

# IN MEMORIAM

## WILLIAM LINCOLN BUSH

William Lincoln Bush passed away quietly at Oak Forest Sanitarium, Oak Forest, Illinois, after a brief illness. His life was spectacular and dramatic. He was a colorful character who believed in the old Roman motto, "While we live, let us live." He inherited wealth and spent freely. At one time he was President of the Bush and Gertz Piano Manufacturing Company and had several stores housed in large buildings which he erected. He built the Bush Temple of Music in Chicago which graduated thousands of students, some of whom have made fine records in the world of Music.



William  
Lincoln  
Bush

The Editor of Presto Music Times got to know Mr. Bush through his close friend Frank D. Abbott from whom Mr. Pengelly purchased Presto Music Times. Mr. Abbott shared office space with Mr. Bush at the old address on Dearborn Street. When Presto Music Times moved to the McCormick Building, Mr. Bush used space in the offices. Mr. Bush occupied these until the very morning of the day he went to Oak Forest Sanitarium.

It was interesting to know Mr. Bush who was more than eighty years old for his memory went back over many active years. He was a good story teller, and as he had known many leading men it was always interesting to listen to him. Not long before he died Mr. Bush took Mr. Pengelly over to the Chicago Musical College and said, "I want to play for you." He played several classical selections remarkably well with fine force, all from memory.

All of Mr. Bush's friends will be glad to know that he died quietly.

Mrs. Bush is living at the Methodist Home for Old People in Chicago. It is a most comfortable and well kept home. In the "Good Old Days," the Bush family made a very large donation to this institution.

Presto Music Times has received many letters of inquiry about Mr. Bush's passing and Mrs. Bush's home. A number of letters sent to Mrs. Bush from old friends of Mr. Bush were exceedingly kind.

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## O. C. STONE

Mr. O. C. Stone became associated with the Everett Piano Company as Sales Director in 1924. During his connection with this Company he introduced many valuable and novel features in piano merchandising. It had always been his thought to consider the piano as an instrument of artistic worth, and in thinking along these lines he did much to elevate the standards of the entire industry.

He was the first man to introduce period styling and designing into pianos, which had heretofore been produced according to fairly standardized forms which were for the most part unattractive. He also suggested and carried out many valuable aids to piano selling which were used throughout the trade, and which in all cases were on a high plane and in keeping with his thoughts.

He resigned from the Everett Piano Company in July, 1938 and since that time had lived in South Haven.

Before coming to South Haven, Mr. Stone had a rich experience in both piano retailing and wholesaling. He served with the well known New Orleans retail music house of Philip Werlein, Ltd., as Sales and Advertising Manager; was with the W. F. Frederick Piano Co., of Pittsburgh; and later located in New York where he acted as consultant on sales promotion activities for eleven

manufacturers.

He was well known throughout the entire music industry, by whom he was called "O.C." He was greatly beloved by all who came in contact with him. He was a recognized authority on every phase of piano advertising and sales promotion, and unofficially acted as friend and counsellor to many of those in the piano industry who later reached positions of high importance. Without any doubt, his influence upon the industry as a whole had an altogether favorable effect.

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## THEODORE CASSEBEER

Theodore Cassebeer, former Vice Pres. of Steinway & Sons, died Saturday, Oct. 11th, in the Lenox Hill Hospital, after a brief illness. Mr. Cassebeer was born in New York on September 9, 1879, the son of H. A. Cassebeer, for many years proprietor of a pharmacy on Madison Ave., and Julia Cassebeer. He was cousin of the sons of the founder of Steinway & Sons and entered its employ in 1896. In 1919 he was made factory manager and a director, and later became Vice Pres. He resigned in Oct. 1939. He was considered an authority on woods and veneers, and his knowledge of woods was such that he sometimes rejected from a yard containing 200,000 feet all but 20 feet of lumber. As factory manager he was greatly loved by the men under him.

For many years Mr. Cassebeer was a member of Company B of the Seventh Regiment of the New York National Guard. He was a former Governor of the New York Athletic Club and a founder of the Winged Foot Golf Club. He also was a Trustee of the Lenox Hill Hospital and a member of the University Glee Club, the Oakland Golf Club, Bayside, Long Island, and the Lions Club of Astoria. He leaves a widow, Mrs. Clara Kuttroff Cassebeer, a sister, Mrs. Frederick Steinway, and two brothers, Dr. H. A. Cassebeer and Edwin Cassebeer, all of New York City.



Theodore Cassebeer