

R. S. HOWARD
COMPANY



PIANOS

New York

A High Ambition



S. HOWARD has been a piano man all his life. For many years he tuned pianos. During all of this time he made a close study of pianos of the various makes as he met them. This laid the foundation for a piano knowledge that few men possess. A close student, a man who investigated, one who entered the piano factories as the opportunity presented, and one who not only had ambition to better pianos, but who was ambitious to some time make a piano of his own, he thus formed the basis of a piano knowledge that is seldom met with in the piano industry.

For many years Mr. Howard represented, at different times, several of the leading piano manufacturing concerns of this country, and when the time presented itself, he went into business for himself. We all recognize the satisfaction that must



present itself to the ambitious man who has for years worked to attain one object, and this object of building the R. S. Howard Co. piano has guided and formed the aim of this man, who has made pianos his life study.

In the R. S. Howard Co. piano there is found embodied all these years of investigation, of study, and of experience. Like the man, the R. S. Howard Co. instruments are solid, honest and reliable. No one could feel any hesitancy in accepting these R. S. Howard Co. pianos as embodying everything that is possible, under modern methods of construction, to bring out of the thousands of parts that cohesion which will give to the piano not only the tone that is musical, but that which will retain and maintain that tone indefinitely.

There is to be found in the R. S. Howard Co. manufacturing plant every modern mechanical advance



that will tend to maintain this quality, but also will enable the production of instruments of the finest possible quality at the lowest possible cost of production. This is the art of manufacturing—the obtaining the best at the least possible cost without weakening the quality, and, in fact, the bettering of that quality through the application of mechanical means of production, to the end that the instruments themselves will present all that is possible within the present advances in the processes of manufacture.

Strict Honesty Prevails



IN the production of these R. S. Howard Co. pianos, Mr. Howard has imbued his associates with that same firmness of attitude toward strict honesty in everything pertaining to the production of the



pianos bearing the R. S. Howard Co. name. To maintain this standard, it has been necessary to study the climatic conditions of our own country, and to extend these investigations into Cuba, South America, and other foreign countries. To obtain this information, R. S. Howard has himself visited these countries, has studied the needs of these various countries into which the R. S. Howard Co. pianos are shipped, and has through this personal investigation been able to embody into the construction of these pianos bearing the R. S. Howard Co. name, that which will sustain and maintain the tone quality of the instruments no matter into what section of the world they may be shipped.

To obtain these results represents an unusual amount of labor and investigation, but the results have been of such an advantageous nature that to-day the R. S. Howard Co. piano is found in almost every



country of this world, and the fact that the export business of this piano manufacturing concern is constantly increasing, proves the efficacy of the experience that is built into these instruments. It also proves that the R. S. Howard Co. piano presents all that can possibly be wrought through the materials that are utilized in the manufacturing of a piano, and at the same time it indicates to the prospective purchaser that in the selection of an R. S. Howard Co. piano, no matter the style or the price, there is obtained everything that can be possibly presented in the way of a beautiful piano or player with every modern advancement of the art wrought into each individual instrument.



