

New release by the Reed Organ Society!

*In the ROS Bulletin, Autumn 1993, Vol. XII, No. 3 & No. 4, ROS published a two-part series titled **The Organ Industry in Washington, New Jersey** written by Gerry Redell. Her well-researched material has been reprinted in this publication with additional material added to tell more of the story of the two principal companies: Beatty's Manufactory (later Beethoven Organ Company) and Cornish & Company.*

*Part 1 - Focusing on Beatty and other less known companies, is reprinted in section one. It is followed by additional Beatty and Beethoven materials. Included is an extensive **New York Times** article published June 9, 1893, followed by original letters and advertising items. It is 94 pages in length.*

*Part 2 - **Cornish & Company**, is reprinted in section two with a packet of materials that would have been sent to prospective buyers in 1890. This section contains 46 pages.*

The book contains many illustrations, either black & white or in color as in the originals. This volume sells for \$25 postage paid in the United States. For those wishing to purchase a copy outside the U.S., the cost including postage is: Canada \$28; overseas \$35.

Payment may be made via the ROS website or by sending a check to:

*Reed Organ Society
PO Box 218
La Vernia, TX 78121-0218*

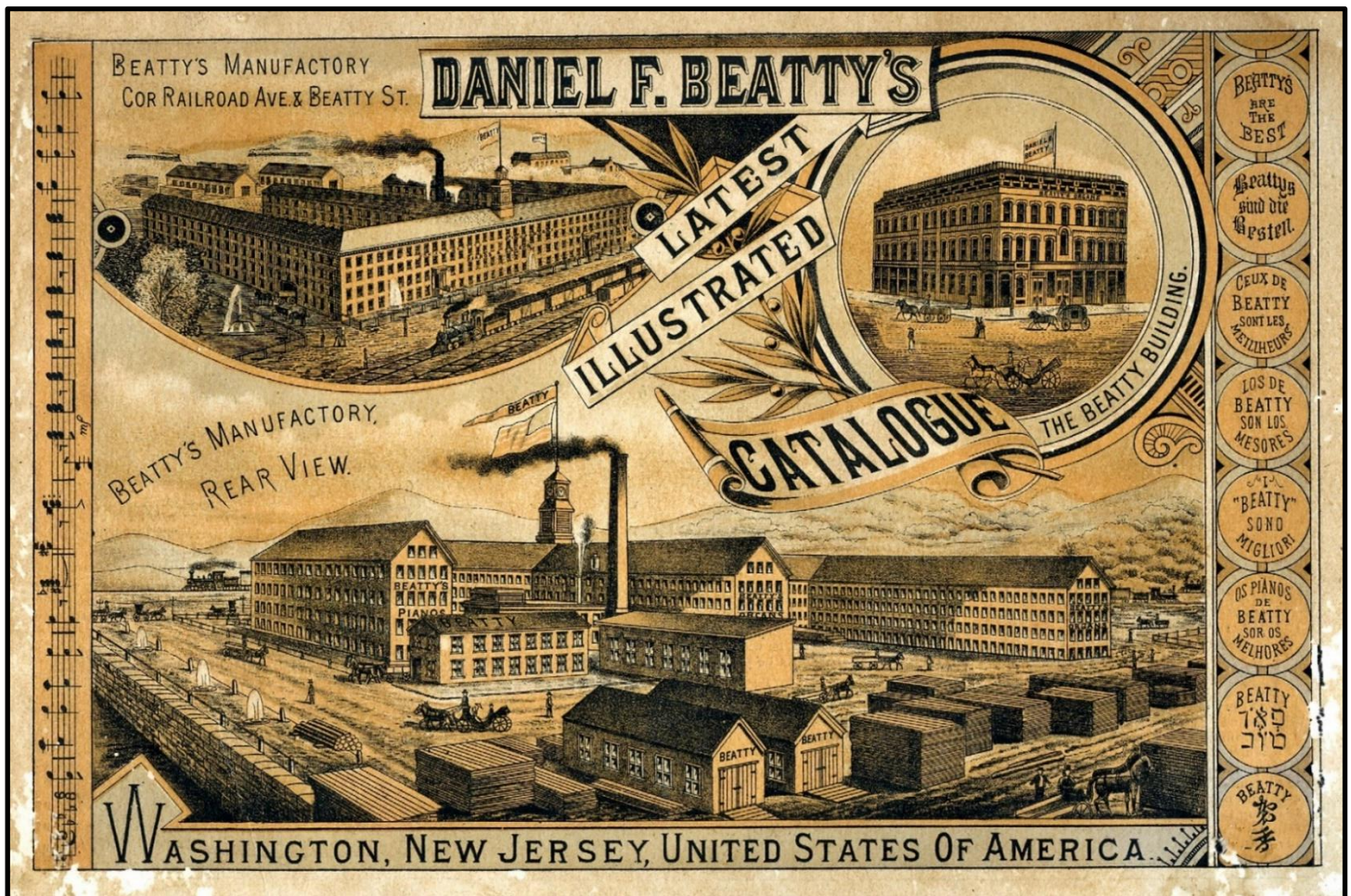
If you have any questions, just ask the Publications Secretary: Charlie Robison chuck99er@yahoo.com or 816-461-7300!

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Reed Organ Manufacturers of Washington, New Jersey

