnati, Ohio
- The Wurlitzer theatre organ was introduced and became Wurlitzer's most famous product. Many still exist all over the world, including one at the Byrd Theater in Richmond, VA
- Wurlitzer also manufactured the Band Organ, Orchestrion, and Nickelodeon.

1910

A precursor to the music palaces of the 1920s, this is a nickelodeon theater in Toronto, Canada around 1910. Nickelodeons often used gaudy posters and ornamented facades to attract patrons, but bare walls and hard seats usually awaited within.



1920

The
Beginning

- “All American Electrical Manufacturers” was founded by E. N. Rauland in Chicago, Illinois, with a focus on producing radio set components.
- “Mohawk Electric Corporation” was also founded this same year in Chicago, Illinois

1922

Focus on
Radio
Technology
Begins

- Rauland's "All American Electrical Manufacturers" changed its name to "All American Radio Corporation," still located in Chicago, Illinois
- Eagle Radio Company formed in Newark, NJ
 - Eagle sold console and table battery sets from 1923 to 1926
 - Eagle was basically across the Hudson from Wurlitzer
- Hazeltine invented the Neutrodyne circuit
 - Eagle capitalized on this, as well as about 20 independent radio manufactures

1923

Models
Available

- The Mohawk Corporation
 - Model 100 introduced this year.
 - Wood 3 knob 5 tube battery table set with a slant front
- The Eagle Corporation
 - Model A
 - Wood 3 knob 5 tube battery table set

1924

More
Corporate
Name Changes



- “Mohawk Electric Corporation” changed its name to “Mohawk Corporation of Illinois,” still located in Chicago.
- At this time Mohawk also started doing business in Toronto, Canada as Mohawk Radio Limited, which was the Canadian subsidiary of Mohawk Corporation of Illinois
 - Cabinets in Canada were made by Thomas, in Woodstock, ON.
- Eagle introduced the Model B “Neutrodyne”
 - Wood 3 knob 5 tube battery TRF table set

1925

Advertising News

- Advertising emerges depicting “Rauland Manufacturing Company” using “All American” as a trade name
- Eagle continued the “Neutrodyne” table radio as Model F
 - Eagle also had several other console and table models with 5 tubes and 3 knobs
 - This was Eagle’s heyday
- Mohawk had some nicer portable, table and console battery sets with 5 or 6 tubes, arguably nicer than Eagle’s offerings

1925

Mohawk made
radios for other
companies, too

- The Mohawk Model 100, introduced in 1923, was made for and sold by Otto Higel Co. Ltd., Toronto, Canada.
 - This company was established in Toronto during 1896 to make piano and organ supplies. The owner was from Germany and likely very familiar with the Wurlitzers

1926

Many Trade
Names!

Let's Debate!

- Some sources suggest Rauland/All American was making radio sets under trade names All-Max, Chieftain, Lyric, Sextette. All American was a component supplier, principally to Mohawk.
 - Rauland also sold Lyric brand radio vacuum tubes during the late 1920s.
- Eagle began a decline, but had several console and table battery sets available
 - Each had 5 tubes and 3 dials
- Mohawk had at least 8 nicer table and console battery sets using 3 knobs and 6 tubes
 - These had Native American model names like Cherokee, Iroquois, Navajo, Pocahontas and others

1927

Merger and
Acquisition!

- Pioneers during the early years of radio, “The All-American Radio Corporation” and “Mohawk Corporation” merged late in the year to become “The All-American Mohawk Corporation.”
 - All American brought the ‘Lyric’ name to the partnership, and Mohawk supplied the engineering talent and distribution network (Wurlitzer and possibly some others)
- All-American Mohawk marketed radio sets primarily under the “Lyric” and “Mohawk” names
 - Mohawk Model 44 was a wood table battery set with two knobs and six tubes
- Wurlitzer purchased the Eagle Radio Company

1928

Wurlitzer Selling
Lyric Radios!