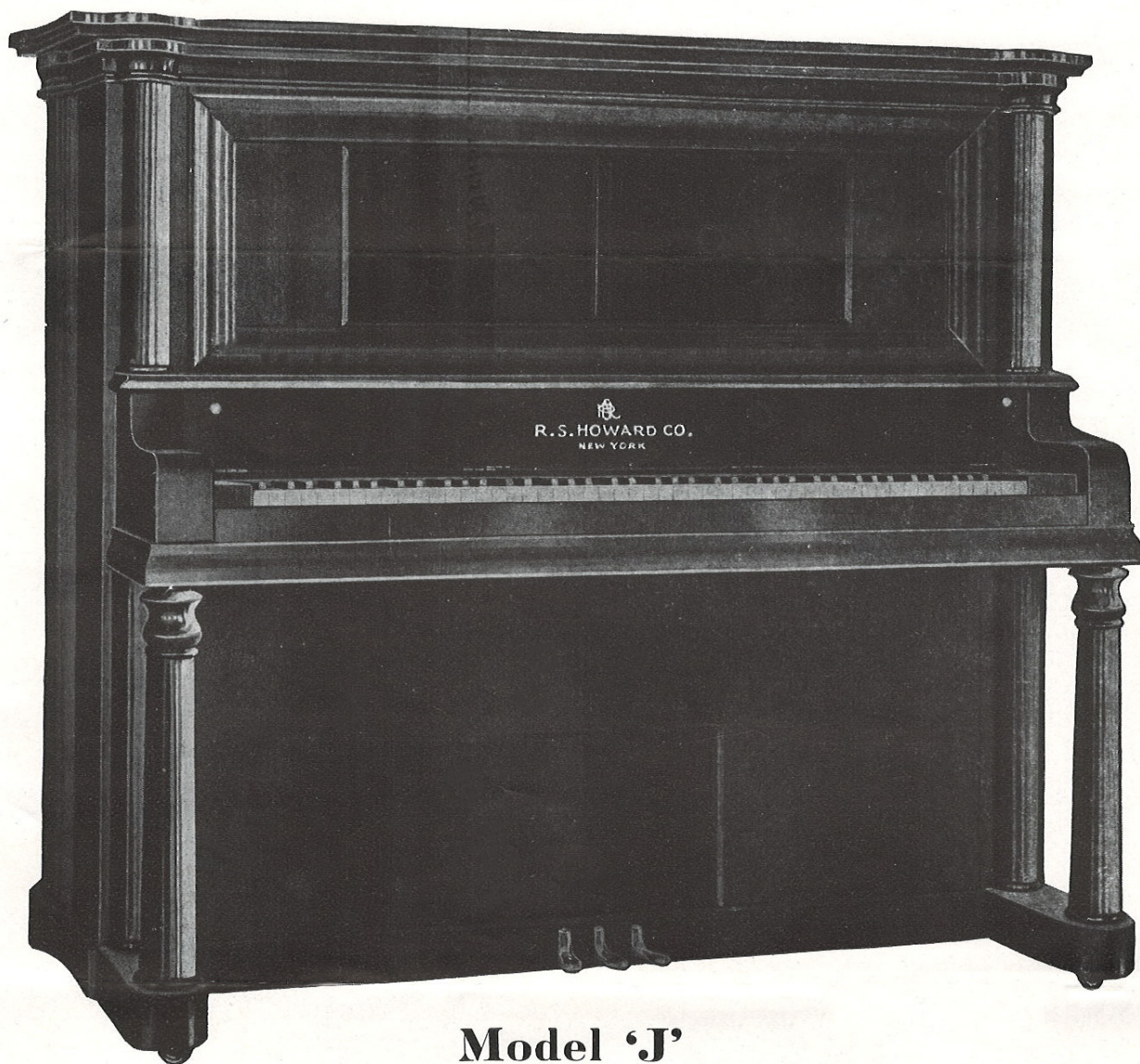


OUR NEW OFFICE AND FACTORY
THE SOURCE OF GREAT PIANO VALUES
485 East 133d St., Bronx, New York City



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R. S. HOWARD CO. JUMBO PLAYER PIANO



Model 'J'

Massive and Elaborate Case

Handsomely Figured Mahogany or Walnut

Polished or Satin Finish

DOUBLE VENEERED INSIDE AND OUT—DOUBLE ROLL FALL
FULL SWING MUSIC DESK—FULL GRAND TOP—BEVELLED FRAME—PLAIN PANELS

Standard or De Luxe Player Action

Height—4 feet 9 inches

Solid Brass Pedals and Hardware

HOWARD-STOWERS CO., Inc.
MANUFACTURERS



STYLE FOUR A

Beautifully figured case, double veneered inside and out; 7 1/3 octaves; full metal strung bronzed frame; with overstrung bass; three unisons throughout; double repeating action; two pedals; genuine ivory keys and ebony sharps.