Compiled with Commentary by Charles A. Robison

❧



1881 Holiday Edition Catalog Front Cover

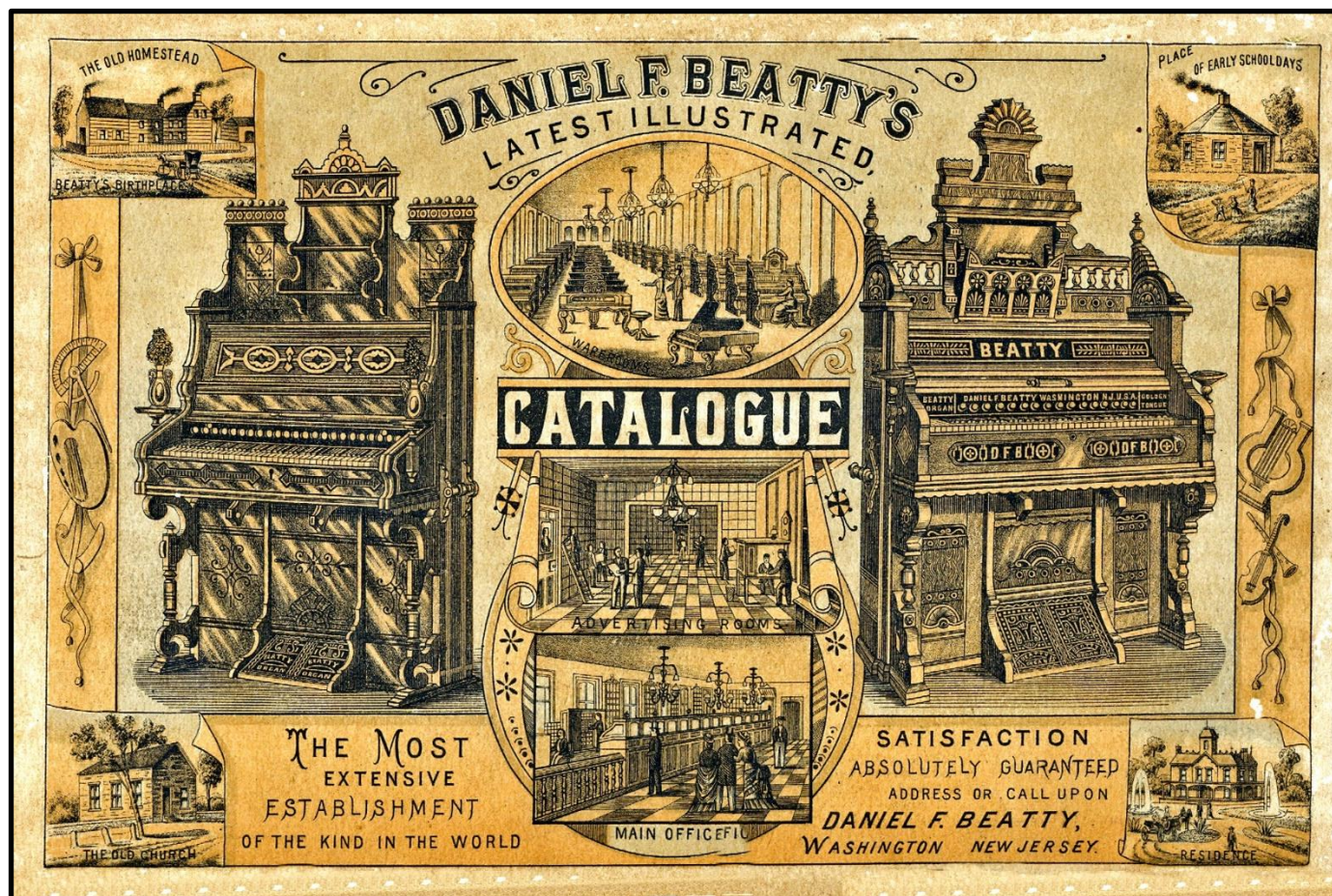


**REED ORGAN SOCIETY, INC.
PUBLICATIONS**

An International Organization Est. 1981

PO BOX 47, INDEPENDENCE, MO 64051-0047 USA





1881 Holiday Edition Catalog Back Cover



Stereo View of Beatty Pipe Top (see p. 37)

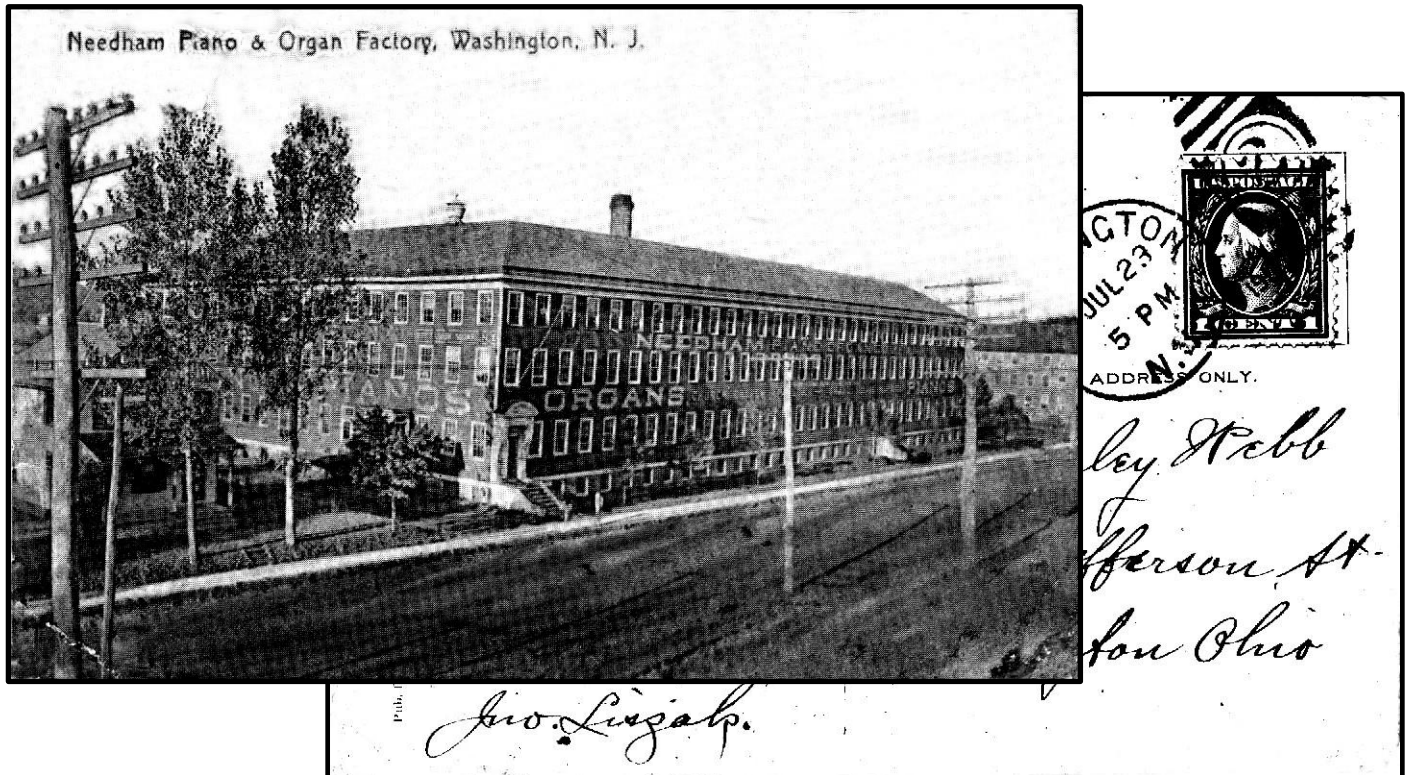
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Reed Organ Manufacturers of Washington, New Jersey

Compiled with Commentary by Charles A. Robison



<i>Part 1: Beatty Manufactory, etc.</i>	<i>1</i>
<i>Part 2: Cornish & Company</i>	<i>95</i>



Needham Piano & Organ Factory, Washington, N. J. Post Card Postmarked 1912

A PRESENT OF A Handsome Beatty Organ

Value, \$250, to the lucky buyer at

OUR PARLORS.

