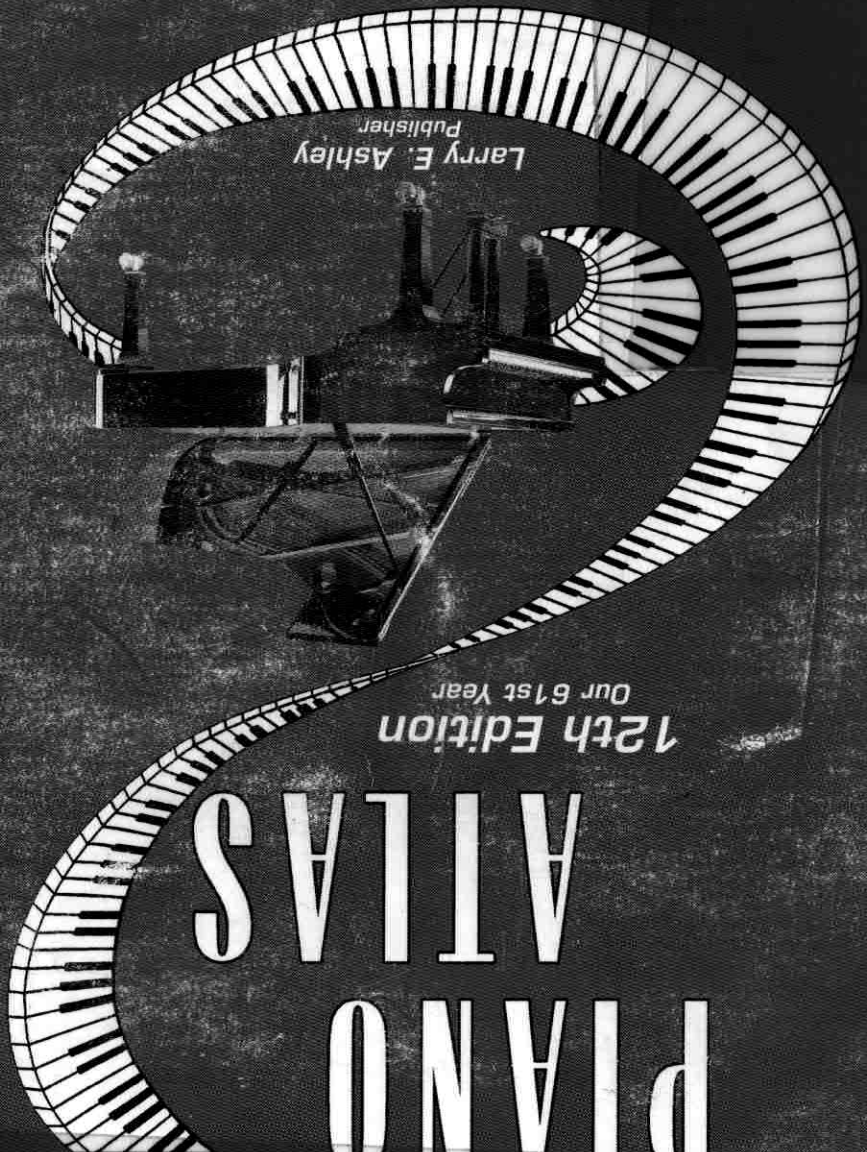


# Exhibit 2

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Larry E. Ashley  
Publisher



12th Edition  
Our 61st Year

# PIERCE PIANO ATLAS



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# PIERCE PIANO ATLAS

**TWELFTH EDITION**

**"THIS BOOK IS WORTH ITS WEIGHT IN GOLD AND**

**IS RECOGNIZED AS AN INTERNATIONAL RESOURCE"**

Often referred to as the "Bible of the Piano Business," this twelfth edition has been authoritatively expanded and updated to include over 12,000 names of pianos, providing ready reference to serial numbers, dates of manufacture, factory locations, history and other pertinent information.

For years Bob Pierce traveled around the world (several times to the Asia) seeking additional facts now published in the atlas. He recognized that information not sought out and published could be lost forever. His son, Larry Ashley, has continued this pursuit of information. Thousands of letters, phone calls, and e-mails of have captured information from the world wide piano industry and interested individuals over the past six decades.