DIMENSIONS	CASE
Height, 4 feet 6 1/2 inches	Fancy-Figured Mahogany or
Depth, 2 feet 2 1/4 inches	Walnut.
Width, 5 feet.	

Solid Brass Pedals and Brass Hardware

R. S. HOWARD CO. INCOMPARABLE PLAYER-PIANO



STYLE 'D'

Made in
Fancy Figured Mahogany or Walnut
Equipped with either
Standard or Auto De Luxe Player Action
ALSO
Welte Mignon (*Licensee*) Reproducing Action
Height, 4 feet 6 inches
Solid Brass Trimmings
Fully Guaranteed
FOR SALE BY

THE PIANO WITH MANY SPECIAL FEATURES.

R. S. HOWARD CO.

'Lyric'
GRAND
PIANO



STYLE 'H'

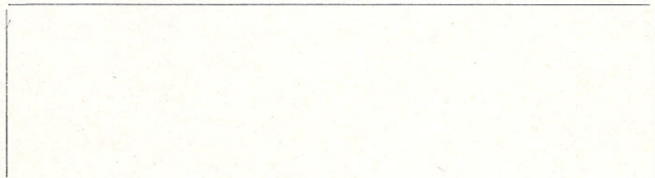
Satin or Polished Mahogany

Length—5 feet 2 inches

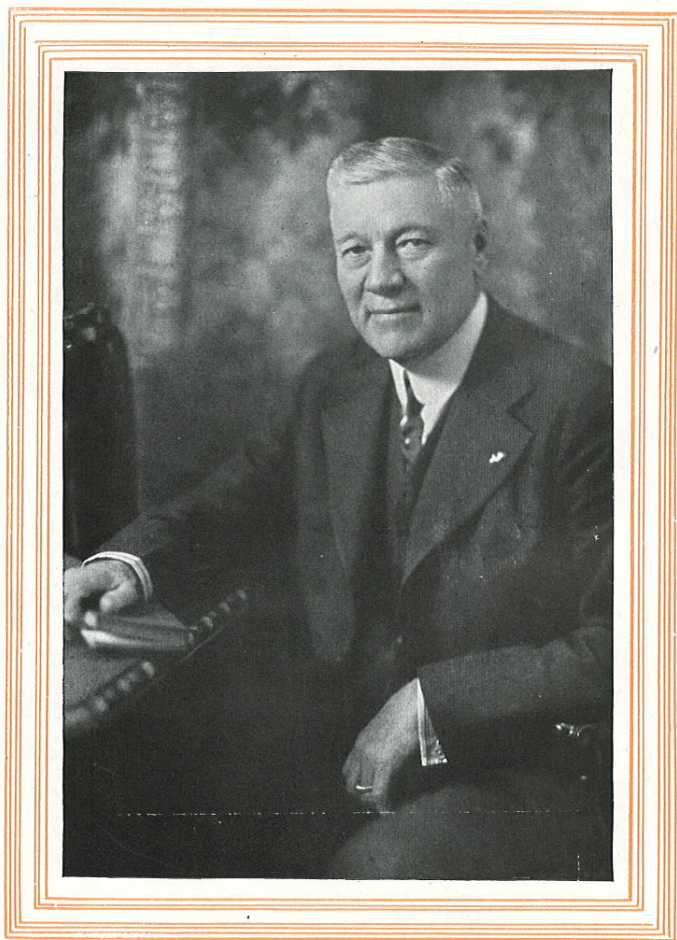
*A superior instrument, which will satisfy the
most critical. Graceful and artistic case design.
Responsive touch, tone unsurpassable.*

High Grade in every Detail

FOR SALE BY



IDEAL FOR EVERY HOME



Cordially Yours
1917 R. Howard



R. S. HOWARD CO.

"LITTLE WONDER MODEL"

