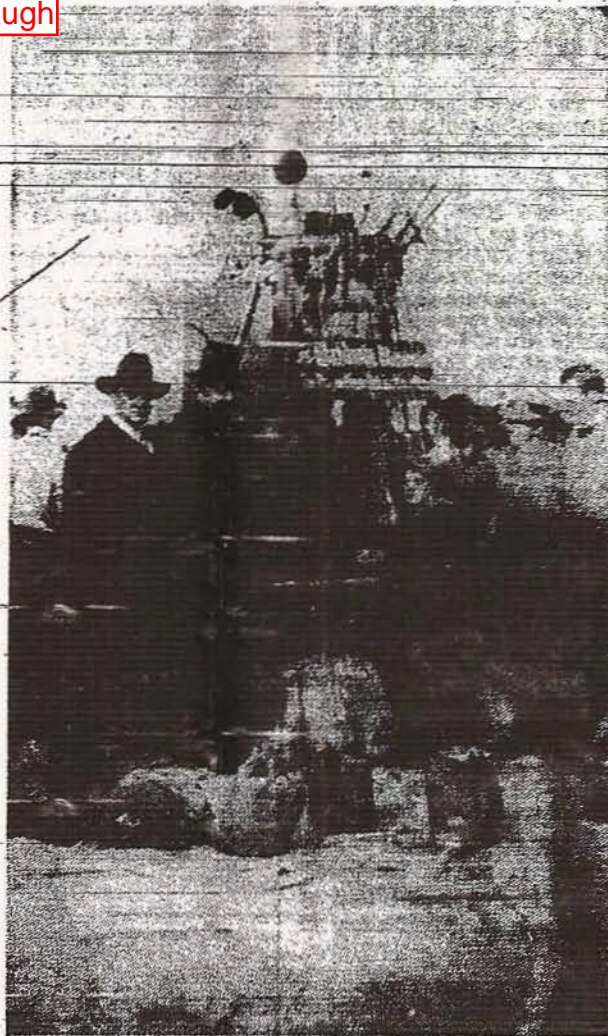
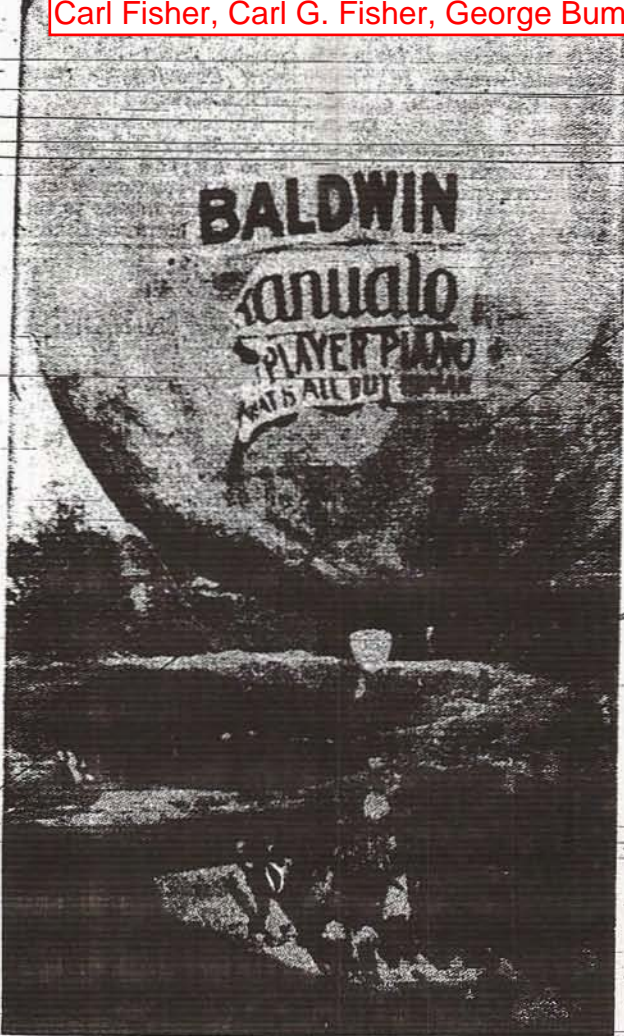


Times 2-7-60 p. 4, c. 1

Photos Recall 1912 Flight Of P

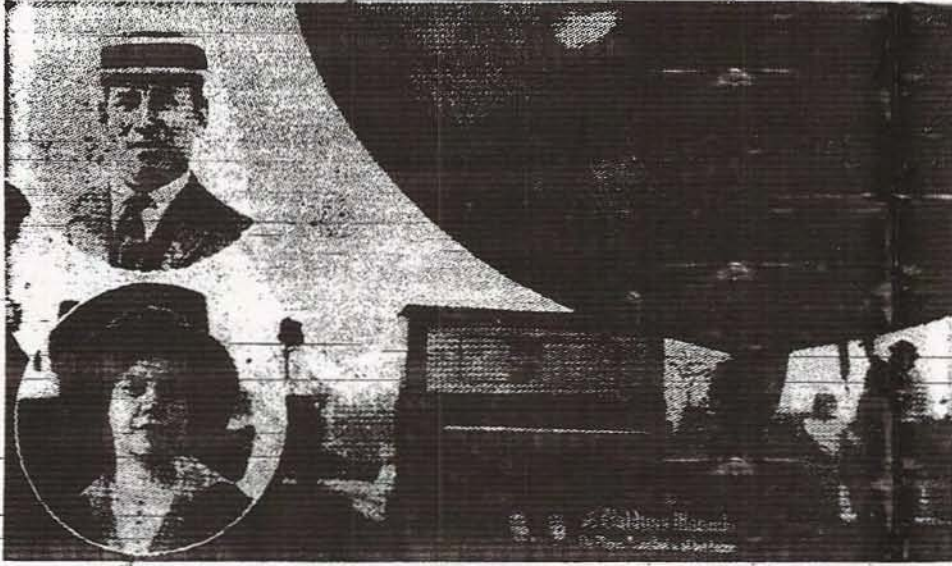
Carl Fisher, Carl G. Fisher, George Bumbaugh



Workers Adjust the Ropes

Just Before Takeoff

Aw



Bob Sherwood, Gayle McDonald and Piano

Citizens Sho

Back in the early 1900's the player piano was one of the most popular instruments of entertainment in the home, the corner tavern and the "opry house."

