

M. P. MOLLER STORY PART II

CONTINUED FROM WINTER ISSUE THEATRE ORGAN

It usually comes as a mild surprise even to those knowledgeable in "Pipe-lore" that M.P. Moller, Sr. was widely known as an automobile manufacturer. About 1902 Mr. Moller became interested in the Crawford car then manufactured in Hagerstown. He remained a major stockholder until 1922 when interest in the conventionally designed Crawford waned and he bought out the less faithful shareholders. The name was changed to the Moller Motor Car Company and late in 1922 his first car was exhibited in New York City. The car, the Dagmar, was named after his second daughter, Mary Dagmar Moller. (the origin of the name is that of the legendary Queen of Denmark, Dagmar of Bohemia.)

The Dagmar was truly a luxury car, in appearance not unlike Packard, though the design was entirely that of Mr. Moller. Mrs. Moller, still living in Hagerstown today and spritely at 94, recalls seeing the first drawings done in her husband's own meticulous hand. The Dagmar was a sporty looking vehicle with all its brightwork and hub caps in brass. A foot high gasoline filler tube stood exposed at the rear of the flat military fenders which swept back over conical wheel-discs and artillery spoked wheels. Despite its 70 hp motor, it was reported to have done 87 mph when Chrysler the following year claimed only 70! As standard equipment it listed a swing out steering wheel and the front seats folded back to make twin beds. Pretty snappy for 1922!

Typical slogans for the Dagmar ran something like: "The car you will like better at the journey's end." "The car of Swagger individuality", and "It is a man's car in mechanism, for it races through space with the quiet speed of an airship."



Miss Ruth Malcolmson, "Miss Philadelphia of 1924", shown in a Dagmar in the Penn-American Motors Showroom in Philadelphia.

In 1924 Moller began to manufacture, on a cost plus arrangement, a taxicab for Ally Freed and Mickey Heidt of New York City, called the Luxor, a name coined no doubt to combine the word luxury and something Egyptian which was, as all good theatre organ buffs know, all the rage. The car consisted of a small limousine body atop a 114 inch chassis and was constructed of heavy gauge metal to withstand the rigors of service in mid-Manhattan. The Luxor was painted cream and light blue with black mouldings and red striping. The lighting system was elaborate, both inside and out, and a fully lit Luxor at night has been described as a motorized Christmas tree.

Moller cars were not built at the organ factory, but a few blocks away in ivy clad brick buildings, surrounded by beds of lilies of the valley, which had previously housed a firm which built casket



Daredevil Lockwood in Dagmar Roadster at the factory. He was later killed while doing his famous human-fly act on a skyscraper.

covers! Behind the main building, near the smokestack and water tower was a large exterior elevator which was built to transport the frames from one floor to another during assembly.

Mr. Moller was president of the auto company until his death in 1937. Other cars manufactured by Moller were the Standish, Elysee delivery car ("For the deliveries of merchants of importance"), Astor, 20th Century, Moller, Blue Light, Super Paramount, Aristocrat, and Five Boro. After Mr. Moller's death, the company was liquidated.

In the meantime, Mr. Moller realized that in an expanding town a good first class hotel was needed, so in 1910 he built an all concrete, soundproof hotel near the Baltimore and Ohio R.R. station which he named the "Princess Dagmar." The name was inscribed in gold leaf over



Dagmar Hotel

the door of the hotel and remains there to this day though now it is used as a dormitory for young ladies attending a local medical secretarial school and the classrooms for the school are in the old M.P. Moller mansion of North Potomac Street. The hotel boasted a roof garden restaurant, then a real rarity, and was hailed as the first of its kind, structurally, in the country.

In 1928 a special Dagmar Limousine was built for a European tour by the family. While in Denmark, Mr. Moller's mother country, he was given the decoration of Knight of Ridder by King Christian X, the highest honor possible to be conferred on anyone not a member of Danish nobility.

It was said of Mr. Moller when he died, that he represented virtually the last of the great company of craftsmen-industrialists who pioneered and built the American business structure. Today Moller organs are installed in South America, Africa, Australia, India and every state of the union.



Ivory tusks about to become Moller keyboards.

(Installation list on page 15)



TWO REPRESENTATIVE THREE MANUAL MOLLER THEATER CONSOLES

MOLLER INSTALLATION CONTINUED

List of organs installed in theatres by Moller. Only theatre installations are shown, therefore, the opus numbers are not consecutive. The numbers not shown are organs installed in churches, residences, and other locations. The number of manuals and the number of registers (stop tabs) are given, not the number of ranks.