GRAND PIANO

BUILT FOR COZY HOMES

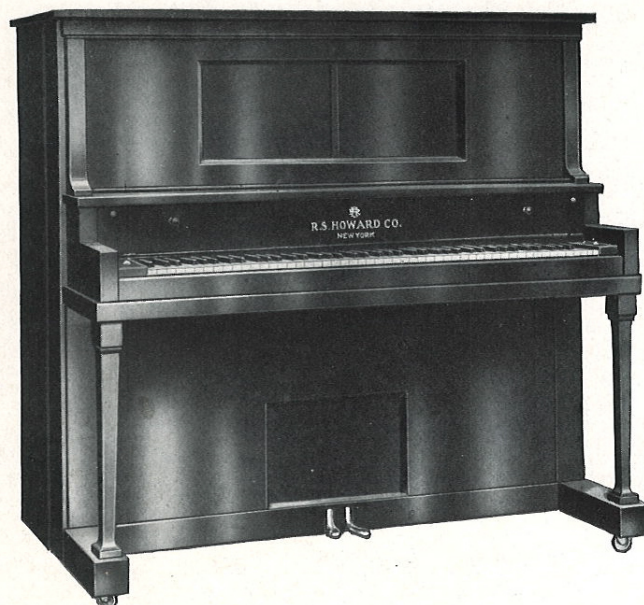


Style "L"

Dimensions: Length 4 feet 10 inches.
Width 4 feet 7 inches. Height 3 feet 3 inches.
Made in Satin Finish Mahogany only.
Polished to Order.

An Artistic Instrument of the Proper Size.

FOR SALE BY



STYLE S PLAYER

Case double veneered inside and out; 7 1/3 octaves, full metal bronze frame, with overstrung bass; three string unisons throughout; double repeating action; two pedals; genuine ivory keys and ebony sharps fitted with player action capable of satisfying most critical expert and fully guaranteed.

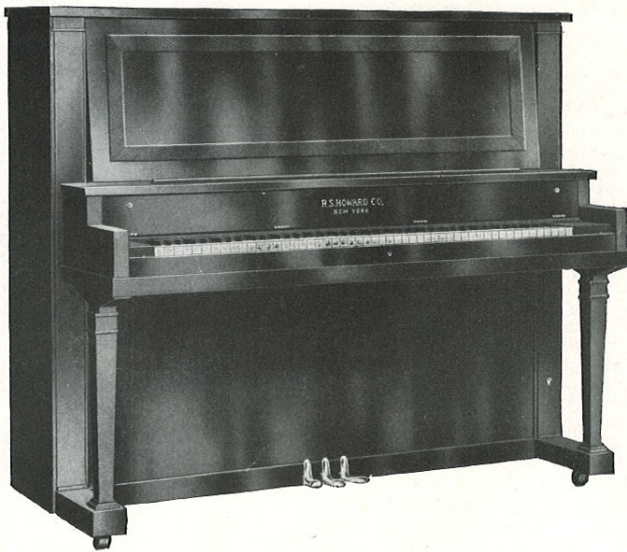
DIMENSIONS

Height, 4 feet 6 1/2 inches.
Depth, 2 feet 4 1/2 inches.
Width 4 feet 11 1/4 inches.

CASE

Fancy-Figured Mahogany or
Walnut.

Solid Brass Pedals and Brass Hardware



STYLE 4

Beautifully figured case, double veneered inside and out; 7 $\frac{1}{3}$ octaves; bronzed metal plate and overstrung copper bass; three unisons throughout; double repeating action; three pedals; ivory keys and ebony sharps.

DIMENSIONS

Height, 4 feet 6 inches.

Depth, 2 feet 3 inches.

