

ASTOR THEATRE BUILDING

1531 BROADWAY

ENTRANCE ON 45TH STREET
NEW YORK CITY

TELEPHONE CHICKERING 5800

OFFICE OF
WALTER READE

May 23rd, 1927

Mr E O Shulenberger,
M P Moller Organ Co.,
Hagerstown, Md.

2704

My dear Mr Shulenberger:

I am responding to your note of May 21st with regard to the organ in the Mayfair Theatre. We expect to open this theatre not later than June 30th and for that reason if you don't ship this organ on or about the first of June, I can't open.

If for any reason you cannot ship this organ to the Mayfair Theatre on that date, just let me know and I will arrange to get an organ elsewhere and be very pleased to cancel this contract. You have had this contract in your office for a year and there is no reason why the job is not ready to go forward.

Ja

I don't like the attitude of your letter and if you can sell this instrument to anybody else, I should be very glad to release you. The very fact that it is not ready does not satisfy me at all.

It is none of your business whether the chambers are ready to receive it or not although I will have them ready there a week from tonight.

An immediate response to this note is requested.

Ship - 10 days.

Very truly yours,

Walter Reade

WR:RB

Registered Mail

Return receipt requested

May 25, 1927.

2704

Mr. Walter Reade,
New York City.

My dear Mr. Reade:

I have your letter of May 23. I must contradict you on several points. It is very much our business whether the organ chambers are ready to receive the organ before it is shipped there.

We had an organ ruined in a Loew Theatre by shipping it and installing it before the Theatre was ready. Mr. Schenck told us to go ahead, and if the chests were ruined by the dampness they would pay for their replacement, as they wanted to open.

They built a canopy over, but the organ went in chambers so damp that everything molded up, and Loew's would not even consider standing the damage, regardless of their promises.

However, on the basis of what you say we are going ahead and assembling the organ after the plans OK'd by the architect, and expect to ship it June 4th or 6th. It should be there by the 10th or 11th, but in doing this we will have to expect you to stand responsible for errors in building the chamber and for damage by dampness, as no organ should go in a chamber that has not at least had several weeks to dry out, and damage caused by such a condition cannot possibly reflect on any builder.

I may tell you at this time that something new in a theatre organ is going to come out under the name of "Moller" in the near future.

We stayed out of the game very largely in the past year, but have been studying the whole situation, and will shortly have an organ to announce that will be ahead of anything in the shape of a unit that has been done and which will contain mechanism that for reliability will go far beyond any unit organ that has ever been built.

Personally, I don't like the unit organ tonally nearly as well as the organ I have built for your Mayfair Theatre, and at the

Mr. Walter Rensie,

May 26, 1927.

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end of a years trial there is no unit organ made that will be so pleasing to the audience unless the theatre is located on the White-Light District, where there is a different crowd every night.

I have spent a good bit of time in interviewing the average theatre goer as to the type of music he likes best, and the large majority is in favor of real music and jazz stunts, but if the theatre owner is going to demand unit instruments we are going to be at the head, and incidentally, we have developed a self-player for residence use far ahead of anything that has been done.

This is just an inkling of what we expect to do during the coming year. I may tell you further that we are getting more theatre inquiries than ever before, and most of our present installations are not unit organs.

I am sure when your Mayfair organ is finished you are going to be more than pleased with it.

Yours very truly,

M. P. NOLLER.

Sec'y.

EOS:A

Feb. 8, 1928.

Mr. Charles J. Bryan,
New York, N.Y.

2704

Dear Sir:

Your letter of February 2nd, just come to hand as I have only just returned from my Western trip.

I shall start promptly on some more of these estimates for going over the organs, and will try to get everything finished up shortly, as I have been terrifically busy, and estimates of that particular kind are pretty hard to make.

However, I will get them as soon as I can and arrange to see Mr. Reade at his convenience, when we can discuss them all.

Now in reference to the Mayfair organ, after our Conference, I went over to our New York office, and jumped on Mr. Fisher about the matter. Mr. Fisher told me something that I didn't know, and that was, that a lot of plastering had fallen down over the organ, but as I told him what you said, he desires a chance of making good himself, and asked that they be allowed to do the work rather than sending a factory man. I thought this was only fair, and I told him to go to it, and I wanted everything cleaned out right, regardless of whose was the responsibility, and we would settle that later.

I don't know if Fisher has started the work yet, but am writing him at once, and if he don't take care of it I will send factory men, but Fisher has men there who can do it as well as anybody, and I am putting it up to him to see that it is done that way.

Yours very truly,

EOB:G

E. O. Shulenberg.

Feb. 28, 1928.

Mr. Walter Reade,
New York.

Dear Mr. Reade:

2704

We have a letter from our Mr. Fisher, enclosing a signed acceptance for cleaning organ at your Mayfair Theatre, Asbury Park, and Mr. Fisher advises that he has also gone over the tuning, etc. at the same time.

I was surprised when I was told by Mr. Fisher in New York some weeks ago that the trouble with the organ had been caused by plaster falling down. When we spoke I understood that it was simply ordinary cleaning which should have been done on the installation, but our representative reported that the trouble was really plaster more than anything else, and something for which they were not responsible.

If you have a report on this condition we would be very glad to have it as I want to get justified from the case.

Yours very truly,

M. P. MOLLER.

Sec'y.

ROS:W