2491	Waterbury, Conn.	Poli's Theatre	2	26	2658	Ocean City, N.J.	Strand Theatre	3	32
2492	Brooklyn, N.Y.	Bijou Theatre	3	56	2662	Gloucester, N.J.	Ápollo Theatre	2	33
2493	New York, N.Y.	7th Ave. Theatre	3	56	2664	Baltimore, Md.	Palace Theatre	2	25
2494	New York, N.Y.	Lincoln Square Thea.	3	56	2675	Pittsburgh, Penn.	Lyceum Theatre	3	56
2504	Kingston, N.Y.	Kenney's Theatre	3	49	2679	Hartford, Conn.	Poli's Theatre	4	92
2505	Williamsport, Penn.	Kenney's Theatre	3	49	2682	Cambridge, Ohio	Strand Theatre	2	22
2509	Rockford, Ill.	Midway Theatre	3	47	2683	Marietta, Ohio	Hippodrome Theatre	2	32
2521	Salisbury, Md.	Arcade Theatre	2	19	2691	Bloomsburg, Penn.	Victoria Theatre	3	58
2525	Washington, D.C.	Knickerbocker Thea.	2	27	2692	Bristol, Penn.	Forrest Theatre	2	41
2528	Hattiesburg, Miss.	Strand Theatre	2	27	2693	Philadelphia, Penn.	New Broadway Thea.	2	43
2536	Pottsville, Penn.	Garden Theatre	2	31	2695	Saratogo Springs, N.Y.	Congress Theatre	3	54
2537	Sioux Falls, S.D.	Colonial Theatre	2	19	2699	Baltimore, Md.	Wizard Theatre	2	27
2548	Pittsburgh, Penn.	Lyceum Theatre	3	54	2712	Pittsburgh, Penn.	Columbia Theatre	2	21
2559	Fall River, Mass.	New Empire Theatre	2	39	2715	Greenville, S.C.	Theatre	2	21
2561	Washington, D.C.	Metropolitan Theatre	3	64	2716	Tamqua, Penn.	Victoria Theatre	3	59
2563	Baltimore, Md.	Loew's Hippodrome Theatre	3	56	2726	Baltimore, Md.	Walbrook Theatre	2	19
2566	Cambridge, Mass.	Olympia Theatre	4	84	2727	Baltimore, Md.	Victoria Theatre	2	23
2568	Philadelphia, Penn.	Susquehanna Theatre	2	27	2730	Philadelphia, Penn.	Nixon Theatre	3	37
2571	Newark, N.J.	American Theatre	2	28	2736	Camden, N.J.	Star Theatre	2	34
2572	Elizabeth, N.J.	Fox's Liberty Thea.	3	49	2737	Brooklyn, N.Y.	Loew Theatre	3	54
2573	St. Louis, Mo.	Fox's Liberty Thea.	3	60	2739	Detroit, Mich.	Washington Theatre	3	58
2574	New York, N.Y.	Loew's American Theatre	3	56	2740	Newark, N.J.	Terminal Theatre	3	58
2578	Leavenworth, Kan.	Orpheum Theatre	2	20	2741	Oakland, Calif.	Fox Theatre	3	58
2583	Philadelphia, Penn.	Franklin Theatre	3	57	2742	Chicago, Ill.	Monroe Theatre	3	58
2584	Philadelphia, Penn.	New Colonial Thea.	3	57	2743	Chicago, Ill.	Fox Theatre	3	58
2585	Montreal, Quebec	Loew's Theatre	3	57	2744	Chicago, Ill.	Fox Theatre	3	58
2587	Plaquemine, La.	Liberty Theatre	2	28	2747	Philadelphia, Penn.	Arcade Palace Thea.	2	25
2589	Brooklyn, N.Y.	Comedy Theatre	2	26	2752	Allentown, Penn.	Hippodrome Theatre	2	37
2591	New York, N.Y.	Savoy Theatre	3	47	2753	Baltimore, Md.	Eureka Theatre	2	19
2592	New York, N.Y.	Savoy Theatre	3	47	2757	Pittsburgh, Penn.	Schenley Theatre	3	39
2597	Newport, Ken.	Hippodrome Theatre	3	44	2758	Pittsburgh, Penn.	Hill Top Theatre	3	31
2602	Philadelphia, Penn.	W. Allegheny Theatre	2	15	2759	Somerset, Penn.	Pascal Theatre	3	31
2610	Baltimore, Md.	Garden Theatre	3	50	2760	Atlanta, Ga.	Theatre	3	31
2615	Philadelphia, Penn.	Wayne Theatre	2	21	2761	Reading, Penn.	Carr & Schad Thea.	3	57
2621	Youngstown, Ohio	Strand Theatre	3	53	2765	Philadelphia, Penn.	Keystone Theatre	2	32
2643	New York City, N.Y.	Standard Theatre	3	54	2766	Philadelphia, Penn.	South Street Theatre	3	68
2650	Pittsburgh, Penn.	Arsenal Theatre	3	31	2768	Kokomo, Ind.	Victory Theatre	2	34
2651	Pittsburgh, Penn.	Belmar Theatre	3	31	2772	New Orleans, La.	Escorial Theatre	2	22
2652	Pittsburgh, Penn.	Alderdice Theatre	3	31	2777	Herkimer, N.Y.	Liberty Theatre	3	55
2653	Camden, N.J.	Princess Theatre	2	34	2780	Baltimore, Md.	Forrest Park Theatre	2	25
2657	Ocean City, N.J.	Park Theatre	3	32	2785	Manitowoc, Wis.	Mikadow Theatre	3	53