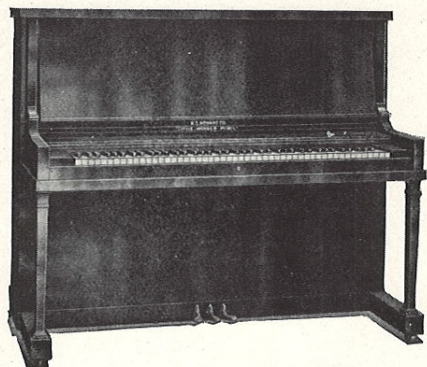
Width, 5 feet 4 inches.

CASE

Fancy-Figured Mahogany,
Walnut or Quarter-sawed
Oak. Solid Brass
Trimmings.

R. S. HOWARD CO.

"Little Wonder Model"
UPRIGHT PIANO
Built for Cozy Homes



STYLE '9A'

Solid Brass Trimmed
Latest Improved Sliding Fall Board
Satin or Polished Mahogany
Ivory Keys

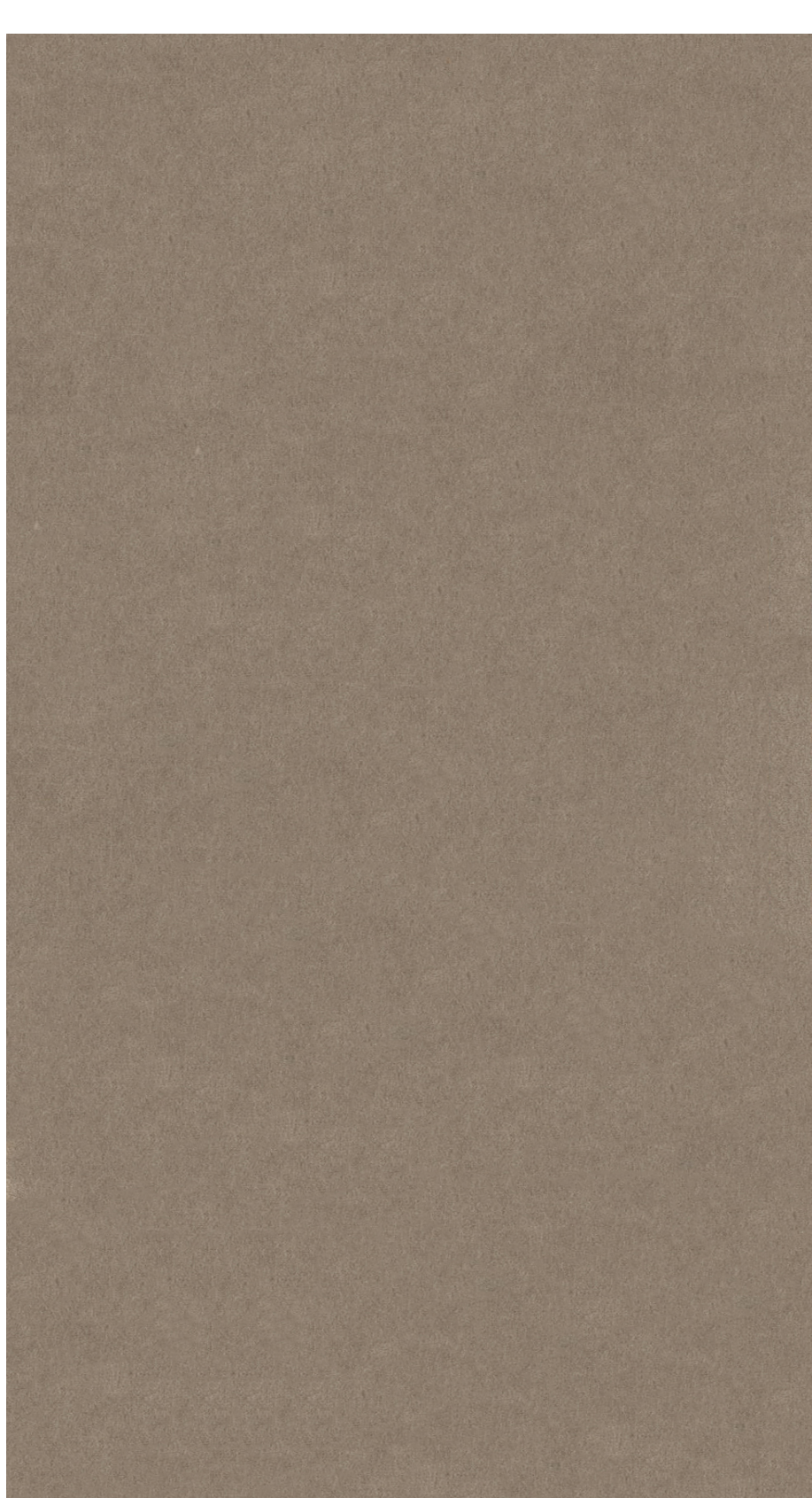
7½ OCTAVES—CASE DOUBLE VENEERED
INSIDE AND OUT—COMPOSITE
BELL METAL PLATE DOUBLE
REPEATING ACTION.

