

131, CHEAPSIDE

THE LONGMAN CONNECTION:

POSTSCRIPT

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Margaret Debenham, *131, Cheapside: The Longman Connection* (2011); website publication <www.debenham.me.uk>

About the author

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131, Cheapside: The Longman Connection: Postscript

This short paper presents a summary of information to supplement that discussed in Debenham (2011) *131 Cheapside: The Longman Connection*. The sources reported include:

- a newspaper advertisement dated February 1802, relating to the business of ‘Longman and Co.’ at 131, Cheapside
- a *Sun Fire Insurance Company* record for Richard Hovill¹, cooper of Wapping, dated 1801
- a death notice for Dr Barton of Berners Street in June 1801.

These newly identified records highlight connections between James Longman, his kinsman John Longman [of 131, Cheapside], Richard Hovill and Dr Joseph Barton of Berners Street. Appendix 1 sets out a timeline of key events, as an aid to chronology.

The Advertisement

Firstly then, an announcement appearing in *The Courier and Evening Gazette* of 25th February 1802 provides clear evidence that a large number of pianofortes with additional keys were being offered for sale at 131, Cheapside at this time:

LONGMAN and Co. No. 131, Cheapside,
(from 26), respectfully announce to the Merchants,
Captains of Ships, and the Public, that they continue to
sell their Patent Piano Fortes at the following reduced
Prices, for Ready Money:—Elegant, with additional keys,
28 Guineas, usually sold at 36 Guineas: ornamented, with
additional keys, 24 Guineas, usually sold at 30 Guineas
plain, with additional keys, 22 Guineas, usually sold at

¹ The author has adopted the spelling ‘Hovill’ throughout for consistency. Variations encountered include ‘Hovil’ and ‘Hovell’, all with the same address and occupation.

28 Guineas.—Piano Fortes made expressly for the East or West Indies. Specimens may be seen at the Warehouse.

Longman and Co.'s new invented Patent Barrel Organs, with Bells, Drums, and other Accompaniments (being the only Patent granted for ten years past), constructed on entire new principles, warranted to keep in order and resist the hottest climate : additional barrels may be made without any pattern, and the very defective and the very inconvenient method of changing the Tunes by Notch Pins entirely exploded. ... ²

This advertisement goes on to announce the publication of various new musical compositions, thus indicating a substantial presence in this field also.³

² *The Courier and Evening Gazette*, issue 2963, 25 Feb 1802, 1.

³ The second half of the advertisement reads as follows:

NEW MUSIC

The Bea, a popular Monthly Selection of Vocal Music from Mozart, Haydn, &c. including Mrs. Billington's and other favourite Songes from Artaxerxes, Duenna, Love in Village, &c. 1s. 6d.

The Caledonian Museum, a Monthly Selection of Scottish songs 1s. 6d.

The Polite Musical Repertory; or Fashionable Monthly Journal of favourite Dances, Waltzes, popular Airs, &c. 1s.

The Union Medley, a Characteristic Piece, 2s 6d.

The Imperial Medley, by I Jansen, 2s. 6d.

Annual Dances and Hornpipes, each 1s.

Peace, a Sonata, 2s.

Lliberal Discount to Merchants, &c. for Exportation.

An Allowance to private Families on purchasing Music exceeding One Guinea.

Longman's new invented Music Pens, which form the Note by instantly pressing on the paper.

A Weekly Practical Concert for improvement, conducted by a Professional Gentleman

→ A constant supply of fine old violins, and Roman Strings for ditto.

The phrases ‘from 26’ and ‘*continuing to sell their patent pianofortes*’ [author’s italics] are particularly telling, suggesting that these instruments were being made and offered for sale with the permission and support of James Longman, under the terms of his agreement with William Southwell. The alternative scenario — that John Longman was producing and marketing such instruments in flagrant breach of Southwell’s patent — is less plausible in the light of John’s personal testimony about his connections with James Longman in the Shaw v Longman court case of 1806. It seems unlikely that he would have blatantly conducted his business in such close proximity to Clementi & Co. at No. 26, Cheapside, had he not believed he was within his rights to do so.