(Moller listing continued on page 18)

MOLLER INSTALLATION LIST

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2791	Richmond, Ind.	Muretti Theatre	2	23	2978	Pittsburgh, Penn.	Strand Theatre	3	53
2792	Moline, Ill.	Bio Theatre	2	27	2980	Boston, Mass.	Loew's State Theatre	4	75
2795	Monroe, La.	Saenger Theatre	4	63	2981	New York City, N.Y.	Loew's State Theatre	3	56
2797	La Crosse, Wis.	New Theatre	2	31	2982	Cleveland, Ohio	Loew's State Theatre	3	56
2799	Brooklyn, N.Y.	Brevoort Theatre	3	55	2985	Princeton, N.J.	Princeton Theatre	3	47
2806	Long Branch, N.J.	Broadway Theatre	3	55	2987	Baltimore, Md.	Harford Theatre	2	19
2810	Philadelphia, Penn.	Fairhill Theatre	2	27	2988	Hammond, Ind.	Gregory Theatre	3	50
2811	Knoxville, Tenn.	Loew's Theatre	3	53	2989	Chester, Penn.	John Keegan Theatre	2	23
2812	Nashville, Tenn.	Loew's Theatre	3	53	2995	Baltimore, Md.	New Wilson Theatre	3	47
2817	Cape May, N.J.	Liberty Theatre	2	20	3001	Lansing, Mich.	Strand Theatre	3	47
2824	Uniontown, Penn.	Penn Theatre	3	38	3014	New Kensington, Penn.	Liberty Theatre	3	36
2827	Atlantic City, N.J.	Royal Theatre	3	62	3015	Sharon, Penn.	Strand Theatre	3	36
2832	Baltimore, Md.	Aurora Theatre	2	22	3016	Collingswood, N.J.	Collingswood Theatre	3	56
2837	Asbury Park, N.J.	Main Street Theatre	3	53	3022	Philadelphia, Penn.	Grant Theatre	2	32
2839	Lancaster, Penn.	Hippodrome Theatre	4	109	3037	New York, N.Y.	Keith's 81st St. Thea.	3	59
2843	Charleston, W.V.	Virginia Theatre	3	38	3038	Baltimore, Md.	Apollo Theatre	2	28
2848	Trenton, N.J.	Trent Theatre	3	55	3043	Des Moines, Iowa	Strand Theatre	3	61
2849	Trenton, N.J.	Taylor Opera Theatre	3	55	3044	Flint, Mich.	Colonial Theatre	2	32
2851	Washington, D.C.	Crandall Theatre	2	31	3051	Shippensburg, Penn.	Hollar's Theatre	2	27
2854	Denison, Tex.	Rialto Theatre	3	53	3054	LaGrange, Ill.	Illinois Theatre	2	37
2857	Peoria, Ill.	Palace Theatre	3	71	3058	Pottstown, Penn.	Hippodrome Theatre	2	31
2867	Baltimore, Md.	Peabody Theatre	2	25	3060	Charlottesville, Va.	Greek Theatre (University of Va.)	3	63
2871	Cleveland, Ohio	Loew's Park Theatre	3	56	3068	Athens, Ga.	Loew's Theatre	2	21
2872	Memphis, Tenn.	Loew's Palace Thea.	3	56	3083	Philadelphia, Penn.	Strand Theatre	2	29
2873	Memphis, Tenn.	Loew's State Theatre	3	56	3086	Baltimore, Md.	Red Wing Theatre	2	25
2874	Cleveland, Ohio	Loew's Ohio Theatre	3	56	3087	Reading, Penn.	San Toy Theatre	2	24
2875	Brooklyn, N.Y.	Loew's Bay Ridge Theatre	3	56	3088	New Rochelle, N.Y.	Loew's Theatre	3	60
2876	Brooklyn, N.Y.	Loew's Gates Avenue Theatre	3	56	3090	New Brunswick, N.J.	Reade's State Theatre	3	55
2880	Reading, Penn.	Arcadia Theatre	4	110	3095	Camden, N.J.	Liberty Theatre	2	31
2882	Woonsocket, R.I.	Laurier Theatre	2	28	3099	Philadelphia, Penn.	Ridge Ave. Theatre	2	51
2887	Indianapolis, Ind.	Loew's Theatre	3	56	3109	Evansville, Ind.	Victory Theatre	2	43
2888	Buffalo, N.Y.	Loew's Theatre	3	56	3112	Philadelphia, Penn.	Kickerbocker Thea.	4	138
