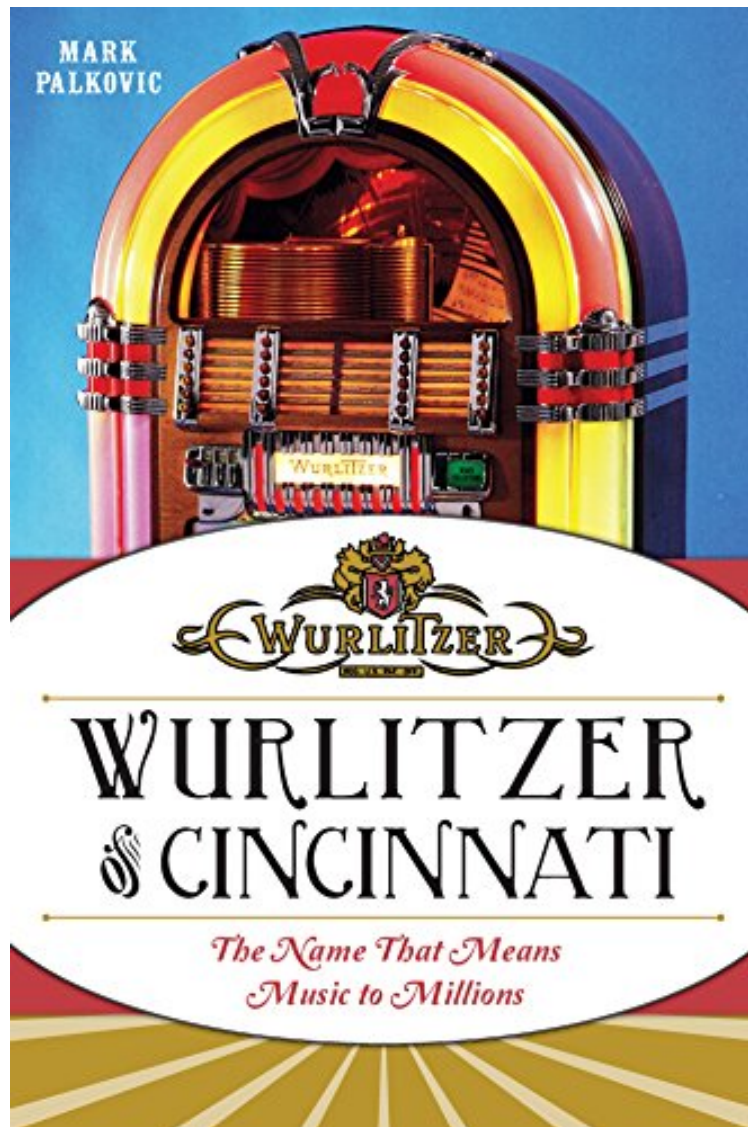


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Wurlitzer of Cincinnati: The Name That Means Music To Millions

Mark Palkovic

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Mark Palkovic : Wurlitzer of Cincinnati: The Name That Means Music To Millions before purchasing it in order to gage whether or not it would be worth my time, and all praised Wurlitzer of Cincinnati: The Name That Means Music To Millions:

5 of 5 people found the following review helpful. Excellent Overview of the Wurlitzer Family and Company By T.B. Ireland For some, the name Wurlitzer evokes the days of theater organs that graced many a theater in the U.S., for others, it reminds them of the ubiquitous juke boxes, so popular in from the 1930's until the 1950's. But the company's origins go back much further. Founded in 1856, in Cincinnati, Ohio, the company began with the sale of band instruments, and built a global reputation from there. One of the company's many advertising slogans was "Wurlitzer,

the name that means music to millions!" -- hence the title of the book. Mr. Palkovic is Head Librarian of the library at the prestigious College Conservatory of Music, at the University of Cincinnati. This book traces the history of the Wurlitzer family, and the history of the company -- an offshoot of which still operates in Germany, where they make vending machines today. Palkovic has done a masterful job of culling a variety of sources to tell the story of the Wurlitzer family (as interesting in an of itself, as the company's wide array of musical products), and includes more than 120 illustrations (with sixteen pages of color photos). This is a solid piece of historical writing, in a style that appeals to general readers and lovers of history. I highly recommend this volume.

Established in Cincinnati in 1856 by German immigrant Franz Rudolph Wurlitzer, the music dealer became the largest outlet for band instruments in the United States by 1865. During the silent film era in the early twentieth century, Wurlitzer manufactured nearly 2,250 theater organs, affectionately dubbed "Mighty Wurlitzers." Many of these instruments still provide concert music today. During the Big Band era of the 1930s to 1950s, the company's colorful coin-operated jukeboxes were such popular fixtures in bars and dance halls that the U.S. Postal Service honored them with a commemorative stamp. Although the company was sold in 1988, the Wurlitzer name continues to be held in high esteem by the city of Cincinnati.

About the Author Mark Palkovic has held the position of senior librarian and head, College-Conservatory of Music Library at the University of Cincinnati since 1981. A graduate of Ohio University majoring in music history, Palkovic has also served as associate editor of the American Harp Journal. He is a longtime member of the Cincinnati Men's Chorus and has performed with a wide variety of local and regional musical organizations.