Call at once and visit

PARLOR No. 1,

which is crowded with Children's Suits, for Boys from four to eleven, price \$1.75, 2.00, 2.50, 3.00 to 6.00

PARLOR No. 2

Jammed with fine custom-made Spring Overcoats and Suits, which we are receiving daily from the leading merchant tailors of the country. Read a few of our prices.

\$45 Custom-Made Suits,	\$17
40 Custom-Made Suits,	15
30 Custom-Made Suits,	12
25 Custom-Made Suits,	10
20 Custom-Made Suits,	8
15 Custom-Made Suits,	6

PARLOR No. 3

is filled with nobby Pants, tailor made, and prices lower than ordinary work.

Cost to make, \$10.00.	Our price, \$5.00
Cost to make, 8.00.	Our price, 4.50
Cost to make, 6.00.	Our price, 3.50
Cost to make, 5.00.	Our price, 2.50
Working Pants, 1.00, 1.50, 1.75, in all-wool fabrics.	

MISFIT PARLORS,

Library Hall Building.

No. 149 Market Street, Newark, N. J.

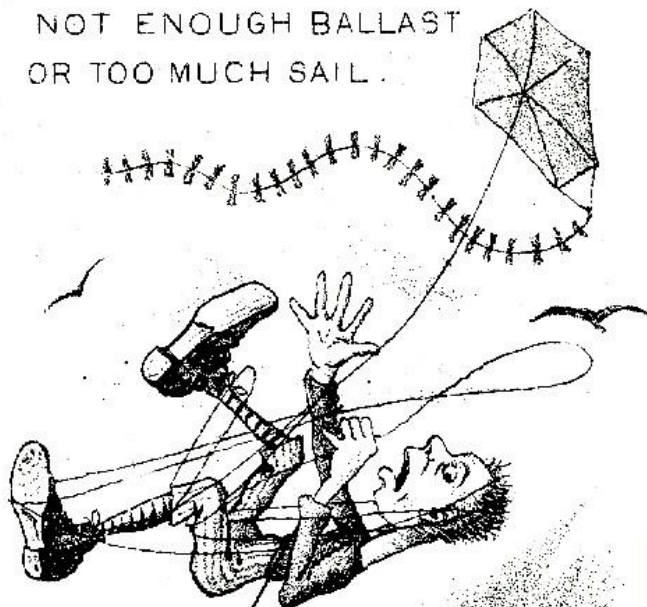
THE ORGAN PRESENTATION

Will take place May 30th, at Library Hall. Mr. Kratzman's affidavit, the winner of the Organ last year, is now on exhibition in our window.

You may wonder what the real price of this organ was. And is the winner, who must make a purchase, really lucky?

Misfits Parlors Trade Card

NOT ENOUGH BALLAST
OR TOO MUCH SAIL.



MISFIT PARLORS,
LIBRARY HALL BUILDING,
No. 149 Market Street,
NEWARK, N. J.

A handsome \$250 Beatty Organ to be given away May 30th. See other side.

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ISBN-13: 978-1-7350577-3-6

First Printing October 2020

Published by Charles A. Robison

PO Box 47

Independence, MO 64051-0047

Reed Organ Manufacturers of Washington, New Jersey

Part 1: Beatty's Manufactory, etc.

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Part One, focusing on Beatty and other less known companies, is reprinted in this section. It is followed by additional Beatty and Beethoven materials. Included is an extensive New York Times article published June 9, 1893, followed by original letters and advertising items.

One interesting observation is the extensive amount of text in Beatty's advertising. He must surely have taken first place in this category!

