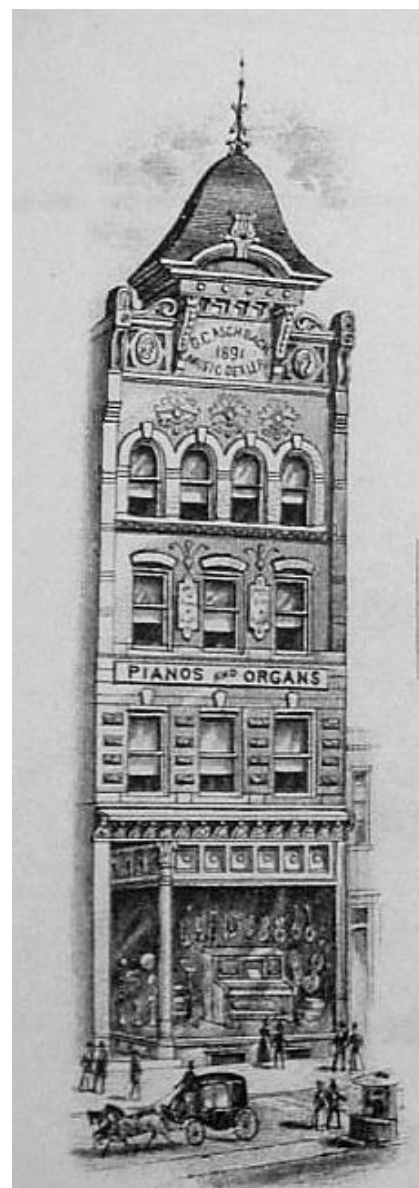


G. C. Aschbach & Co.

Allentown, PA

- 1855 Gerhard Charles Aschbach born on January 15th in Allentown to German immigrant parents (*MTR*, 1913)
- 1876 founded music store at #810 Hamilton St., Allentown
- 1877 moved to the basement of the Second National Bank at #532 Hamilton St.
- 1888 Moved across the street to the Osmun & School building at #533
- 188? Ad from #533 location says they sold “brass band instruments made by the best manufacturers in Europe”
- 1891 purchased property at #539 Hamilton and opened their new four-story store on October 15th (*MTR*, 1913; photo 1)
- 1905 Gerhard’s two sons Gerhard, Jr. & Adolph are also working at the store
- 1906 the store is remodeled with bay windows on the front and a 100’, 3-story addition on the rear extends it to Court St. (*Music Trade Review*)
- 1913 Adolph dies in June; Gerhard, Sr. dies on August 15th (*MTR*)
- 1914 Gerhard, Jr. is the manager following the deaths of both his father and brother in 1913; #539 Hamilton
- 1929 Gerhard retires and the business closes (*MTR*)
- 1933 Gerhard, Jr. dies

The three cornets shown all appear to be Austrian and the bottom cornet is a B&F model #2 [[Horn-u-copia website photos](#)].



—The Model Music Store of the Lehigh Valley.—

G. C. ASCHBACH & CO.,
IMPORTERS AND DEALERS IN
MUSICAL INSTRUMENTS
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The most complete stock of Music Goods and Sheet Music outside New York City. We keep constantly full lines of the following goods on hand:—

PIANOS—\$200 and upwards; ORGANS—\$50 and upwards; VIOLINS—a very large assortment; BANJOS—all the best makes; BRASS BAND INSTRUMENTS—made for us by the best manufacturers in Europe; CLARIONETS, PICCOLOS, FIFES, FLUTES, &c.; ACCORDEONS AND MOUTH ORGANS in endless variety; VIOLIN, GUITAR, BANJO, CELLO AND BASS STRINGS—of the very best kind—our own importation.

☛ Sole Agents for Eastern Pennsylvania for the WONDERFUL ORGUINETTE. Call and see it. We keep everything belonging to the Music Business.

☛ **Our Prices are Lower than the Lowest.** ☛