

Whaley-Royce: a bit of drum corps history

Whaley-Royce manufactured the bugles made by a few American and most (all?) of the early Canadian drum and bugle corps. Their building, at 310 Yonge street in Toronto, was torn down many years ago to make way for The Atrium, a high-rise retail and office complex that now occupies the entire block at the northwest corner of Yonge and Dundas. For many years, though, that corner was the focal point for drum corps activity in Toronto.

Unbeknowst to most people, when it came to bugles Whaley-Royce was a trend setter. In 1930 they developed the rotor, used for semitones. That rotor was a standard part of bugles until the mid-1970s when corps were allowed to use multi-valve instruments.

In 1944 they released a marching French Horn, in 1956 a Bass-Baritone, in 1959 a Double-G Contrabass and, in 1963, they introduced both the Euphonium and Mellophone.

Over the years Whaley-Royce had occupied, at different times, a number of locations on downtown Yonge St. They moved their wholesale division to suburban Scarborough in 1975. At that time, the company ceased manufacturing instruments. It gave up its downtown location in 1976. While Whaley-Royce might have disappeared into history many members of Toronto's drum corps community still cherish fond memories of Whaley-Royce from their youth.

During the 1960s Whaley-Royce was a bit of a home away from home for many of us who marched in drum corps, especially those in Toronto-based drum corps. If we wanted to buy drum corps records we'd go to Whaley-Royce. If we wanted the latest contest scores or drum corps magazines we would, again, go to Whaley-Royce. Looking to connect with members of one's own or other corps? That's right, we'd meet at Whaley-Royce!



*Toronto Optimists on Yonge Street
in front of Whaley-Royce (1965)*



*Truman Crawford, Bill Shepherd of Whaley-Royce and Dave Watt of the Optimists with Optimists first Contrabass
(Spring, 1965)*



*Barry Bell and Larry Greenwood with Optimists first mellophone
(Spring, 1964)*

A Visual History of Whaley-Royce

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)



Pages from a 1967 Whaley-Royce catalogue

(photos supplied by Steve Vickers of [Drum Corps World](#))

Whaley-Royce advertisements and their catalogue often featured members of the Toronto Optimists. I'm not sure whether that was because the Toronto Optimists were the Canadian National Champions or because we used Whaley-Royce horns or both of these or ???

Most of the catalogue photos that I have included seem to feature Bill Hannah of the Optimists.



Drum & Bugle Corps Accessories

Imperial
BUGLES
"CHOICE OF CHAMPIONS"

WHALEY ROYCE
& Company Limited
JANUARY 1967



ALMOST EVERY MAJOR DRUM AND BUGLE CORPS IN CANADA USE AND RECOMMEND *Imperial*



WR *Imperial*
SECRET OF QUALITY

Actually, the secret is out. In fact the secret is let out every time an Imperial Bugle is sold and every time an Imperial Bugle is blown. The secret of their quality is craftsmanship.

Although mass production saves money, even for the buyer, it usually costs too much quality—especially for the buyer. That's why, at Whaley, Royce, the Imperial Bugle is made entirely by hand. Whaley, Royce craftsmen know what a good bugle should do, and exactly how it should sound. And they ply their knowledge into every hand-spun bell, every hand-bent piece of tubing, and every hand-fitted rotor.

The art of creating quality is craftsmanship. That's why Whaley, Royce maintains a high degree of quality in their Imperial Bugle: It's hand made by Craftsmen.



When in Toronto . . . visit our store.
Whaley, Royce — Your Canadian Drum Corps' Headquarters
310 YONGE STREET (AT DUNDAS) TORONTO



**WHALEY, ROYCE
PIONEER IN BUGLE
DEVELOPMENT
FOR DRUM CORPS**

**1930
THE ROTOR**
The modern Rotor as used today and adopted by major bugle manufacturers was first developed by Whaley, Royce in 1930.

**1940
THE IMPERIAL SOPRANO**
First introduced by Whaley, Royce as designed along the lines of today's Imperial Soprano.

**1944
THE FAMOUS W.R. IMPERIAL FRENCH HORN**
was first introduced.

**1956
THE IMPERIAL "F#" BASS BARITONE**
first introduced.

**1959
THE FIRST DOUBLE "G" CONTRA BASS**
Made expressly for The Geneva Appleknockers. This instrument was on the market before Drum Corps were ready for it. Five years later a new Contra Bass was introduced and enthusiastically accepted.

**1963
THE IMPERIAL MELLOPHONE**
first developed and designed as a result of a special request of The Interstates Drum Corps of Pittsfield, Mass.

**1963
THE IMPERIAL EUPHONIUM**
designed and developed by Whaley, Royce to aid in developing the "well-rounded" bugle line.



Imperial
ROTORS & SLIDES



The W.R. Slide Attachment

Automatic. Hair-tuning.
\$20.00 in all finishes.

THE W.R. ROTOR

The modern rotor as used on the modern bugle and adopted by major manufacturers was first developed by Whaley, Royce craftsmen in 1930 at the request of the Queen's Own Rifles Trumpet Band. The W.R. Rotor was later perfected for the Royal Canadian Army Service Corps at the request of Mr. Ted Reilly.