The Hovill—Barton—Longman connections

Amongst their long litany of complaints against James Longman in 1802, Clementi & Co., accused him of being engaged in another business with a Dr. Barton.⁴ It will be recalled that in his testimony in the case of Shaw v. Longman, John Longman refers to a meeting which took place in 1801 at the address of an unnamed friend of James in Berners Street, where he was persuaded to cede a proportion of the rights to his new barrel organ patent to James.⁵ Jenny Nex (2011) has suggested that this person was one Dr Joseph Barton of 7, Berners Street, who in 1800 and 1801 was marketing a product he called ‘vital wine’; however, she was unable to establish a firm connection between the two.⁶ A record for a *Sun Fire Insurance Company* policy, dated 15 April 1801, taken out by Richard Hovell [*sic*] of Hermitage Street, Wapping, now provides key evidence linking him directly with Dr Barton. This document states that he is the ‘preparer of Dr. Barton’s patent vital wine’ and includes a second address for his business — 7, Berners Street.⁷ On 28 February 1799 Joseph Barton

⁴ As first reported in George S. Bozarth and Margaret Debenham, 2009. (‘Piano Wars: The Legal Machinations of London Pianoforte Makers, 1795—1806’ in *The Royal Musical Association Research Chronicle Vol. 42*. London: Royal Musical Association, 67).

⁵ Margaret Debenham, 2011. *131. Cheapside: The Longman Connection*, 6 (website publication <www.debenham.me.uk>)

⁶ Jenny Nex, ‘Longman and Broderip’ in *The Music Trade in Georgian England*, ed. Michael Kassler; London: Ashgate (2011), 87 and notes 354 and 355

⁷ The Guildhall Library: *Sun Fire Insurance Records*, 15 April 1801. MS 11936/419/718163

An earlier insurance record dated 10 July 1794 gives the occupation of Charles Rixon and Richard Hovill of Great Hermitage Street as coopers, which tallies with the occupation given for Hovill in the Longman v.

had been granted a patent for a very strange so called medicine, which he termed ‘Compound Concentrated Fluid Vital Air’. The specification of the patent reads as follows:

Joseph Barton, late of Old Street, in the Parish of St. Luke, (Middlesex), chemist, but now of Berners-street, in the parish of St. Mary-le-Bone, (Middlesex) M.D.: specification of a discovery of a medicine or Chemical preparation, denominated (by the specifier) Compound Concentrated Fluid Vital Air, of great use in the cure of all Putrid diseases, feverous, scrofulous, or scorbutic, as well as asthmatic, paralytic, and nervous complaints; and founded on the same basis of discovery, another preparation called Aerated Preventative Fluid, as a preventative from putrid, morbid, or virulous infection; and also founded on the like basis of discovery, Aerated Liquid Balm for the preserving and beautifying the skin/Jan. 28, 38 Geo.3; Feb. 28, 1799 ⁸

These are ludicrous claims for what was obviously a worthless product. Dr Barton was clearly a quack doctor, aiming to make a quick profit by targeting the gullible! An advertisement placed for this product on 26 July 1801 and repeated on several occasions during the following months, includes the information that this concoction was on sale at No. 131, Cheapside, amongst other addresses, this providing further firm confirmation of an ongoing connection with Longman’s premises.⁹ Since Dr Barton died in Berners Street on 24 July 1801,¹⁰ one assumes that they were placed by Richard Hovill and his colleagues.

Clementi court case of 1802 (The Guildhall Library: *Sun Fire Insurance Records*, 10 July 1794. MS 11936/397/628942)

⁸ *The Mechanics’ Magazine, Museum, Register, Journal and Gazette*, 2 January –26 June, Vol. XLVI, 1847; Ed. J.C. Robinson, London, 186

⁹

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DR. BARTON’S PATENT VITAL WINES

having from extensive experience proved to be of the most essential benefit in preserving, recovering, and establishing general Health, and the use of them rapidly increasing, from becoming very generally introduced at Table, require an establishment on an extended basis.

