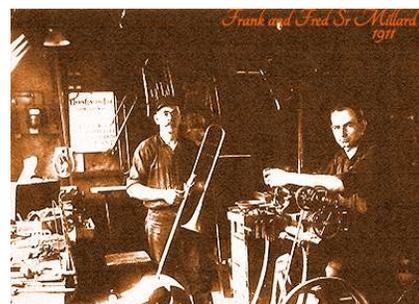


# Frank Millard Co.

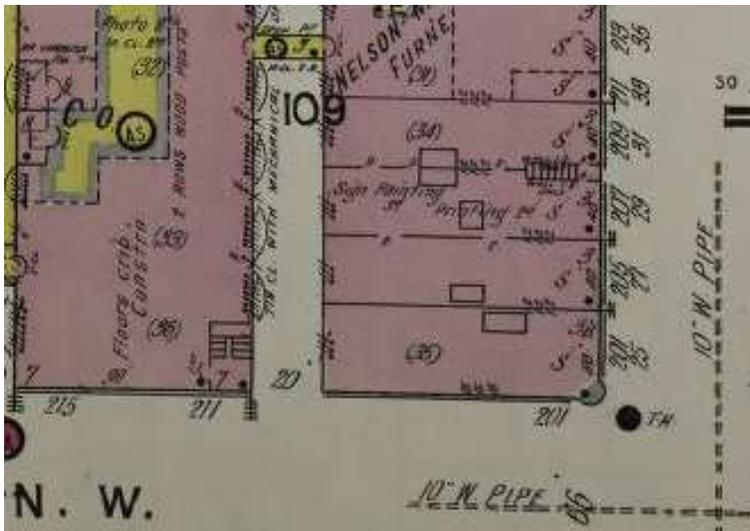
## Grand Rapids - Detroit - Plymouth

- 1880 Frank Millard (1860-1943) is a merchant in Ionia, MI (census). Newell L. Thomas (1853-1930) is a musician in Grand Rapids (city directory).
- 1881 Thomas is a musician in Grand Rapids (directory).
- 1886 Millard is a musician in Grand Rapids and Newell Thomas is an engraver for York & Son (directory).
- 1889 Millard is a musician for Smith's Opera House and Thomas is now listed as an inst. maker for York (dir.)
- 1894 Millard is part of Millard Bros. Laundry with brother Matthew. Thomas is gone and George B. Newell (1865-1933) is a musician (directory).
- 1897 Millard is a musician, Geo. Newell is a music teacher, and Thomas is back working for York (directory).
- 1900 Frank is a musician living in Grand Rapids (census).
- 1901 The band instrument factory of Newell & Millard has opened on Canal St (*MTR*, June). The city directory lists them as Newell, Millard & Co, 29 Canal St and Newell Thomas is now a foreman at York.
- “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)
- Millard founds Newell, Millard, & Thomas with George Newell and Newell L. Thomas in Grand Rapids to make band insts; #29 Canal St (*MTR*, ?). [They must have added Thomas later in the year.]
- 1902 Newell, Millard & Thomas, 29 Canal St (directory).
- 1903 George Newell moves the 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). [Millard likely went with them as he is gone from the city directory.]
- 1903 “[F]erry, Ha[i]nes & 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)

By the time of this Sanborn map in 1913, #29 Canal St had become #207 Monroe Ave NW and was owned by the Nelson-Matter Furniture Co. This has been replaced by a modern commercial building.



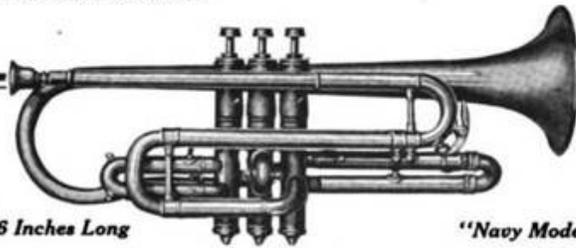
- 1910 Frank Millard and son Frederick (1887-1955) are listed in Detroit as brass band instrument manufacturers (photo 3, page 1) (census). Instruments found labeled “Millard – Detroit” have numbers in the 1100 to 1400 range (photo 6 last page).
- 1912 Millard joins the brass workers’ union and starts 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 (draft record).
- 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 3).
- 1920 F. Millard Co. in Plymouth, Frank Sr., proprietor; Fred Millard, president (census).
- 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; ad on page 3).

Photos 5 & 6 are Detroit cornet #1177 courtesy Kevin Del Pup.

1930 Frank Millard is now a music teacher in Detroit and Fred is a foundry engineer in Livonia, MI (census). Brass making ended before this time.

June, Nineteen Hundred and Nineteen

63



16 Inches Long

"Navy Model"

### The Millard Cornet for Best Results

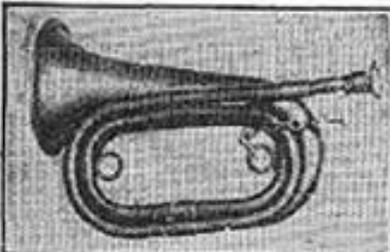
HERE at last is the Cornetist's conception of a perfect instrument. It has just the right tone—just the right taper of tubing and the correct proportions for easy blowing, pure in tone and rapid execution. It is furnished regularly in Low Pitch. Built in high and low pitch on order. Let us send you catalog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

**The F. Millard Company**  
 PLYMOUTH MICHIGAN



**THE ARMY BUGLE—\$5.00**

**Built  
in  
Bb.**

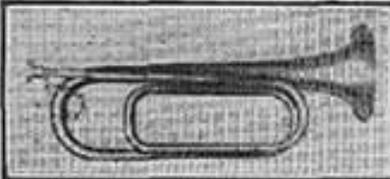


**Sand  
Blast  
Lacquered  
Finish.**

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 & auction sales unless noted.

The 1918 Sanborn map shows the Millard Co at #377-399 Amelia St in Plymouth at the corner of Blanche. This is in contrast with their business listing at #537, which is not covered by Sanborn. This was the Bennett Mfg Co in 1914. In 2023, this was an empty lot.