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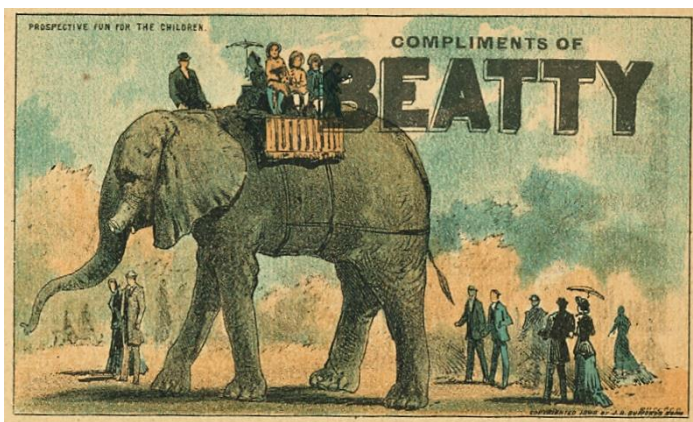
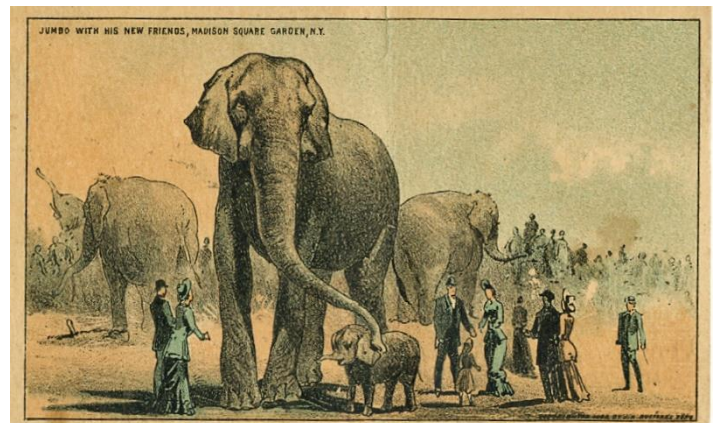
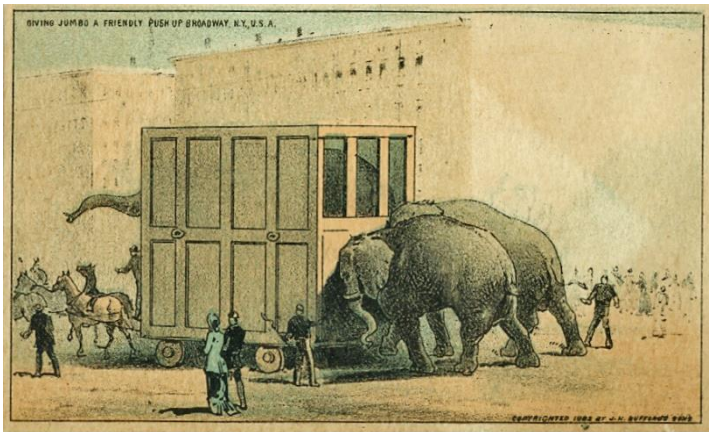
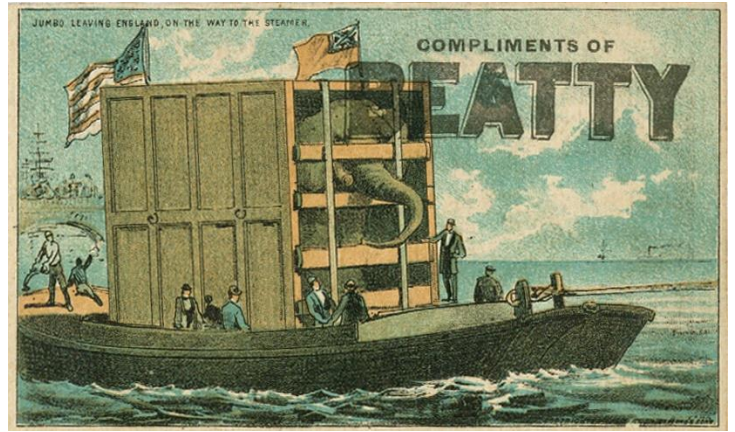
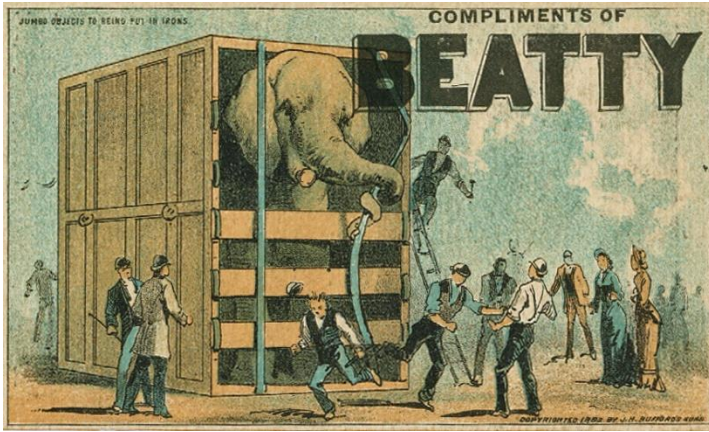
Address or call upon DANIEL F. BEATTY, WASHINGTON, NEW JERSEY.



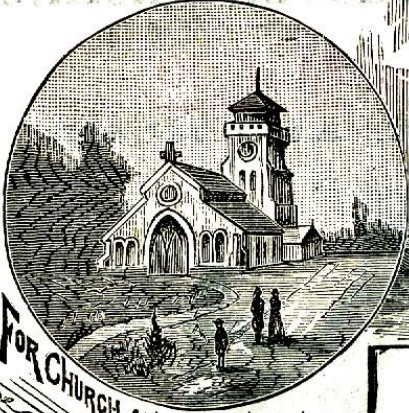
GRAND CATHEDRAL PIPE TOP ORGANS.
PRICE, . . . \$175.00.

BEATTY'S GRAND CATHEDRAL ORGAN, NEW STYLE No. 10,000.
(For Description, see next page.)


1882 Jumbo Trade Card Series - Backs Identical



BEATTY'S CABINET ORGANS.



FOR CHURCH AND CHAPEL



FOR LODGE.

The Famous

27 Stop

Beethoven + Parlor

Organs.


The Most Popular Instrument Ever
Placed upon the Market.

Shipping One now
Every Ten Minutes.

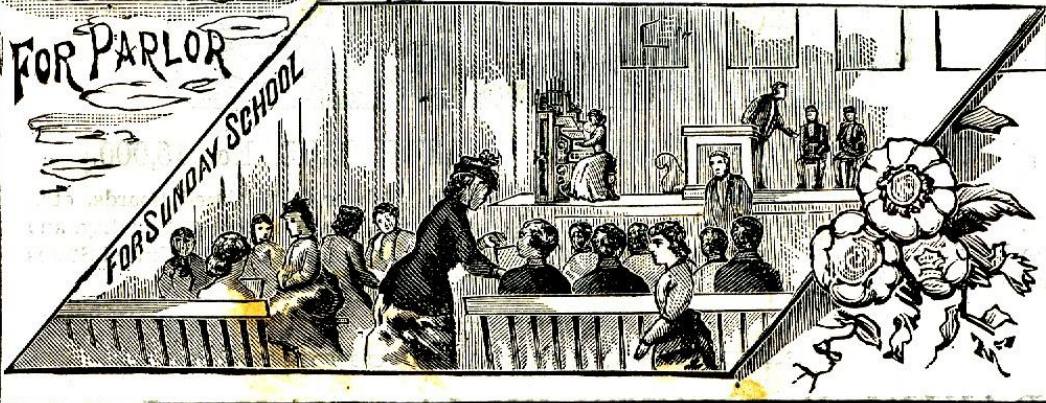
Address or call upon

Daniel H. Beatty,

WASHINGTON, NEW JERSEY.



