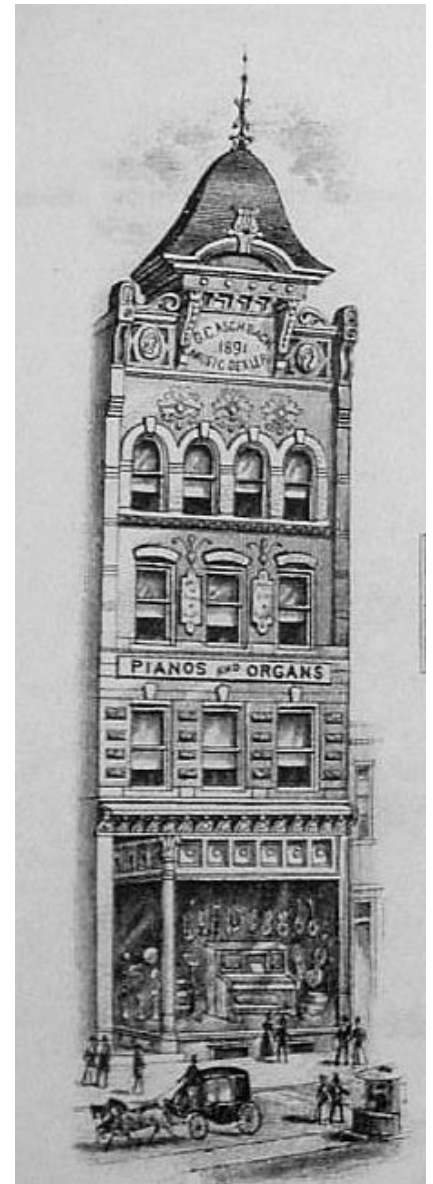


# G. C. Aschbach & Co.

Allentown, PA

- 1855 Gerhard Charles Aschbach is born on January 15 in Allentown to German immigrant parents (*MTR*, 1913).
- 1876 Music store is founded at #810 Hamilton St., Allentown.
- 1877 Moved to the basement of the Second National Bank at #532 Hamilton St. (directory).
- 1888 Moved across the street to the Osmun & School building at #533 (dir).
- 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 15<sup>th</sup> (*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 15<sup>th</sup> (*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**  
533 HAMILTON STREET, ALLENTOWN, PA.

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.

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☛Our Prices are Lower than the Lowest.☛