

Vose & Sons Piano Co. Celebrating Its Seventy-fifth Year

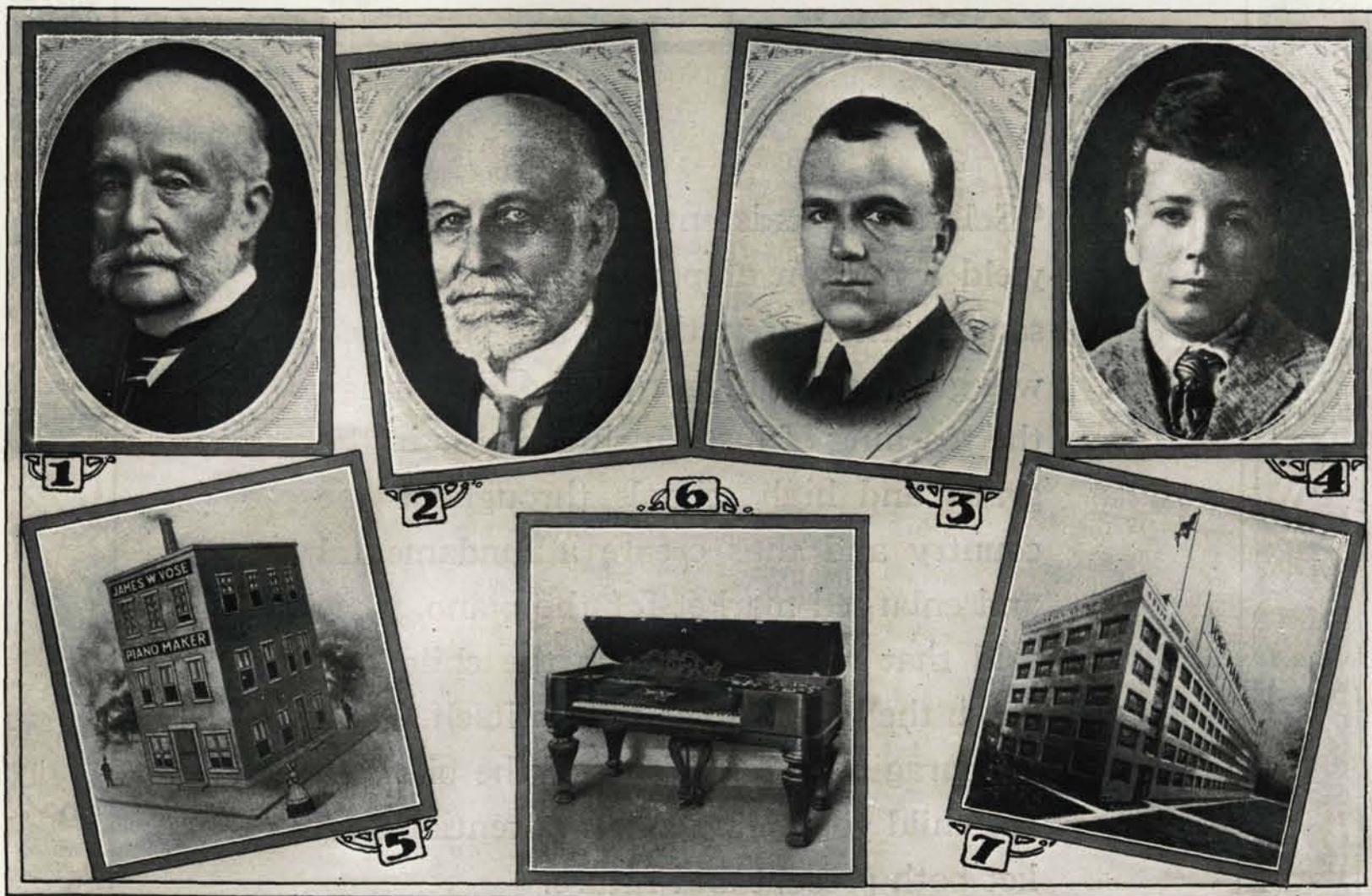
Founded in 1851 by James Whiting Vose in Boston, Mass., the Firm Has Remained Under the Direction of the Founder and His Immediate Descendants Up to Its Diamond Jubilee—Rigid Adherence to Founder's Ideals and Standards the Basis of Its Remarkable Progress

IN 1851, seventy-five years ago, James Whiting Vose made the first Vose piano in a small factory in Boston, and since that time three generations of the Vose family have con-

tributed, and are contributing, their full share to the maintenance of the ideals of piano quality so well laid down by the founder of the business, with the fourth generation shortly to be represented in the company's activities.

of members of the Vose family nearly 100,000 instruments bearing that name. After James Whiting Vose, as head of the business, came Willard A. Vose, who still at-

tory was located on Washington street in the south end and later on Massachusetts avenue, where the company operated for a number of years until building and occupying the present



Seventy-fifth Anniversary of the Vose & Sons Piano Co.

1. James Whiting Vose. 2. Willard Atherton Vose. 3. George Anthony Vose. 4. Atherton Cushing Vose. 5. The Factory in which James W. Vose built the first square Vose Piano in 1851. 6. The first square Vose Piano built in 1851. 7. The present Vose Factory in Watertown, Mass.

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James Whiting Vose, a native of Milton, Mass., early showed artistic tendencies and was apprenticed to an expert cabinet maker. After acquiring proficiency in that art he began the study of the piano, giving special attention to action and key making. In his early efforts he won a reputation for ability to execute fine work, which encouraged him to start building pianos.

With his experience as a cabinet maker, and his thorough study of piano action and key making, Mr. Vose entered this new field particularly well equipped, and it was not long before Vose pianos won a distinct place for themselves in the music world of the period. From the little factory in which the first Vose pianos were made, there has developed a great piano manufacturing business with a most modern plant located on the shores of the Charles River in Watertown. Since the first Vose piano was introduced on the market there have been produced and distributed under the direct auspices

tends to his active duties at the factory each day although much of the more strenuous directing work has fallen on the shoulders of James Atherton Vose, son of Willard A., and representing the third generation of the family.

It is significant that Willard A. Vose was born in 1851, the same year that the first Vose piano was produced, which for the Vose family and the many personal friends of the present head of the business, gives an opportunity for a double celebration.

There is every indication that Vose pianos will long continue to be made under the personal direction of the descendants of the founder, for of the fourth generation there is Atherton Cushing Vose, the son of George A. Vose, who was born in 1911, and, who upon the completion of his education, plans to take up his duties at the factory.

The first Vose factory was on Washington street, Boston, opposite the Adams House. When that factory was badly damaged by a fire that destroyed the factory of Chickering & Sons adjoining, the plant was removed to a site out on Tremont street, then far from the center of things, although now considered close to the heart of Boston. Subsequently, the Vose fac-

extensive and modern structure which is in Watertown.

The Vose piano, throughout its history, has been a credit to the trade and to its home city of Boston, for it has been the constant aim of those in charge of the interests of the company to build as best they know an instrument that represented to the purchaser genuine value received. No better proof of this maintenance of Vose quality standards can be found than in the loyalty of the dealers who have represented the Vose in their respective territories for long periods. At no time has the Vose & Sons Piano Co. been given to radical and sensational changes. Improvements in piano construction have been steady and pronounced, but when changes have been made that action has been taken with the certainty that they were sound, permanent and of an assured definite value to the product.

Pride of name has been one of the fundamentals of the Vose & Sons business and the result has been business success and prosperity. The present plant of the company stands as a monument to the ideals established by the founder and adhered to rigidly by those who came after him.