FOR PARLOR

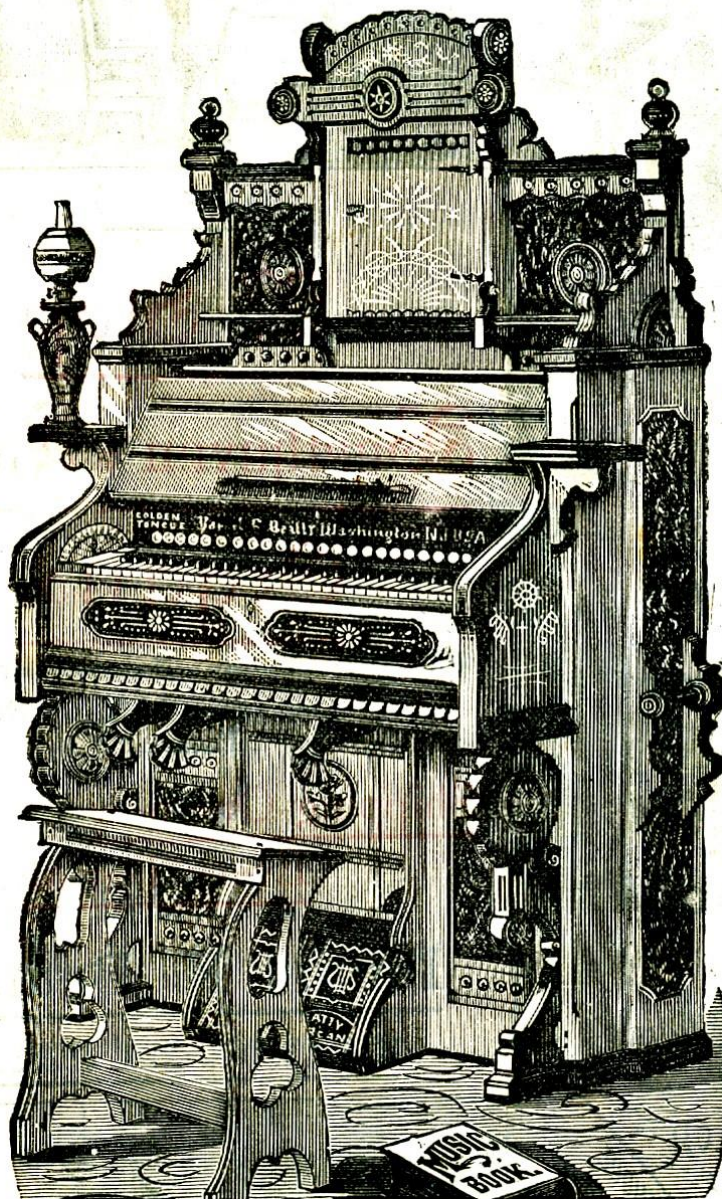


FOR SUNDAY SCHOOL

BEATTY'S 27-STOP BEETHOVEN ORGANS

REGULAR PRICE, \$125.00,

WITHOUT BENCH, BOOK, AND MUSIC.



View Latest Style **RESONANT WALNUT CASE, No. 15,000.**

NOTICE. The Keys, Lumber, Steel Springs, Rubber Cloth, Reed Boards, etc., used in the construction of this instrument are of the best quality, and are bought from the very same parties that sell to all other organ makers in the United States and Canada. **THERE ARE NONE BETTER MADE THAN BEATTY'S.**

ADDRESS, OR CALL UPON

DANIEL F. BEATTY, Washington, New Jersey.

ca. 1881 Beethoven Organs Flyer

The Beethoven is beyond a doubt the most popular Cabinet Organ ever placed upon the market. *During the past 119 working days, 6,434* were manufactured and shipped to all parts of the civilized world. The factory is taxed to its utmost capacity to supply the demand, **WORKING NIGHTS BY EDISON'S ELECTRIC LIGHT** to fill orders promptly. If you are about to purchase a Cabinet Organ or to buy one *as an investment* to sell again, you should by all means order the **"BEETHOVEN"** (Be sure to read Description of Stops 26 and 27, see below.)

A BRIEF DESCRIPTION OF THE INSTRUMENT.

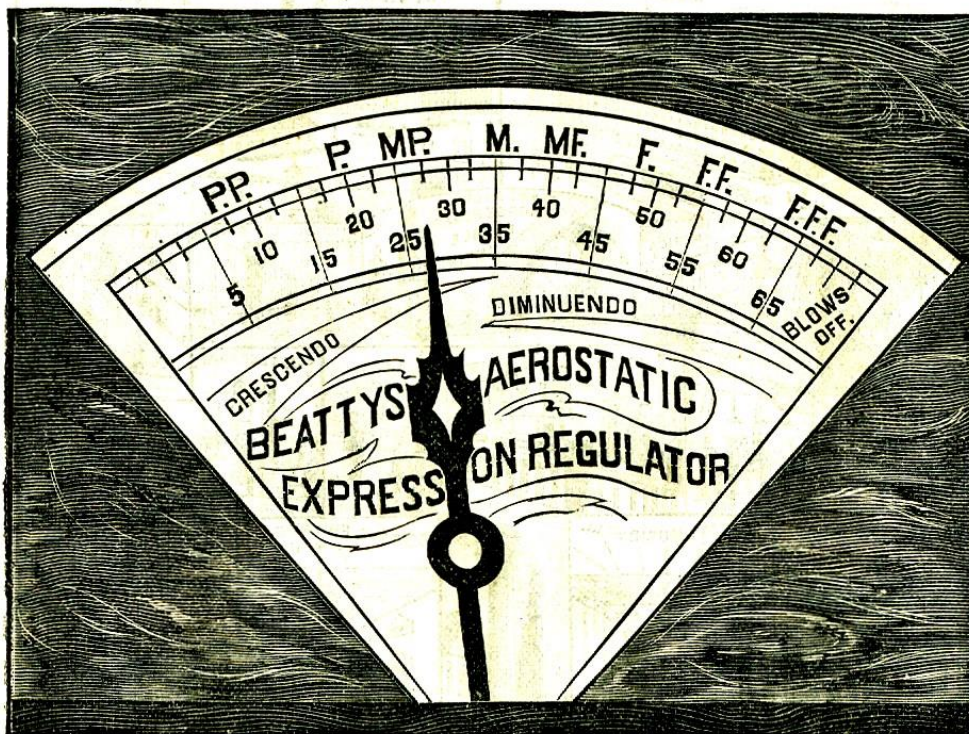
There are **TEN FULL SETS OF GOLDEN TONGUE REEDS**, built upon an entirely new and scientific plan, producing music equal to an organ costing four times its value of other makes. The Reeds are arranged in the Reed Board as follows:

- | | |
|------------------------------------|--------------------------------------|
| 1st. Set Charming SAXOPHONE Reeds. | 6th Set Sweet VOIX CELESTE Reeds. |
| 2d. Set Famous FRENCH HORN Reeds. | 7th. Set of SOFT CELLO Reeds. |
| 3d. Set Beautiful PICCOLO Reeds. | 8th. Set of DULCIANA Reeds. |
| 4th. Set JUBILANTE VIOLINA Reeds. | 9th. Set of DIAPASON Reeds. |
| 5th. Set Powerful SUB-BASS Reeds. | 10th. Set CLARINET or CELESTE Reeds. |

Special attention is called to the number of stops used in this famous instrument. With the above 10 sets Golden Tongue Reeds and the following stops, (14) distinct combinations are produced, **THUS MAKING THIS ORGAN EQUAL TO 14 ORGANS OF ORDINARY MAKES COMBINED**