Dimensions:—Height 4 feet 1 inch, Depth 2 feet
1 inch, Width 4 feet 11 inches.

FOR SALE BY

A PIANO THAT WILL SURELY PLEASE

Designed and Executed by
BLANCHARD PRESS - N. Y.

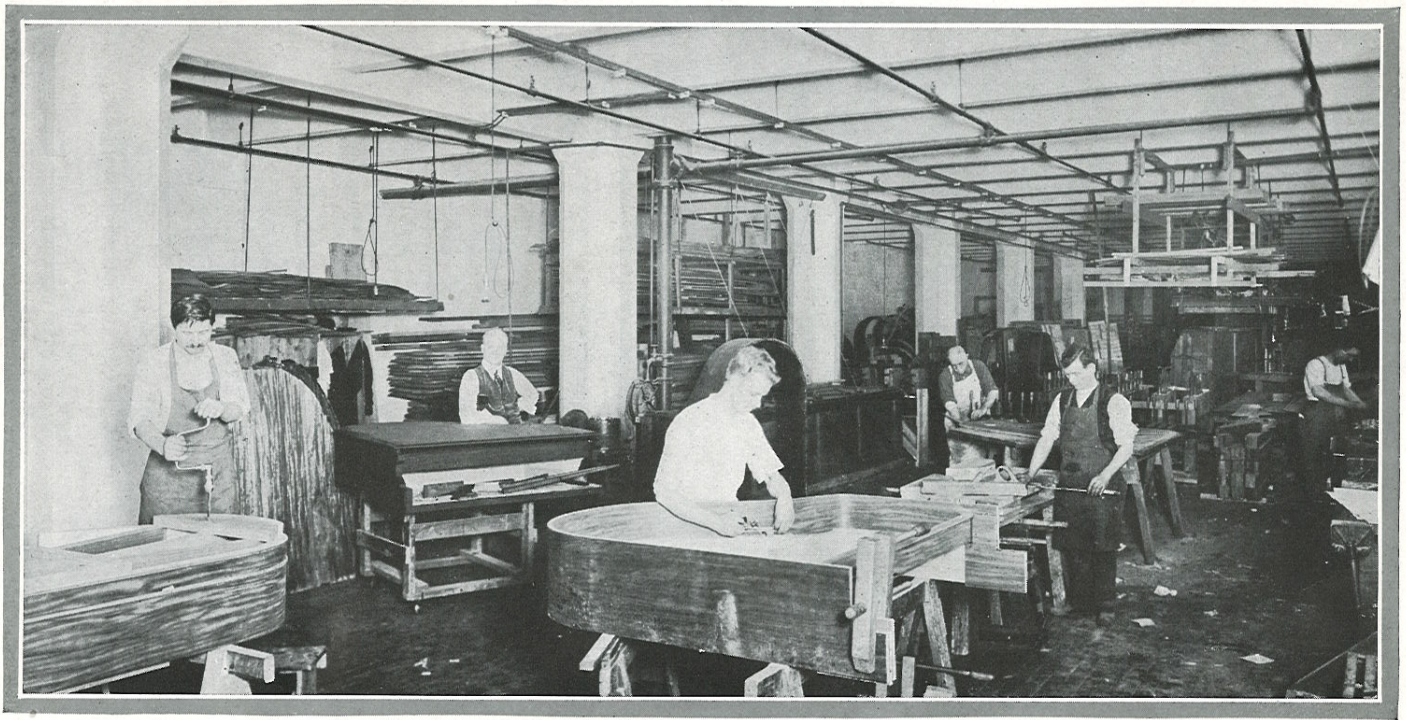


R. S. HOWARD Co.

PIANO MANUFACTURERS



OUR NEW OFFICE AND FACTORY
485 EAST 133^D STREET
BRONX, NEW YORK CITY



A CORNER IN THE GRAND ROOM

The R. S. Howard Co. Piano



It long has been a recognized fact that to manufacture a good piano, there must be built into that piano the personality of the one who is responsible for it. That is to say, if the piano bear the name of a man, it should have that man's personality expressed through the tone and the manner in which the piano is manufactured. Then there comes to the manufacturer of that piano the carrying out of ambitions and the maintaining of that ambition, which is in itself a personal pride, that must manifest itself always, as long as that instrument lives.

One can write much about the personality of the head of a piano concern, but the question naturally presents itself always, is that personality a real piano manufacturer? To acquire the ability to manufac-



ture a piano one must pass through a long experience in actual working with the materials and the forming of those materials into an instrument which will express, much as does the speech of the individual, that which will give an insight into the honesty of the personality.

The Tones of a Piano



THE musician readily understands just what this means, and the tones of a piano will speak out to the musician and tell at once just what the instrument itself is internally. The eye tells the outward appearance, just as is found in the summing up of an individual—the voice will express to the ear that which will enable the listener to estimate the value of that personality. The outward appearance of the



individual often may be hidden by the clothes worn, and this same thing will apply to the piano in that the case of the instrument may hide many defects. The individual may possess a voice that will not convey much as to personality, yet the conversation of the individual and the voice will enable one to form an opinion that may be just or unjust, but generally it will be found in course of time whether the first impression is correct or not.

