



DALLAS HISTORICAL SOCIETY
"Remembering Dallas' past builds her future"

Whittle Music Company records,

Overview

Creator:	Whittle Music Company
Title:	Whittle Music Company records
Dates:	1919-2007
Bulk Dates:	1965
Abstract:	The materials in this collection are in 20 folders, as well as some audio/visual materials. Included are checking account information on Howard Beasley, publicity, trademark application, correspondence with other music companies and officials, financial records (dating back to the early nineteen-teens), programs, letters, etc. for music in Dallas public schools, and awards to both the company as well as Beasley.
Identification:	2014.13
Quantity:	.42 linear ft.
Language:	Material is in English
Repository:	Dallas Historical Society

Historical Note

The Whittle Music Company was founded by D.L. Whittle in 1911 in Ft. Worth. He came to Dallas in 1912 and was involved in many businesses, including selling pipe organs and electric player pianos. He sold his business to Howard Beasley, who decided to keep the Whittle name. Whittle eventually became one of Dallas' premier music companies, selling instruments and recording music, offering lessons, hosting performances, etc. Van Cliburn and Arthur Rubinstein were among their customers.

Business continued to flourish until the early 1960s when it was announced that the block the Whittle building occupied (Elm and Murphy), as well as adjacent blocks were to be bulldozed for construction of One Main Place. Whittle and the Dallas, Texas Corp. (developers of One Main Place) agreed to a land swap – they would get land in Oak Lawn as well as a fancy, new building in exchange for the Elm Street building.

They moved into their new location at 2733 Oak Lawn in March 1965, designed by famed Dallas architect George Dahl (he oversaw the Texas 1936 Centennial Exposition, as well as designed the Art Deco buildings in Fair Park). Whittle ceased operations in the 1980s, but the Oak Lawn building still stands.

Arrangement of the Collection

The collection is organized by document type: archival material, periodical, and photographs. The folders are then arranged alphabetically by folder title and are chronologically into one series

Series 1: Whittle Music Company records, 1919-2007

Restrictions

Access Restrictions

Collection is open for research use.

Publication Rights:

Permission to publish materials must be obtained from the staff of the Dallas Historical Society.

Copyright Statement:

It is the responsibility of the user to obtain copyright authorization.

Sensitive Material Statement:

Manuscript collections and archival records may contain materials with sensitive or confidential information that is protected under federal or state right to privacy laws and regulations. Researchers are advised that the disclosure of certain information pertaining to identifiable living individuals represented in this collection without the consent of those individuals may have legal ramifications for which the Dallas Historical Society assumes no responsibility.

Index Terms

This collection is indexed under the following terms.

Subjects (Persons)

Beasley, William Howard

Whittle, D.L.

Subjects (Organizations)

Whittle Music Company

Subjects

Music Store
Music Education
Piano
Instruments

Places

Dallas, Texas
Oak Lawn

Document Types

Documents
Photographs

Other Names

Historical Manuscripts Collection
Photographs Collection

Administrative Information**Preferred Citation**

Collection of the Dallas Historical Society, (collection name).

Acquisition Information

Gift of Dr. Sharman Beasley Vesecky, March 11, 2014.

Detailed Description of the Collection**Series 1: Whittle Music Company records, 1919-2007****Folder**

1-2 Beasley Checking Account, 1949-1950, 1975
 Mr. William Howard Beasley's checking account book from
 1949-1950.

Folder

3 Beasley-Publicity, 1944-1975
 Newspaper clippings from various publications about Mr.
 William Howard Beasley including his obituary from 1975.