The Proprietors have therefore been Induced to form a considerable mercantile connection of great credibility to meet their demand; and respectfully informs the Public they continue to be sold as usual at the Laboratory and Vaults, where they are prepared, No. 7, Berner’s-street, Oxford-street; as also by appointment at the following Places:

Given his proven close connections with James Longman, John Longman [the younger] and now Dr Barton, the weight of accumulated evidence increases the likelihood that Richard Hovill was acting as a ‘front man’ for James in bankrolling the start up costs of the 131, Cheapside business. To recapitulate, it will be recalled that Richard Hovill is known to have been in partnership with John Longman [the younger] as a musical instrument maker at No, 131, Cheapside.¹¹ On 15th January 1801 Hovill had written formally to Clementi & Co. stating that James Longman had that day assigned to him and his co-creditors, William Styan and Joseph James, all the monies due to him [Longman] in respect of a share of the profit from the sale of each pianoforte with additional keys constructed by Clementi & Co.¹² Clearly they believed that James Longman was entitled to dispose of his ‘rights’ in this way. One may infer they were also under the impression that he was free to cede the rights to manufacture instruments made to Southwell’s patent to anyone he wished under the terms of the licence originally granted to the firm of Longman and Broderip — an apprehension which was to be strongly disputed by Clementi & Co.

Figure 1 below illustrates the complex web of connections linking Hovill to both James and John Longman and to Dr Barton of 7, Berners Street.

No 131, Cheapside; Messrs. Ching and Butlers, No. 4, Cheapside;
Mr. Vade’s, No. 46, Cornhill; and Messrs. Teboults’s [Taboutls in later adverts] and Co.
No.150, Oxford-street, at 36s. per Dozen, Bottles included; and
Wines for medical use 65s. per Dozen, with printed Directions.–
Venders and wholesale Dealers allowed a liberal Profit.
(*E. Johnson’s British Gazette and Sunday Monitor*, 26 July 1801, issue 1134; 30 August 1801 ,issue 1136; 13 September 1801, issue 1141)

¹⁰ *The Gentleman’s Magazine and Historical Chronicle for the year MDCCCI, Vol. LXXXI. Part the second*, Ed. Sylvanus Urban; London: Nichols and Son, 674

¹¹ As previously discussed in Debenham (2011) *131, Cheapside*, 11, dissolution of this partnership occurred in 1804 (*The London Gazette*, issue 15707 (2 June 1804), 692

¹² First reported in Bozarth and Debenham, *Piano Wars* (2009), 67. The verbatim transcript of this letter, quoted in full by Clementi and Co., shows that Hovill signed using the forename Richard, rather than Henry, as it is given by the lawyers in the Bill of Complaint.