When one sees a piano, the case will determine at once whether it is pleasing or displeasing. But the case of a piano, like the clothes of an individual, will not make a piano, any more than the clothes will make a man. Therefore the seeker for a good piano must naturally study the tone quality of the piano, and then trust must be placed in the manufacturer of that piano as to whether that tone will be retained through its lifetime.



We then look to the personality that is responsible for the piano for this confidence. If the man who has manufactured the piano is one who has built for himself a reputation among his fellowmen, then it can be accepted that that individual will protect his reputation and his name value through the quality of the instruments that bear his name.

The Case Designs



N presenting the outward case designs of the R. S. Howard Co. instruments in this catalogue, the effort has been made to give the case designs as near an honest reproduction as it is possible through the means of modern photography and the typographical art. Those illustrations speak for themselves, just as the eye will confirm these illustrations when the instruments



themselves are seen. Then must come that reliance and that confidence as to the living qualities of the instruments that are of such vital importance. The tone quality of the instruments can be heard when the instruments are seen. Then must come that confidence in the manufacturer of these R. S. Howard Co. instruments that is of such vital importance to the one who is about to make a purchase or a selection.

R. S. Howard is one of the best-known piano men in the piano industry. For many years he has represented what is best as regards the real man in the piano trades. There is not a piano manufacturer or dealer who knows the business but looks up to R. S. Howard as a man who understands the piano business from the manufacturing of the instruments to the placing of them in the home.

