

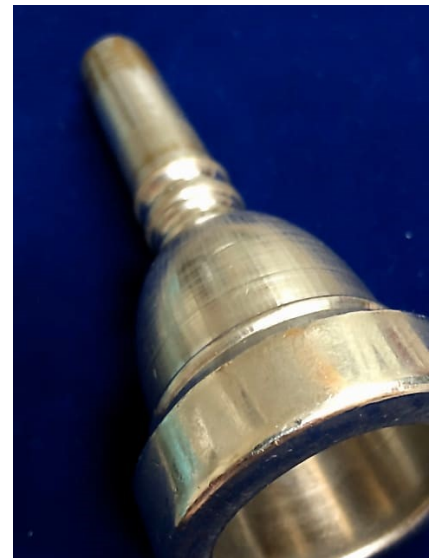
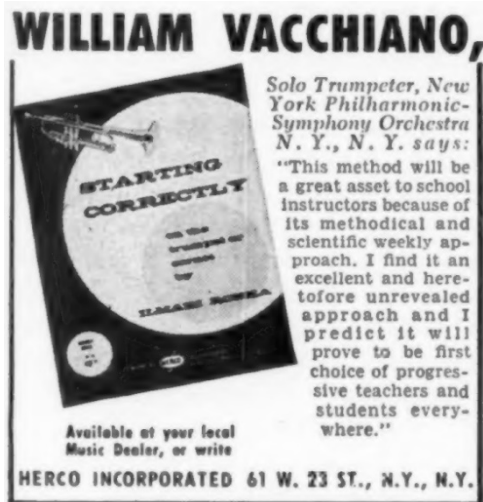
# Herco Products Inc.

New York City

- 1940 The Herco name was a registered trademark in 1946 by Hershman Musical Instruments of New York City with first use given as 1940.
- 1957 Herco Products Inc, 65 W. 23<sup>rd</sup> St, New York (ad below).



- 1961 Herco Inc., 61 W. 23<sup>rd</sup> St, New York (ad below).



- 1973 Hershman Musical Instruments renewed their trademark for Herco products.
- 2023 Some Herco products were made by Dunlop Manufacturing Co in Benicia, CA (founded in 1965). They may have purchased the Herco name.



## 1974 Herco mouthpieces from the Bruno & Son catalog.



### HERCO MOUTHPIECES

Herco mouthpieces are priced within the reach of every student—yet the quality is professional. Carefully made for playing satisfaction. Rhodium plated.

No. 5120—Trumpet .....	\$5.40
No. 5121—Cornet .....	\$5.00
No. 5122—French Horn .....	\$5.50
No. 5123—Trombone .....	\$7.25
No. 5124—Baritone .....	\$7.00
No. 5125—Alto Horn .....	\$5.50
No. 5126—Mellophone .....	\$5.00
No. 5127—E $\flat$ Bass .....	\$10.00
No. 5128—BB $\flat$ Bass .....	\$12.90



The mouthpieces were originally made by Miller Automatics in Brooklyn. They supplied blanks to many makers, but this was their own line. They were made in two pieces then pressed together (Ray Noguera).