Surprisingly, many major piano manufacturers no longer have production records on pianos of their own manufacture that they have ceased to produce. Factories here and abroad have gone out of business or principals have died with information seemingly lost forever. Earthquakes, fires, floods, tornadoes and wars have destroyed irreplaceable records.

Larry Ashley continues in his father's tradition and would appreciate any additional facts you could contribute. As most readers know, this has always been more a labor of love than a business, even as far back as the First Edition in 1947, when Bob collaborated with N. E. Michel. We look forward to publishing the next edition in 5 or 6 years.

All the facts contained in this twelfth edition are as accurate as continuous research and correspondence throughout the piano industry can provide. Accordingly, the publisher disclaims responsibility for any errors or omission that may exist.

## **No Other Directory Gives You Such A Wealth Of Data**

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INTERNATIONAL STANDARD BOOK NUMBERS

Paperback ISBN 0-91138-06-4 • Hardcover ISBN 0-91138-07-2

**W. ROBERT PIERCE**



*Bob Pierce*

Internationally known as

"Mr. Piano"

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"EVERY MAN OWES A PART OF HIS TIME  
TO THE UPBUILDING OF HIS PROFESSION."

THEODORE ROOSEVELT

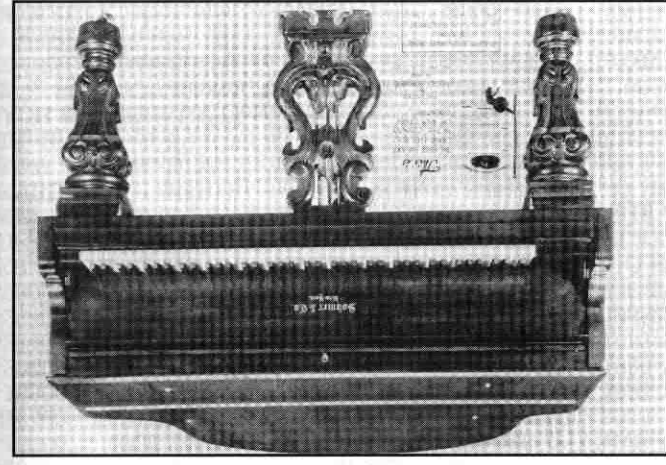
*To The Memory  
Of the Men Who Have Made the  
Rich History of the Piano Trade,  
Especially My Old Friend  
Henry Z. Steinway  
1915 - 2008  
This 12th Edition is Respectfully  
Dedicated*

SCHIEL, CARL, Kassel, Germany, 1837 to 1846.  
 SCHEER, E. N., Phila., Pa. 1830 see Scherr.

SCHEEZE, or SCHEIZE, Italy.  
 SCHEIDMAYER, JOHANN LORENZ, organs.  
 SCHEIPER & NEWMAN, Leignitz, Germany 1897.  
 SCHEMELLE, R & CO, Zeitz, Germany 1900.

SCHENCKE PIANO CO, Est. 1901, at 507 West 35th Street, New York, by John D. Ohlssen, Sr. By 1920 the factory was located at 245-249 East 137th St. and in 1926 at 432-440 Austin Place, New York.

1904-10000 1909-15000 1914 20000 1919-24500 1924-29900  
 1905-11000 1910-16000 1915-21000 1920-25000 1925-31000  
 1906-12000 1911-17000 1916-22200 1921-26700 1926-32000  
 1907-13000 1912-18000 1917-22800 1922-27800  
 1908-14000 1913-19000 1918-23400 1923-28800  
 SCHENLEY \*  
 SCHERRER, E. M., Phila. PA. See Scherr  
 SCHERRER, E. M., Phila. PA. 1830-95  
 1835-260 1840-410  
 SCHERMERHORN CO., Made by Raymond.  
 SCHERPE & Sons, B.  
 SCHERPE, See Scherpe & Sons, B.  
 SCHERPE & SONS, B., Est. 1891, at 2102-4 Cjourn Ave., Chicago, Ill., by B. Scherpe & Sons. Made pianos and player pianos until the name was discontinued in 1925.  
 1920-59000 1922-62600 1924-64900 1925-65300  
 1921-61000 1923-64100  
 SCHERR, E. M., Phila., PA. 1830, see Scherr.  
 1825-3 1830-95  
 1835-260 1840-410  
 SCHEURER ORGANS  
 SCHEUTZ & LUDOLFF, 85 Varick St., New York 1852.  
 SCHIEDMAYER, BALTHASAR, Est. 1735, at Germany. Built his first grand at Erlangen in 1735, moved to Stuttgart 1809, succeeded by his son Johann David SCHIEDMAYER CELESTA GmbH, Est. 1995, as Schiedmayer Celestaban, by Elianne Schiedmayer, CEO of Schiedmayer & Soehne GmbH & Co. KG. In 2003 the company name was changed to Schiedmayer Celesta GmbH.