27 STOPS, as follows:

- | | | | |
|--------------------------|-----------------------------|-------------------------------|--------------------------|
| 1 CELLO, 8 foot tone | 8 Diapason, 8 foot tone. | 14 Echo, 8 foot tone. | 20 Piccolo, 2 foot tone. |
| 2 Melodia | 9 VIOLA DOLCE, 4 foot | 15 Dulciana, 8 foot tone | 21 OCTAVE COUPLER. |
| 3 Clarabella | 10 Grand Expressione, 8 ft. | 16 Clarinet, 8 foot tone | 22 Orchestral Forte |
| 4 SUB-BASS, 16 foot tone | 11 FRENCH HORN, 8 ft | 17 VOIX CELESTE 8 ft. | 23 GRAND ORGAN STOP. |
| 5 Bourdon, 16 foot tone | 12 Harp Aolian | 18 Violina, 4 foot tone | 24 Right Knee Stop. |
| 6 SAXAPHONE, 8 ft. tone | 13 VOX HUMANA. | 19 Vox Jubilante, 8 and 4 ft. | 25 Automatic Valve Stop |
| 7 VIOL DI GAMBA, 8 ft. | | | |



AEROSTATIC EXPRESSION COMPASS OR REGULATOR.

A New Recent Improvement now added to the famous Beethoven Organs without extra charge.

LATEST IMPROVEMENTS:

- 26 MEZZO KNEE SWELL.
27 MAESTOSO PERCUSSION, open.

Patented Combination Swell. To which is added the AEROSTATIC EXPRESSION Compass or Regulator showing at a glance the amount of pressure upon the instrument - same as a compass to the ship is this new improvement to the Organ. (See cut shown under the lamp on side of case.) CASE IS BUILT FROM HAND-SOME SOLID BLACK WALNUT (IF PREFERRED, ASH OR EBONIZED). IN SOLID MAHOGANY CASE, ONLY \$15.00 EXTRA. (Height, 72 inches. Depth, 24 inches. Length, 48 inches.)

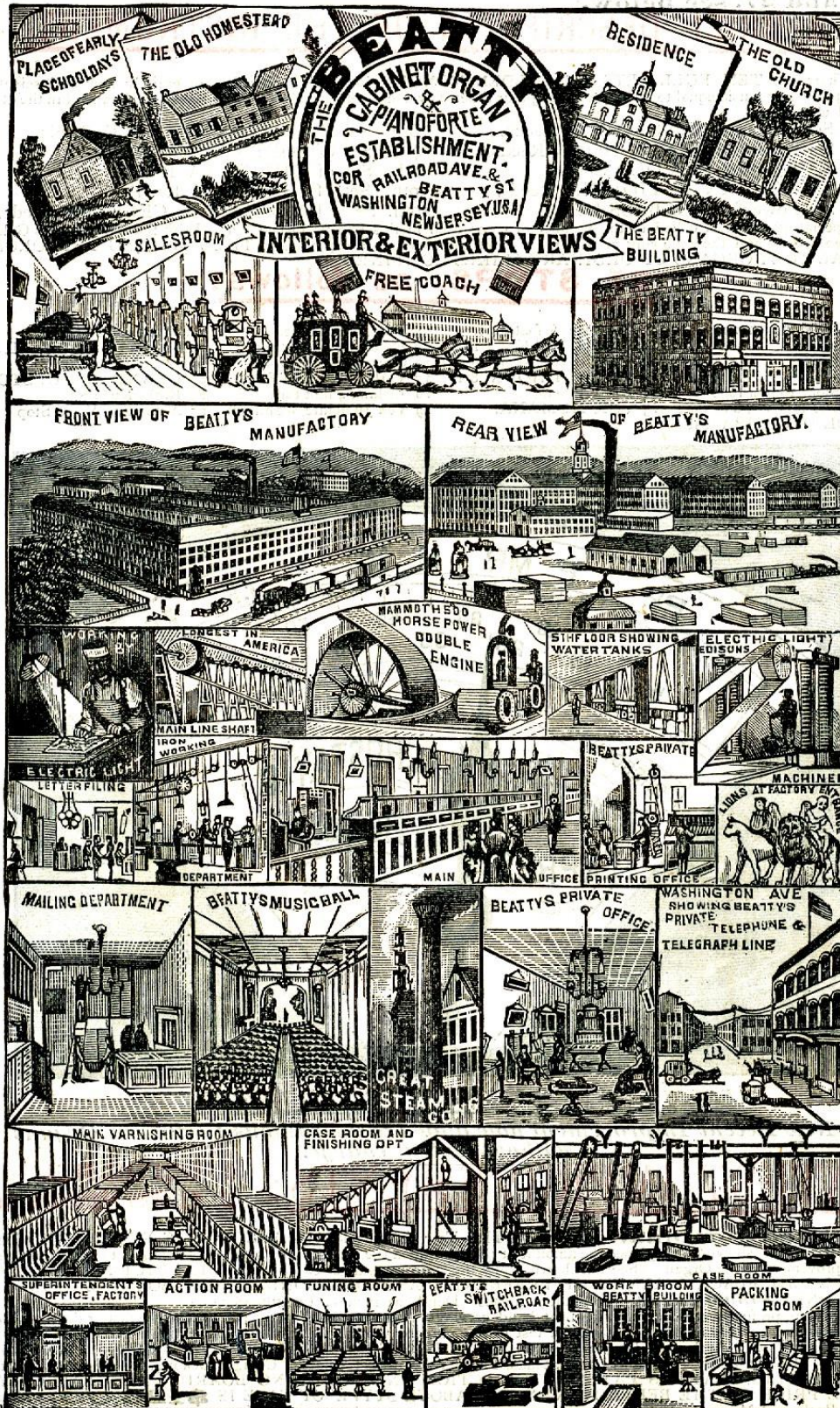
All cases are profusely ornamented with neat hand carvings. Manufactured so as not to take the dirt or dust. Thoroughly seasoned and kiln-dried will stand the test of any climate. Handsome rubbed varnish finish and polish. Carved and ornamented with Arabesque designs in gold. (IT IS BUILT TO LAST, NOT FOR SHOW.) THE CASE IS VERY HANDSOME. Contains Lamp Stands, Pocket for Music, Treble (3) Upright Bellows, Steel Springs, Nickel Plated Pedal Plates, BEATTY'S PATENT STOP ACTION AND SOUNDING BOARDS. REGULAR CATALOGUE PRICE OF THE BEETHOVEN IN THE ABOVE STYLE OF CASE IS \$125.00, without Bench, Book, and Music.