The W.R. Rotor is designed to fit all Imperial Bugles. When ordering please state whether you require a half-tone or full-tone rotor.
\$60.00 in all finishes.

Drum & Bugle Corps Accessories
WHALEY, ROYCE
& CO. LTD.
310 YONGE STREET (AT DUNDAS) TORONTO
phone 362-6776 (area code 416)



Imperial
offers
a complete
range of
bugles for
Drum & Bugle
Corps —
SOPRANO
MELLOPHONE
BARITONE
FRENCH HORN
BASS BARITONE
EUPHONIUM
CONTRA BASS
made in Canada
by
WHALEY ROYCE
& Company

THE *Imperial* BARITONE



The famous Whaley, Royce design for the rich full, resonant baritone quality is offered in the Imperial Baritone Bugle. This instrument is ideally suited for harmony parts or solo passages. It is built in the key of G with valve change to D and slide change to F#. SEE PAGE 4 FOR RANGE SCALE.

# 6 Imperial Baritone Bugle in polished brass	\$100.00 B
# 6½ Imperial Baritone Bugle, chrome plated	\$120.00 B
# 7 Imperial Baritone Bugle, lacquered	\$110.00 B
# 7½ Imperial Baritone Bugle, silver plated	\$120.00 B
Mouthpiece # 125 for Baritone Bugle	\$ 7.50 B
Mouthpiece (Holton model) # 1600 for Baritone Bugle	\$ 12.00 Net
Mouthpiece case	\$ 2.00 B
LEVER ACTION ROTOR for Imperial Baritone, available in all finishes	\$ 60.00 B
SLIDE ATTACHMENT for Imperial Baritone, available in all finishes	\$ 20.00 B
Case for Imperial Baritone, in black only	\$ 25.00 B

THE *Imperial* FRENCH HORN



Rich tonal quality, extra carrying power and ease of blowing are features of the Imperial French Horn Bugle. This instrument fills the gap between the soprano and baritone voices of your bugle line. Built in G, with valve change to D and slide change to F#. This instrument is carefully designed for playing balance.

# 8 Imperial French Horn Bugle in polished brass	\$142.50 B
# 8½ Imperial French Horn Bugle, chrome plated	\$162.50 B
# 9 Imperial French Horn Bugle, lacquered	\$152.50 B
# 9½ Imperial French Horn Bugle, silver plated	\$162.50 B
Mouthpiece # 135 for French Horn Bugle	\$ 7.50
Mouthpiece (Holton model) # 1640 for French Horn Bugle	\$ 7.50 Net
Mouthpiece case	\$ 2.00 B
LEVER ACTION ROTOR for Imperial French Horn, available in all finishes	\$ 60.00 B
SLIDE ATTACHMENT for Imperial French Horn, available in all finishes	\$ 20.00 B
Case for Imperial French Horn, in black only	\$ 30.00 B

FROM CANADA
THE *Imperial*
SOPRANO

Manufactured by Whaley, Royce
since 1940!



The tonal brilliance and clarity of the Imperial Soprano provides the ideal top voice for the modern Corps. Built in the key of G with valve change to D and slide change to F#. Rotary slide attachment may be easily added. SEE PAGE 4 FOR RANGE SCALE.

#1 Imperial Soprano Bugle in polished brass	\$ 80.00 B
#1½ Imperial Soprano Bugle, chrome plated	\$100.00 B
#2 Imperial Soprano Bugle, lacquered	\$ 90.00 B
#2½ Imperial Soprano Bugle, silver plated	\$100.00 B
Mouthpiece #105 for Imperial Soprano	\$ 5.00
Mouthpiece (Holtan model) #1500	\$ 10.00 Net
Mouthpiece case	\$ 2.00 B
LEVER ACTION ROTOR for Imperial Soprano, available in all finishes	\$ 60.00 B
SLIDE ATTACHMENT for Imperial Soprano, available in all finishes	\$ 20.00 B
Case for Imperial Soprano, in black only	\$ 20.00 B

PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

THE *Imperial* MELLOPHONE



This model of the Imperial concert bugle is absolutely perfect in every particular. First introduced in 1963 and made to the special request of Mr. Dominic Delray, the Music Director of The Interstatesman Drum Corps of Pittsfield, Mass., this Corps purchased six and used them for the first time in Canada in Quebec City in February 1964.

The bell is shaped the same as a French Horn with the easy playing qualities of an alto. For rich tonal effects and pure harmony it cannot be equalled. An invaluable addition to Drum Corps! SEE PAGE 4 FOR RANGE SCALE.