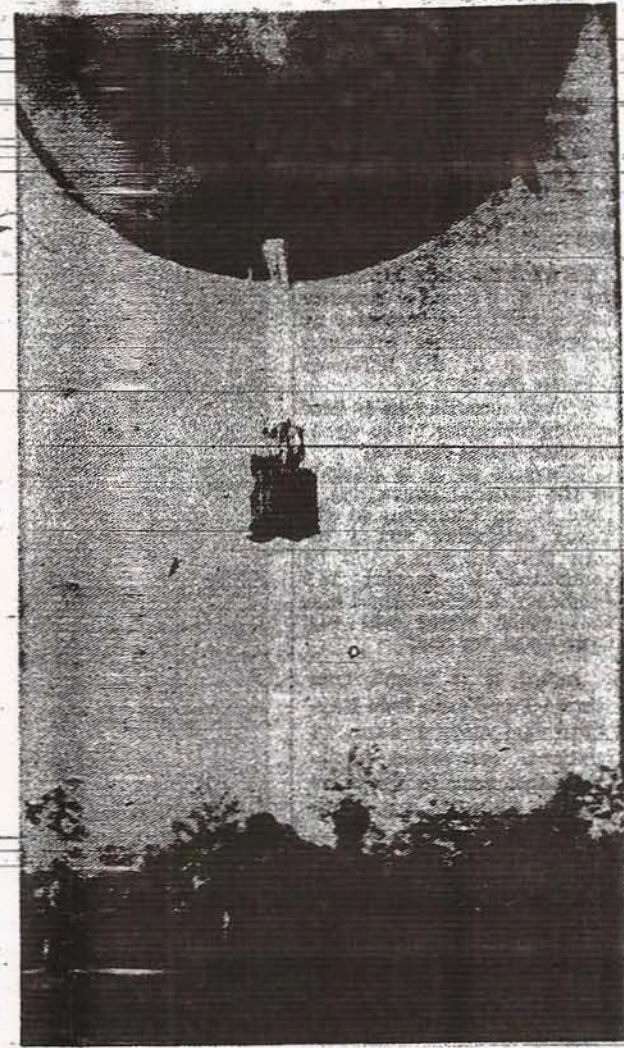
Part of the tremendous public acceptance of this automatic gadget which beat out popular tunes of the day was attributed to a sensational promotion gimmick—the flying piano.

The year was 1912, according to the best records available. America was not yet embroiled in the threat of war which was fermenting in Europe. Hoosiers were enjoying a new prosperity, and taking time out for fun and music at the drop of a hat.

THE B. then locat vania Ave advertising to capture Indianapolis bring unfc its Baldwin player pia human."

Howard throp, rec at 10th s the time hearing coming f rushed ou to see a l ing overl player pla

Flight Of Player Piano Over City



ff Away She Goes

Down to Earth Again

izens Shocked At Music From Sky

in the early 1900's the piano was one of the popular instruments of ornament in the home, the tavern and the "opry

of the tremendous pub- tance of this automat- et which beat out popu- es of the day was at- l to a sensational pro- gimmick — the flying

year was 1912, accord- the best records avail- merica was not yet em- in the threat of war t was fermenting in Hoosiers were enjoy- ew prosperity and tak- out for fun and music rop of a hat.

THE BALDWIN Piano Co., then located at 18 N. Pennsyl- vania Ave., came up with an advertising scheme which was to capture the imagination of Indianapolis residents and bring unforgotten publicity to its Baldwin Manualo. "The player piano that is all but human."

Howard Sarber, 4454 Win- throp, recalls that he lived at 10th and Park Ave., at the time and remembers hearing the piano music coming from the sky. He rushed outdoors just in time to see a huge balloon float- ing overhead, carrying a player piano which was be-

ing operated by Miss Gayle McDonald.

A published account of the event said the balloon ascen- sion was planned by Carl G. Fisher, father of the Indian- apolis Motor Speedway, and engineered by Capt. G. L. Bum- baugh, a well known Indian- apolis balloonist.

THE IDEA was to hoist two pianos strapped back-to-back into the sky by balloon. Miss McDonald and her husband, Bob Sherwood, popular enter- tainers of the era, were tied to the seats of the pianos in order that they could pump the instruments during the flight.

Capt. Bumbaugh also is re- ported to have made the flight.

waving to astonished specta- tors on the streets below.

The ascension is believed to have taken place near the gas company's plant at Northwestern and Fall Creek. The flight, according to Mr. Sarber, was in an easterly direction, passing over the city at between 400 and 500 feet altitude and ending in an area east of Woodruff Place.

The piano, naturally, was the talk of the town. The effect of the flight on the sales of Baldwin Manualo player pianos is not known but the memory of music from the sky lingers on in the minds of many Indian- apolis residents.

Denver Kills Two