It will pay you to order this Organ as an Investment if you do not want an Instrument yourself; nothing like it can be found elsewhere at Four Times its Cost.

DANIEL F. BEATTY'S MAMMOTH ORGAN AND PIANO-FORTE ESTABLISHMENT.

VISITORS ARE ALWAYS WELCOME.

A FREE COACH WITH POLITE ATTENDANCE MEETS ALL TRAINS.



CORNER RAILROAD AVENUE AND BEATTY STREET,
Washington, Warren Co., New Jersey, United States of America.



Beatty & Plotts Golden Tongue Organ ca. 1875

Photo courtesy of Pam & Phil Fluke, England

BEATTY & PLOTTS
CELEBRATED GOLDEN TONGUE
PARLOR ORGANS.

No. 51.—SIX STOPS: Diapason, Principal, Tremolo, Dulcino, Flute, Treble Forte,..... \$225
KNEE SWELL.

No. 46.—TWO AND ONE-HALF SET OF REEDS OR VIBRATORS—SIX STOPS: Diapason, Principal, Tremolo, Dulcino, Flute, Vox Celeste,..... \$250
KNEE SWELL.

For This Instrument, No. 46, same as No. 51, excepting an extra half set of Reeds which introduces the Celeste Stop—by far the most pleasing Stop ever introduced into the Reed Organ.

No. 50.—TWO AND ONE-HALF SETS OF REEDS OR VIBRATORS, AND EIGHT STOPS: Diapason, Principal, Tremolo, Dulcino, Flute, Treble Forte, Vox Celeste, Sub-Bass \$275
KNEE SWELL.

No. 52.—THREE AND ONE-HALF SETS OF REEDS—NINE STOPS: Diapason, Principal, Tremolo, Dulcino, Flute, Treble Forte, Vox Celeste, Sub-Bass, Vox Humana..... \$300
KNEE SWELL.

GOLDEN TONGUE.

BEATTY & PLOTTS
CELEBRATED GOLDEN TONGUE
PARLOR ORGANS.

No. 60.—THREE AND ONE-HALF SETS OF REEDS, KNEE SWELL, TEN STOPS: Diapason, Principal, Tremolo, Dulcino, Flute, Treble Forte, Vox Celeste, Vox Humana, Sub-Bass and Octave Coupler..... \$325
KNEE SWELL.

VOX HUMANA STOP.—Not simply a fan, but a Reed—a Baritone Solo. The Vox Humana in Beatty & Plotts' Organs consists of an extra set of Reeds tuned in a peculiar form, so as to produce a deep solo and human-like tone. It must be heard and tried to be appreciated, the finest tone-stop in the world. We challenge any maker to equal it.

Organs, made of American and French Veneers, finished in the highest style of art, also, in highly polished Rosewood and Mahogany Cases, made to order.

The Reeds are made of the best material and are patented, hence the name "GOLDEN TONGUE," as they are pure as gold.

GOOD RELIABLE AGENTS WANTED in every territory, to whom liberal inducements will be given. See that you ask for and get the "GOLDEN TONGUE" Parlor Organ.

Address
BEATTY & PLOTTS,
Washington, Warren County, New Jersey.
(OVER)

GOLDEN TONGUE.

Organ Manufacturers of Washington, New Jersey

Part 2: Cornish & Company

In the ROS Bulletin, Autumn 1993, Vol. XII, No. 3 & No. 4, ROS published a two-part series titled "The Organ Industry in Washington, New Jersey" written by Gerry Redell. Her well-researched material has been reprinted in this publication with additional material added to tell more of the story. "Part 2 - Cornish & Company," is reprinted in this section with a packet of materials that would have been sent to prospective buyers in 1890.

But first, a short Christmas tale.

It had been a cold and snowy December and little Sally's Youth's Companion had been delayed in the mail. But on this Christmas morning after the excitement of opening her presents, Sally lay by the fire reading her favorite magazine.

She spied an ad, "Cornish & Company - Catalog sent free to any address." She cornered her parents and pleaded her case.

"Even if we don't buy an organ, I can cut the pictures from the catalog and paste them in my new scrapbook I got for Christmas."

Shortly after the first of the year, a package arrived in the mail for Sally. Excitedly, she opened it to see what treasures it held!

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CORNISH'S GREAT INSTALLMENT OFFER!

LASTING SIXTY DAYS

from date of receiving this circular, and made with the Express Purpose of having our Organs introduced in new localities.

To our Friends, Patrons, and the Public.

BEING desirous of having our Organs introduced in every town and village of the United States, knowing that the introduction of a single Organ is a most valuable advertisement, and will certainly lead to other sales at our regular catalogue prices, we avail ourselves of this season of the year, when most people purchase—to make our Friends, Patrons, and the Public, the following **most liberal offer** on one of our best standard styles of Parlor Organs. When we inform you that we have frequently traced from ten to twenty sales from the introduction of a single Organ, you will readily understand that it is to our interest to make a sacrifice in order to have the **First** Organ introduced.

OUR OFFER TO YOU.

We will reduce the price of our most popular Parlor Organ, the "Chime," style No. 8,000, which is shown and fully described on other side of circular, **to about its exact cost to build, \$65.00 only**, and at this price we include a handsome adjustable Stool and Instruction Book, and sell it to you on these terms:—**\$35.00** in cash to be paid down after a ten days' test trial of Organ, provided it proves satisfactory to you, the balance of price, \$30.00, to be paid us in monthly installments of \$5.00 per month until the whole amount is paid. The following are the terms on which the Organ will be shipped to you: It will be sent you on ten days' test trial; the ten days to commence from the time you receive Organ. If the Organ suits, you are to send us the first payment, \$35.00, and pay the freight. On the contrary, should Organ not suit, you can return it to us, and we will pay freight charges **both** ways, so that you will not be at a single cent of expense.

A Further Reduction of Ten Per Cent

from the price, \$65.00, will be allowed those who send all cash with their order, making the net price of 8,000—when all cash is sent with order—only \$58.50. Those who send all cash with order will have their \$58.50 promptly returned should Organ not prove perfectly satisfactory after ten days' test trial. Cash orders of this kind will be shipped ahead of all others, and no one under any pretext whatever will be allowed a ten per cent reduction unless cash accompanies order. **When ALL cash is paid down AFTER ten days' test trial, our price for 8,000 is \$60.00.**

OUR RESPONSIBILITY

In order to convince you that we are responsible, and that you will be perfectly safe in sending cash with your order, we append the following home endorsements:

"AT HOME."