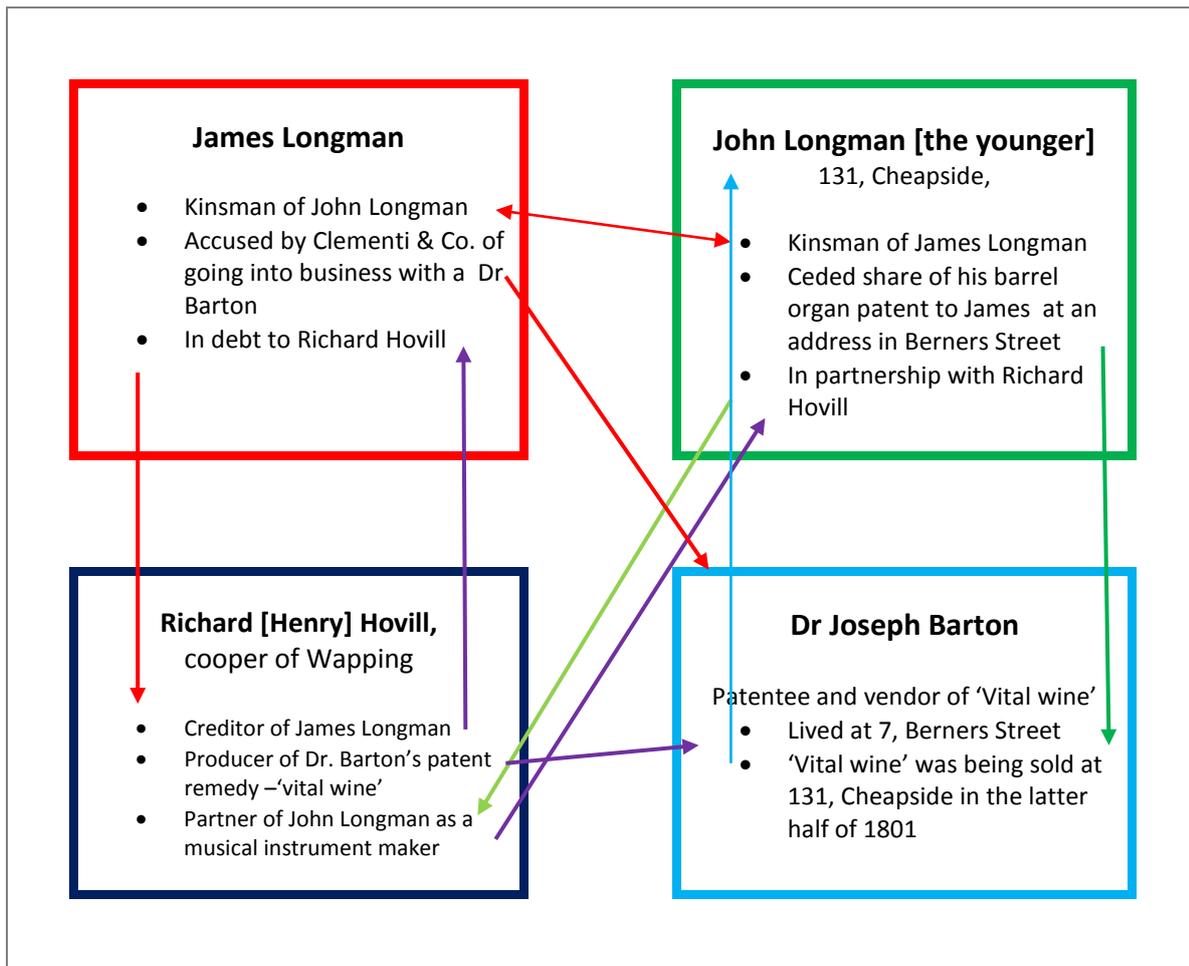


Figure 1: Longman – Hovill – Barton connections

In summary then the newly identified records demonstrate that:

- By early 1802 the firm of Longman and Co. 131, Cheapside was vending considerable numbers of pianofortes with additional keys in violation of William Southwell's 1794 patent — unless they were being made and offered for sale under the terms of Southwell's formal agreement with James Longman.
- Richard Hovill played a key part in the Longman story at this time. There is firm evidence linking him to (i) James Longman, (ii) John Longman and (iii) Dr Joseph Barton and that Dr. Barton's 'vital wine' was being sold at 131, Cheapside in 1801.

Appendix 1: Timeline of Key Events

- 28 February 1799 Dr Joseph Barton of Berners Street, St Mary-le-bone (formerly of Old Street), said to be a chemist, obtained a patent for a medical remedy – a concoction that he termed ‘Vital Air’.
- 15 January 1801 A letter sent by James Longman’s creditors, Styan, Hovill and James (quoted verbatim by Clementi & Co as evidence in their Answer to James Longman and his creditors, Styan, Hovill and James on 4 March 1802), stated that on 15 Jan 1801 James Longman had assigned to them all the money due to him in respect of the one guinea agreed to be paid to him for each instrument made by Clementi & Co. to the design of William Southwell’s 1794 patent. In this letter Hovill’s forename is given as Richard (signed by him as thus), though in the Bill of Complaint itself his name is given as Henry, probably a second forename.
- 27 January 1801 John Longman was granted a patent for a new design of barrel organ. This date is confirmed by a description of the specification in *The Repertory of Arts and Manufactures* of that year.
- 10 February 1801 According to John Jeyes and William Shaw in their 1806 Bill of Complaint against John Longman, on this date he [Longman] had signed a memorandum acknowledging receipt of a token payment on account, being a consideration for a one third share of the rights and interests in his novel barrel organ patent that he had assigned to his kinsman, James Longman.
John later testified that this transaction, which took place in Berners Street at the house of an unnamed friend of James, had been undertaken upon James’ firm promise to go into business with him and to take away all the trade from Clementi & Co.
- April 1801 Richard Hovill of Hermitage Street Wapping, one of the creditors to whom James Longman had attempted to assign the rights to William Southwell’s 1794 patent, took out an insurance policy with the *Sun Fire*

Insurance Company in which he describes his occupation as ‘preparer of Dr. Barton’s patent vital wine’. It also gives a second address for a premises insured by him, 7, Berners Street – this being the address where Dr Barton was then living. An earlier *Sun Fire Insurance* record dated 10 July 1794 records policy holders Charles Rixon and Richard Hovill, coopers in business at Great Hermitage Street.