- Wurlitzer was now featuring the “All American Mohawk Corporation Lyric Radio” in its Christmas advertising for its New York City store
 - Wurlitzer became one of Lyric’s largest dealers
 - Advertised Prices for Lyric radios ranged from \$92.50 to \$425.00 *less tubes!* That would be over \$6,000.00 today.
- All-American Mohawk Lyric sets from 1928 continued into 1929. These were A/C TRF sets.
 - 6 Tube A/C Models 60, 61, 62, 65, 66
 - 8 Tube A/C Models 80, 83, 84, 85, 86, 88
 - These had an extra RF stage and Push-Pull output

All American School Operates

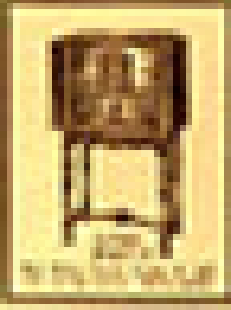
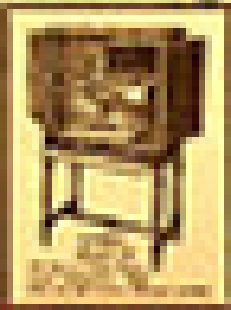
LYRIC RADIO

Now establishes a
new high standard
of perfection ... and

Opens wide the doors
to joys you have
missed in radio.

For the school operator who wishes to take the
most advantage of the "All American" Lyric Radio, we
recommend the "All American" Lyric Radio, which
has the most powerful speaker system, a built-in
speaker of an extra large size, and the most
powerful and most reliable amplifier system
of any radio in the world. It is the only radio
of its kind in the world.

Price ...
\$92.00 - \$125.00
For a complete list of schools and
for a list of all the schools in
the United States, write to the
Wurlitzer Co., 150 West 42nd Street, New York, N.Y.



Select Your Radio for Christmas
From New York's Finest Music Store

From ...
From ...

WURLITZER

150 West 42nd Street, New York, N.Y.

1928

Wurlitzer Ad for its New York Store

1929

Big Acquisition!

- Research suggests suggests Rudolph Wurlitzer Manufacturing Company **took over production of Lyric** radios, and I believe that to be both US production and the subsidiary in Toronto. U.S. production probably moved to North Tonawanda, NY (near Buffalo) from Chicago.
- E. N. Rauland left All-American Mohawk and set-up Rauland Corporation (more to tell later).
- All-American Mohawk Lyric sets from 1929 continued into 1930. These were A/C TRF sets.
 - Models 90, 93, 94, 95 had 10 tubes and 4 RF stages
 - These also had 25 HZ and 60HZ versions

1930

In-Between Year

Some Notable Models

All were A/C

- Lyric 11 – Lowboy Console with 7 tubes, 3 knobs
- Lyric A1 – Lowboy Console with 7 tubes, 3 knobs
- Lyric J – Nice cathedral with 6 tubes, 3 knobs
 - Possibly an early A/C superhet, could not find schematic

1931 - 1932

Some Significant Models

Superhets 175KHZ IF

Used A/C

- Known Mohawk Lyric Superhet Models Made in Canada (with the Lyric name on front and a Wurlitzer metal tag added to the rear of the cabinet
 - S-6 was a 6 tube 3 knob radio available as a wood cathedral or wood lowboy console
 - The author acquired one in Lexington VA and restored it (see pictures on next slide)
 - S-7 was a 7 tube 3 knob cathedral set available as a console too
 - S-8 was a 8 tube 3 knob console set



1931-1932

Lyric S-6 Console Radio

- Made by Mohawk Radio Ltd. in Toronto, Canada
- “Product of Wurlitzer Tag” on the back of the cabinet
- Early 6 Tube Superhet
- Tom Shearer Collection



1931-1932

Lyric S-7 Cathedral Radio

- Made by Mohawk Radio Ltd. in Toronto, Canada
- Early 7 Tube Superhet
- Advertised using the new “screen grid”



1932-1933

US and Canada

Superhets

175 KHZ IF

- Lyric 39
 - A/C, Superhet, 9 tubes
- Lyric 49
 - A/C, Superhet, 9 tubes, 2 speakers

1934

Wurlitzer
manufactured its
own radios
under the Lyric
name

- Wurlitzer produced and sold its own radios using the Lyric brand name, with manufacturing in North Tonawanda, NY.
- Model SA-91A – A/C with 9 tubes and 4 knobs
 - Author acquired late 1990s at Radioactivity tailgate
 - Small **art-deco** wood lowboy console with 4 legs
 - Superhet with 175 KHZ IF
 - Schematic indicates design by All-American Mohawk
- There were tombstone, table, console and side-table Lyrics with 4 to 13 tubes during this year



1934

- Lyric SA-91A
- Made by All-American Mohawk In the US
- Art-Deco
- 9 tubes with push-pull 47s
- A/C Superhet
- No Wurlitzer information on the chassis or cabinet

- Tom Shearer Collection

1930s

Jukeboxes

Why Sales
Skyrocketed!