"About our Financial Standing."

OFFICE OF FIRST NATIONAL BANK, }
WASHINGTON, NEW JERSEY.

I have known Cornish & Co. for many years. They are extensively engaged in this city in the manufacture of musical instruments, and are known as reliable and honorable gentlemen, and worthy of confidence.

LOUIS J. HANN, Cashier First Nat'l Bank.

CAR LOADS OF ORGANS

Are being shipped daily from the Cornish Organ Factory. This firm started a few years ago manufacturing instruments on a small scale, but when the superior qualities of their organs became known, their trade increased with such rapidity that it necessitated the building of additional factories, until to-day they have one of the largest and best equipped institutions on the face of the globe. They are entirely responsible financially, and enjoy an enviable reputation as organ manufacturers.—Extract from Washington, N. J., "Star."



Style No. 8,000 is in every respect a first-class Parlor Organ, and exactly as represented. We cannot afford to sell it for any lengthened period at above price, so those who contemplate a purchase will secure a bargain by ordering now. Address

Cornish & Co.

Washington, New Jersey.

Cornish's Celebrated Chime Organ Installment Offer



GIES & CO. BUFFALO, N.Y.

Cornish Appendix

FIRST IN TONE - FIRST IN QUALITY - FIRST IN THE HOMES OF THE PEOPLE.
ESTABLISHED FIFTY YEARS.



THE CORNISH AMERICAN PIANOS AND ORGANS.

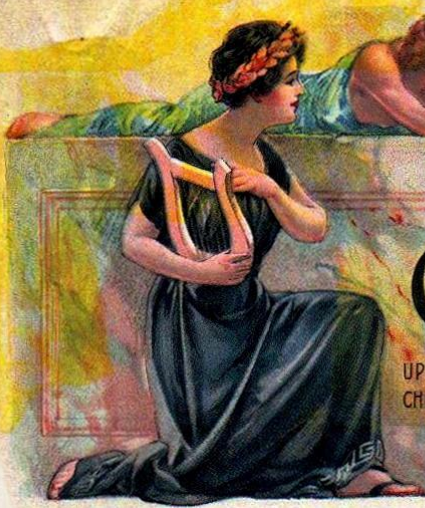
Miss Mary Degn,
Cresco,
Penn.

STANDARD OF EXCELLENCE

FACTORY TO FAMILY DIRECT. NO OTHER WAY.
WASHINGTON, NEW JERSEY,
UNITED STATES OF AMERICA.

1899 Cover above Featuring the Cornish Magnificent (See Opposite Page)

1914 Letter
Completing
a Sale after
the Trial
Period



THE CORNISH PIANOS AND ORGANS ARE HIGH GRADE ONLY
THEY ARE DISTINCT AND DIFFERENT IN DESIGN AND CONSTRUCTION
FROM OTHERS AND ARE UNEQUALLED IN APPEARANCE AND TONE

Cornish Co.
MANUFACTURERS OF
UPRIGHT CABINET AND CONCERT GRAND PIANOS.
CHURCH, SCHOOL, CHAPEL AND PARLOR ORGANS.

FOUNDED BY
JOSEPH B. CORNISH.
ESTABLISHED OVER HALF A CENTURY.
JOHNSTON CORNISH, PRESTRES.
JOSEPH B. CORNISH, JR., SECY.
ALVIN F. FLOREY, GEN. MANAGER.
CABLE ADDRESS:
"PISCINAL"
NEW YORK.
LONG DISTANCE TELEPHONE.

WASHINGTON, NEW JERSEY,
U. S. A.

Feb. 12, 1914.

First State Bank,
Clarita, Okla.

Gentlemen:

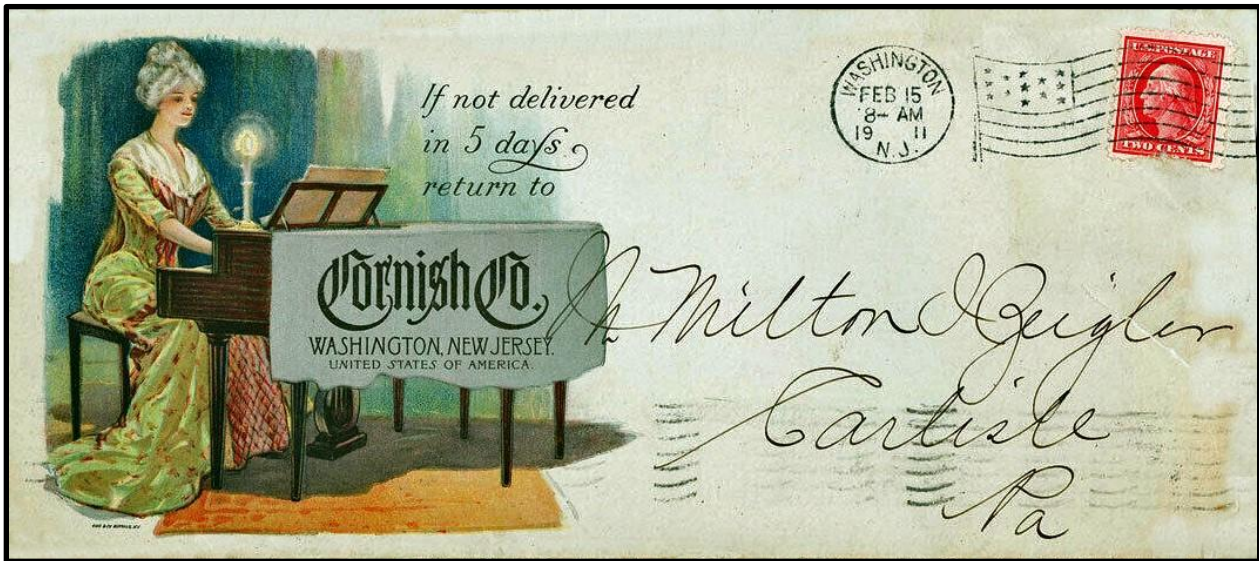
The organ we have shipped Miss Maude Pierce has now been
on trial thirty days. We are, therefore, enclosing her
Certificate of Deposit and shall be very glad to receive the
amount of it, \$30, at once.

With thanks, we await your reply.

Yours very truly,
CORNISH CO.,
per 40

AD-MF.

Cornish Appendix



1911 Cornish Cover above



Post Card above Featuring Three Generations

*Factory Image Taken
from a Real Photo
Post Card*

