

SA487017

Late Victorian Advertising Print for John Broadwood & Sons Piano Forte Makers, London

Price

Sold**Item Reference: SA487017****Date of manufacture: 1890**

Dimensions

Height = 76 cm (29.9")

Width = 62 cm (24.4")

Depth = 2 cm (0.8")

Description

A late Victorian advertising print for John Broadwood & Sons Piano forte makers, London and manufactured by Waterlow & Sons Limited. This superbly decorative advertising sign makes great mileage from the company's long association with the Royal Family stating their warrants of appointment to HM Queen Victoria, TRH The Prince & Princess of Wales, HRH The Duke of Edinburgh and makers to TRH The Duke & Duchess of York. According to the advertisement, the company of Broadwood was established in 1732 although the founder, Burkat Shudi had already manufactured a harpsichord for Handel in 1729. The name of Broadwood was introduced to the company when the Scotsman John Broadwood moved to London and married Shudi's daughter Barbara and upon his death, the company was left to Shudi's son Burkat and his son in law. By the late eighteenth century, the development of the piano was such that it began to outsell the harpsichord and Broadwood having been involved in numerous developments, was at the forefront of the industry in this relatively new instrument. He is known to have been visited by Thomas Jefferson during this period. By the turn of the century, Broadwood (now John Broadw...

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