- The Wurlitzer was the iconic jukebox of the Big Band era, to the extent that Wurlitzer came in some places to be a generic name for *any* jukebox.
- The end of Prohibition in 1933 and the resulting increase in the market for coin-operated music machines in bars and dance halls helped with the company's success.
- In 1932, Businessman and Politician Homer Capehart (1897-1979) joined the Rudolph Wurlitzer Company of North Tonawanda, New York, as vice president and general sales manager (after selling phonograph parts to Wurlitzer)
 - Previously he bought Packard Piano Company to manufacture musical instruments, and founded Capehart Corp (Amperion) in 1927 that was partially acquired by Farnsworth in 1939

1942

Goodbye
Mohawk!

- During WW II, Wurlitzer stopped making organs and other luxury items including radios in North Tonawanda to make proximity fuses for our military.
- After growing throughout the 1930s, Mohawk Radio Limited in Toronto was acquired by **Addison** Industries, Ltd, of Canada
- Addison was a producer of nice pre-war art-deco catalin radios, like the one in the next slide

1940

Addison 2 "Waterfall"



1940s to
1960s

Jukeboxes

- Wurlitzer manufactured monaural jukeboxes under the “**Lyric**” name
- In 1963, Stereo made an appearance in Wurlitzer jukeboxes under the “**Stereophonic**” name
- In the late 1960s, Seeburg jukebox production numbers surpassed Wurlitzer’s, because Seeburg used a simpler mechanism to play both sides of a smaller 45 record
- Wurlitzer struggled on for several years producing a final nostalgic 1971 model called the "1050." The model didn't sell well, and the jukebox line was sold to a German company in 1973.

1948

Final Takeover!

- Rauland Corporation was bought by Zenith, also located in Chicago, which was then used to produce television picture tubes for many years.

1955 - 1982

Electric Pianos

- Wurlitzer produced electric pianos from 1955 to 1982. They were commonly known as “Wurlis.” They became popular with R&B and Rock groups, especially Supertramp.
- The company became famous for a variety of other pianos, especially the spinet which was used by beginners, and the “butterfly” grand. Wurlitzer invented many features on its pianos.

1966-
1969

Electric Guitars

- Wurlitzer had an Elkhart, Indiana location by this time, and became the sole distributor of guitars made by the Holman-Woodell Company of Neodesha, Kansas. Early Wurlitzers were wired for stereo output.
- By 1967, Wurlitzer left Holman-Woodell due to quality issues, and Wurlitzer guitars were then manufactured by Welson in Italy. The Wurlitzer line expanded to include semi-hollow body electric and acoustic guitars. Wurlitzer continued to distribute Welson-made guitars under the Wurlitzer name until 1969 when Wurlitzer stopped selling guitars under its own brand name.

1988 to Present

Wurlitzer ends up back in Germany

- Baldwin Piano purchased Wurlitzer's piano-making assets and brand in 1988. Soon after, Gibson Guitar acquired Baldwin as a subsidiary. Gibson also purchased Deutche Wurlitzer Jukebox and Electronics Vending brand in 2006, briefly bringing the primary Wurlitzer product lines back under one owner. Baldwin stopped using the Wurlitzer name on pianos by the end of 2009.
- Gibson now uses the Wurlitzer brand exclusively for jukeboxes and vending machines. Wurlitzer continued to manufacture jukeboxes and vending machines at its factory in Hullhorst, Germany until 2013. Wurlitzer still makes replacement parts, and its headquarters are located in Hullhorst, with distribution and sales offices in Gurnee, Illinois and Oxfordshire, England.

Conclusion

Summary

- It appears production of Mohawk's Lyric line of radios, both in the US and Canada, was amalgamated under Wurlitzer before 1930, and ended at the onset of WWII.
- The Canadian plant, at least, was acquired by Addison a year or two before the U.S. and Canada entered WWII .
- According to Duke University Archives, the Lyric trade name lasted into the 1950s, but I believe was really the mid 1960s when Wurlitzer marketed monaural jukeboxes as "Lyrics."

End of
Presentation

Wurlitzer and Lyric

That's All! Thanks for watching!

- Tom's email: CTRCMShearer@yahoo.com
- Sources/References Used:
 - Riders
 - Wikipedia
 - Radiomuseum
 - Internet Searches
 - Duke University Repository
 - Collector's Guide to Antique Radios, 7th Edition, Slusser
 - Canadian Vintage Radio Society
 - Tom Shearer Collection (S-6 and SA-91A)