Folder

- 4 Biographical, undated
Two papers containing biographical information on the Beasley family: William Howard Beasley Sr., William Howard Beasley Jr., and William Howard Beasley III.
- Folder**
- 5 Bulldog Trademark, 1942-1962
Correspondence regarding the trademark of "Zenith" and "Bull Dog" brand drum heads.
- Folder**
- 6 Certificates, 1952
Certificate to Howard Beasley from Dallas County certifying that he served on the January 1952 grand jury as assistant foreman. Certificate to William H. Beasley Sr. from the American Institute of Management certifying that he was elected associate member in 1952.
- Folder**
- 7 Correspondence, 1922
Correspondence between William Howard Beasley, W.L. Bush, T.E. Swann, Mr. D.L. Whittle, Mr. R.D. Frye, and Mr. W.E. Guyle, The Talking Machine Co. of Texas, Sherman, Clay and Co., Bush and Gerts Piano Company.
- Folder**
- 8 Correspondence, 1940-1980
Six letters; William Howard Beasley correspondence including reference to World War I, "the impending crisis."
- Folder**
- 9 Davy Crockett, 1955-1970
Clippings regarding Mrs. Davy Crockett, and the descendants of the pioneer David Crockett.
- Folder**
- 10 Financial Records, 1917-1927, undated
Small book containing pricelist for pianos in 1917, repair lists, and clients for pianos. Bush and Gerts Piano Company of Texas financial statement, assets list, guaranty to D.L. Whittle Music Company.
- Folder**
- 11 Income Tax Records, 1919-1920
Individual income tax return for Mr. William Howard Beasley 1919 and 1920.
- Folder**
- 12 Mrs. Howard Beasley, 1957

Clipping from Dallas Times Herald about Mary Beasley, State Fair of Texas ticket purchase option certificate for Mrs. Mary E. Beasley

Folder

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Music in Dallas Public Schools, 1947, undated

Correspondence between Howard Beasley, Mr. Roy E. Waite, Dr. Carrie Munger Long (Director Class Piano) and the Whittle Music Company regarding music education in Dallas Public Schools. Contains paper on the gross income of instrumental department in 1956. Various brochures and pamphlets on Dallas, Dallas Independent School District, and music education. "Every child should have an opportunity to play an instrument" Clipping on the establishment of a new education department to encourage more basic music instruction in schools through an integrated class-piano program.

Folder

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Other Documents, 1925-2007

Check to Howard Beasley Jr. of D.L. Whittle Company (1925) obituary for William Byrn Patty III, former employee of the Whittle Music Company (2007) Program from 99th Birthday of City of Texarkana (1972) Certificate to W. Howard Beasley from the United State Treasury War Finance Committee for the Second War Loan Drive (April 12-May 1, 1943)

Folder

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Other Music Companies, 1966, undated

Clipping on Brook Mays Music Co. in Dallas (1966) Bush and Gerts Piano Company brochure Conn dealers advisory board, Whittle Music Company stationary National Association of Music Merchants stationary

Folder

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SAI-Service to Music Award, 1963-1964

Materials from Sigma Alpha Iota's Service to Music Award given to William Howard Beasley in 1963: clippings, invitation, programs, copy of the award, and recorded response to Sigma Alpha Iota upon the presentation of a plaque to William Howard Beasley on April 29, 1963.

Folder

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Whittle Music Company, 1949-1981, undated

Checks from the Whittle Music Company (1949) (1963) Internal memo regarding ordering supplies (1981) Procedure for receipt of orders Note-o-gram from the Whittle Music Company Whittle Music Company Order form.

Folder

- 19 Whittle Music Company Advertising, undated
Stationary, postcards and maps advertising the Whittle Music Company in Dallas at 2733 Oak Lawn at Congress.
- Folder**
- 20 Whittle Music Company Clippings, 1965
Newspaper clippings regarding the Whittle Music Company in Dallas.
- Item**
- P.2014.13.21 The Music Trades, 1974
Copy of the 1974 issue of the magazine: The Music trades; containing article on William Beasley Sr. and Jr. on pg. 52.
- Item**
- V.22 Whittle Music Company (Strip Negatives), 1965
Strip negatives for the Whittle Music Company photographs.
- Item**
- V.23-.38 Whittle Music Company (Exterior), 1965
Photographs of the exterior of the Whittle Music Company located in Dallas, Texas on Oak Lawn.
- Item**
- V.39-.48 Whittle Music Company (Interior), 1965
Photographs of the interior of the Whittle Music Company store.
- Item**
- V.49-.57 Whittle Music Company (Lessons/Recitals), 1965
Photographs of a piano recital and piano private lessons.
- Item**
- V.58-.72 Whittle Music Company (Office), 1965
Photographs of staff and their offices inside the Whittle Music Company.
- Item**
- V.73-88 Whittle Music Company (Showroom), 1965
Photographs of the piano showroom at the Whittle Music Company.
- Item**
- V.89-.106 Whittle Music Company (Workroom), 1965
Photographs of the instrument repair shop and workroom of the Whittle Music Company.
- Item**
- V.107-.110 William Howard Beasley, 1922,1952, undated
Personal photographs of Mr. William Howard Beasley.