2889	New York City, N.Y.	Loew's 83rd St. Thea.	3	56	3115	Pittsburgh, Penn.	Victory Theatre	3	39
2890	Newark, N.J.	Loew's Theatre	3	56	3116	Braddock, Penn.	Crystal Theatre	3	51
2891	Cumberland, Md.	Strand Theatre	2	34	3118	Marcus Hook, Penn.	Spielmont Theatre	2	18
2892	Philadelphia, Penn.	Tioga Theatre	2	48	3119	Springfield Garden, L.I.	Garden Theatre	2	18
2893	Flint, Michigan	Globe Theatre	2	32	3122	Balto, Irvington, Md.	Irvington Theatre	2	31
2894	Saginaw, Michigan	Wolverine Theatre	2	27	3123	Utica, N.Y.	Park Theatre	3	39
2895	Merchantville, N.J.	Park Theatre	2	35	3124	Cambridge, Md.	Grand Opera House Theatre	2	38
2900	Atlantic City, N.J.	Park Theatre	2	39	3125	Philadelphia, Penn.	Cambria Theatre	2	36
2901	Atlantic City, N.J.	Liberty Theatre	2	39	3128	Los Angeles, Calif.	Hill Street Theatre	3	54
2903	Baltimore, Md.	Bridge Theatre	2	19	3129	Stapleton, S.I. N.Y.	Liberty Theatre	3	54
2905	Clinton, Ind.	Standard Theatre	2	18	3130	Great Kills, S.I., N.Y.	Great Kills Theatre	3	54
2907	Brooklyn, N.Y.	Albermarle Theatre	3	61	3131	San Francisco, Calif.	Golden Gate	3	54
2908	Cleveland, Ohio	Palace Theatre	3	59	3138	Philadelphia, Penn.	Eureka Theatre	2	29
2917	Charleston, W.V.	Rialto Theatre	2	36	3140	Los Angeles, Calif.	Loew's State Theatre	3	63
2919	Washington, D.C.	Savoy Theatre	2	34	3141	San Francisco, Calif.	Loew's State Theatre	3	63
2920	Baltimore, Md.	Capitol Theatre	2	34	3154	Elyria, Ohio	Georgople Theatre	2	36
2921	Washington, D.C.	Ave. Grand Theatre	2	34	5149	Louisville, Ken.	Rex Theatre	2	25
2922	Baltimore, Md.	Schanze Theatre	2	34	3160	Columbus, Ohio	New Theatre	3	63
2929	Lebanon, Penn.	Jackson Theatre	2	33	3167	Brooklyn, N.Y.	Republic Theatre	3	57
2934	Pawtucket, R.I.	Strand Theatre	2	45	3173	Philadelphia, Penn.	Lawndale Theatre	2	38
2935	Chicago, Ill.	Portage Park Theatre	3	59	3177	Benton Harbor, Mich.	Liberty Theatre	2	37
2938	Providence, R.I.	Palace Theatre	2	18	3179	Philadelphia, Penn.	Aldine Theatre	3	178
2939	Davenport, Iowa	Capitol Theatre	4	82	3181	Baltimore, Md.	Columbia Avenue	2	31
2942	Columbus, Ohio	Eastern Theatre	2	41	3183	Centralia, Ill.	Illinois Theatre	2	38
2945	Watertown, S.D.	Theatre	2	34	3184	Wilmington, Del.	New Parkway Thea.	2	28
2946	New York City, N.Y.	Keith's Fordha Thea.	3	59	3189	Roseland, Ill.	State Theatre	3	63
2949	Philadelphia, Penn.	Kensington Theatre	2	33	3190	Millville, N.J.	Peoples Theatre	2	27
2952	New York City, N.Y.	Moss's Tre. Ave. Thea.	3	59	3191	Milwaukee, Wis.	Parkway Theatre	2	39
2953	New York City, N.Y.	Moss's 161st St. Thea.	3	59	3200	Wilmington, Del.	Aldine Theatre	2	52
2954	New York City, N.Y.	Moss's Coliseum Thea.	3	59	3201	York, Penn.	Jackson Theatre	2	10
2955	Baltimore, Md.	Century Theatre	3	73	3207	Manchester, N.H.	Star Theatre	3	70
2961	Richmond, Va.	Odeon Theatre	2	33	3221	Uniontown, Penn.	Theatre	3	32
2962	Anderson, S.C.	Theatre			3228	Valparaiso, Ind.	Premier Theatre	2	33
2965	Providence, R.I.	Broad Street Playhouse Theatre	2	26					

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