#18 Imperial Mellophone Bugle in polished brass	\$150.00 B
#18½ Imperial Mellophone Bugle, chrome plated	\$170.00 B
#17 Imperial Mellophone Bugle, lacquered	\$160.00 B
#17½ Imperial Mellophone Bugle, silver plated	\$170.00 B
#16 Imperial Mellophone with slide attachment in brass	\$170.00 B
#16½ Imperial Mellophone with slide attachment in chrome	\$190.00 B
#19 Imperial Mellophone with rotor in brass finish	\$210.00 B
#16½ Imperial Mellophone with rotor in chrome finish	\$230.00 B
Mouthpiece for Mellophone	\$ 5.00
Mouthpiece case	\$ 2.00 B
Cases for Mellophones, square	\$35.00 B

AGAIN ...THE FIRST WITH THE FINEST!



NEW

the *WR Imperial*
Concert French Horn

In 1944 Whaley, Royce first introduced the now famous Imperial French Horn. Now, we have updated this bugle with an all new model, the Concert French Horn. This bugle, of distinctive design,

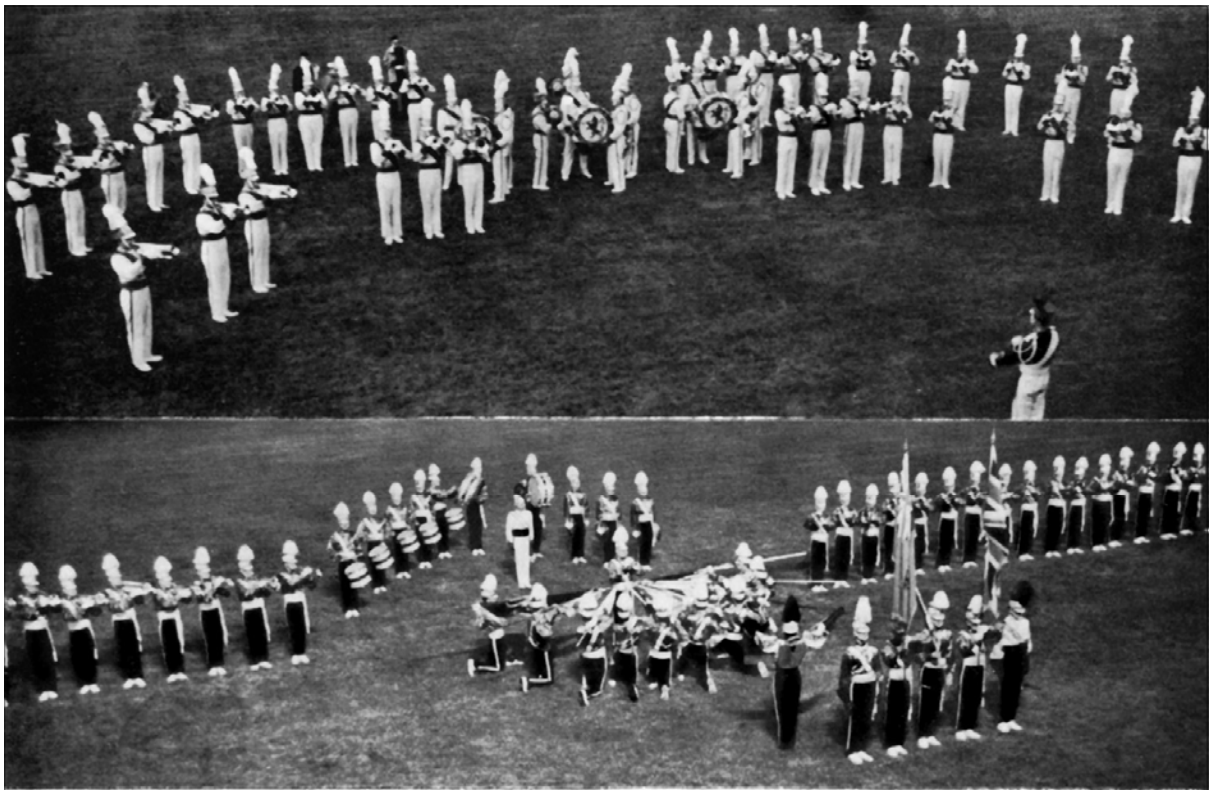
features a truly "French Horn" sound with a fine full bass tone, accurate tuning and an exceptionally long "built in" range.

This is a key of G&F instrument with F# rotor. The Concert French Horn is another voice in the Imperial complete range of bugles from soprano to contra bass.

Does your Corps have our illustrated catalogue of Imperial Bugles? If not, send for one today . . . it's free.

WHALEY, ROYCE & COMPANY LIMITED
310 YONGE STREET, TORONTO 1, ONTARIO
WHALEY, ROYCE PIONEER IN BUGLE DEVELOPMENT FOR DRUM CORPS

Dwight Angus of the Toronto Optimists



PHOTOS—D. DABER

GUELPH ROYALAIRES

CANADIAN SENIOR CHAMPIONS 1959 - 1960 - 1961 - 1962

TORONTO OPTIMISTS

CANADIAN JUNIOR CHAMPIONS 1958 - 1959 - 1960 - 1961 - 1962

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IMPERIAL HORNS
MANUFACTURED**

**and SOLD BY
WHALEY, ROYCE
& CO. LTD.**

310 YONGE STREET (at Dundas) TORONTO

phone 362-6776

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