- 25 April 1801 The dissolution of the partnership between John Longman [brother of James], Muzio Clementi, Fred. Augustus Hyde, Fred. William Collard, J. Banger and Dav. Davis was announced in the *London Gazette* (issue 15365, 12 May 1801, 542)
- 23 June 1801 Dr. Barton was buried at St Mary-le-bone. He died in Berners Street, according to an announcement in *The Gentleman’s Magazine*.
- 26 July 1801 Dr Barton’s patent Vital Wine was advertised for sale at both 7, Berner’s-street and 131, Cheapside. Since this was after his death, it seems that production was carried on by his business colleagues at this time.
- 26 October 1801 An advertisement in *The Times* announced a benefit for one J. Burrows, an equestrian event followed by a Grand Ballet pantomime, stating that tickets were for sale from Clementi & Co., No. 26 Cheapside; Rolfe, No. 112, Cheapside; Longman, No. 131, Cheapside; Simpson, Change-alley; Thompson, St. Paul’s Churchyard; and Jones and Co. Bishopsgate. These were all music sellers, indicating that the business at 131, Cheapside was openly trading in this line not later than this date.
- 30 December 1801 An advertisement appeared in the *Morning Post* for Longman and Co. with the address given as 131, Cheapside (from 26). Items advertised for sale included new music, improved pianofortes at 20 percent under the usual prices and Longman and Co. patent barrel organs
- 25 February 1802 Longman and Co. No. 131, Cheapside (from 26) advertised that ‘they continued to sell their patent Piano Fortes’ ... ‘Elegant, with additional

keys 28 Guineas... ornamented, with additional keys, 24 Guineas'....
'plain, with additional keys, 22 Guineas.' These instruments were
clearly being made to the design of William Southwell's patent.

4 March 1802 John Jeyes (agent of James Longman and an Attorney acting for him at
this time) re-assigned James' share of John Longman's barrel organ
patent rights to William Shaw of Red Lion Street, to whom James
Longman owed £100.

4 March 1802 Clementi & Co. report receiving a notification from James and John
Longman that James Longman had assigned to his creditors, William
Styan Henry [Richard] Hovill and Joseph James the rights to the monies
due to him under the agreement that he should receive one guinea for
each piano made to the design of William Southwell's patent (see
Bozarth and Debenham, *Piano Wars*, 66). In the light of the evidence
connecting John Longman of 131, Cheapside to James, it now seems
likely that he is the John referred to in this instance, rather than James'
brother John, as has been previously thought.

23 July 1802 Clementi & Co. assert in their Answer to the Longman, Styan, Hovill
and James complaint that, amongst other things, James Longman had
engaged himself in another business with a Dr. Barton.

17 January 1803 James Longman, with Styan, Hovill and James, brought an amended
action against Clementi and his partners claiming monies said to be due
to them from the profits of pianofortes made to William Southwell's
1794 patent design.

23 June 1803 Clementi & Co mounted a robust defence in which they catalogue
convincing evidence that James Longman had been working against
their interests whilst still in the employ of the former partnership of John
Longman [brother of James], Clementi & Co.

10 November 1803 James Longman died in the Fleet Prison, on or about 10th November.
He was buried at St. Bride's, Fleet Street on 15th November.

- 2 June 1804 *The London Gazette* announced the dissolution of the partnership between Richard Hovill, John Longman and J Seeley, Cheapside, Musical Instrument Makers.
- 22 April 1806 William Shaw and John Jeyes filed a complaint in the Court of Chancery against John Longman of 131, Cheapside and Frances Loftis (alias St John) Executrix of James Longman.
- 12 July 1806 John Longman filed his answer to this complaint, detailing events in 1801, as described in Debenham (2011) *131, Cheapside*.