Sohmer & Co., Made By Hugo Sohmer In 1884  
 First 5' Grand Piano Made In America (Or Any Country)

SCHIEDMAYER PIANO MFG. CO., J. & F., Est. 1853 by Julius and Paul Schiedmayer at Neckarstr. 21, Stuttgart, Germany. Later the name was changed to Schiedmayer Pianoofortefabrik. In 1969 the company was taken over by George Schiedmayer. The company was named Schiedmayer Pianos GmbH when George Schiedmayer sold this piano line to Rud. Ibach Sohn in 1980. Some pianos have been made under license by various manufacturers including Kemble, in England, and Kawai, in Japan. The company, now named Schiedmayer Piano Co. was taken over by Musikhaus Thomann, Erlangen, Germany, in 2006.

1930-60200 1930-60200 1931-60800 1938-62863 1960-67005  
 1962-67205 1966-68905 1940-64000 1950-64200 1969-69623  
 1952-64800 1935-62101 1928-58700 1929-59600 1936-62335  
 1955-65555  
 SCHIEDMAYER & SOEHNE GmbH & Co. KG, Est. 1809, as Diedonne & Schiedmayer in Stuttgart, Charlottenstr. 4 / Neckarstr. 14-16, by Johann Lorenz Schiedmayer, son of Johann David Schiedmayer. In 1825 the name changed to Schiedmayer, into partnership and the name changed to Schiedmayer & Soehne, succeeded by Adolf, Jr. Later the name became Schiedmayer & Soehne GmbH & Co. KG, with Elianne Schiedmayer as CEO. Elianne Schiedmayer created another firm in 1995 named Schiedmayer Celestaban. See Schiedmayer Celesta GmbH for additional information. Since early 1984 Schiedmayer & Soehne pianos were being made under license by Kemble, in England.  
 1961-54132 1927-42267 1904-23199 1881-11408  
 1882-11816 1905-24139 1928-43372 1962-54208  
 1963-54294 1929-44237 1906-25065 1883-12285  
 1861-5836 1884-12776 1907-25865 1930-45037 1964-54359  
 1931-45326 1908-26798 1885-13205 1862-6100  
 1863-6362 1886-13662 1887-14003 1864-6611  
 1865-6879 1888-14382 1889-14757 1912-30665 1890-15157  
 1867-7309 1890-15157 1891-15518 1914-32936 1938-47200  
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 1870-8044 1893-16235 1916-33706 1950-53018 1973-125458  
 1871-8304 1894-16624 1917-34161 1951-53038 1974-125738  
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 1873-8903 1896-17466 1919-34737 1953-53183 1976 126124  
 1874-92227 1897-17942 1920-35321 1954-53243 1977-126284  
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 1863-6362 1886-13662 1910-28611 1933-45712 1967-54600  
 1864-6611 1887-14003 1911-29595 1934-45806 1968-54701  
 1865-6879 1888-14382 1912-30665 1935-54798 1969-54798  
 1867-7309 1890-15157 1913-31816 \*\* 1970-124593  
 1868-7527 1891-15518 1914-32936 1971-124867  
 1869-7770 1892-155864 1915-33486 \*\* 1972-125164  
 1870-8044 1893-16235 1916-33706 1950-53018 1973-125458  
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 1878-10455 1901-20778 1923-37625 1957-53768 1980-126641  
 1879-10763 1902-21563 1925-40130 1959-53935  
 1880-11068 1903-22356 1926-41572 1960-54038  
 HERRMANN & MADSEN, Berlin, Germany 1870.  
 HERRMAYER, B. or SCHEINMAYER  
 HERRMAYER & SON  
 HILLER, F., Berlin, Germany.  
 HILL PORTABLE PIANO, Los Angeles, Calif.

\*\* = Documents  
 Lost During War  
 Years