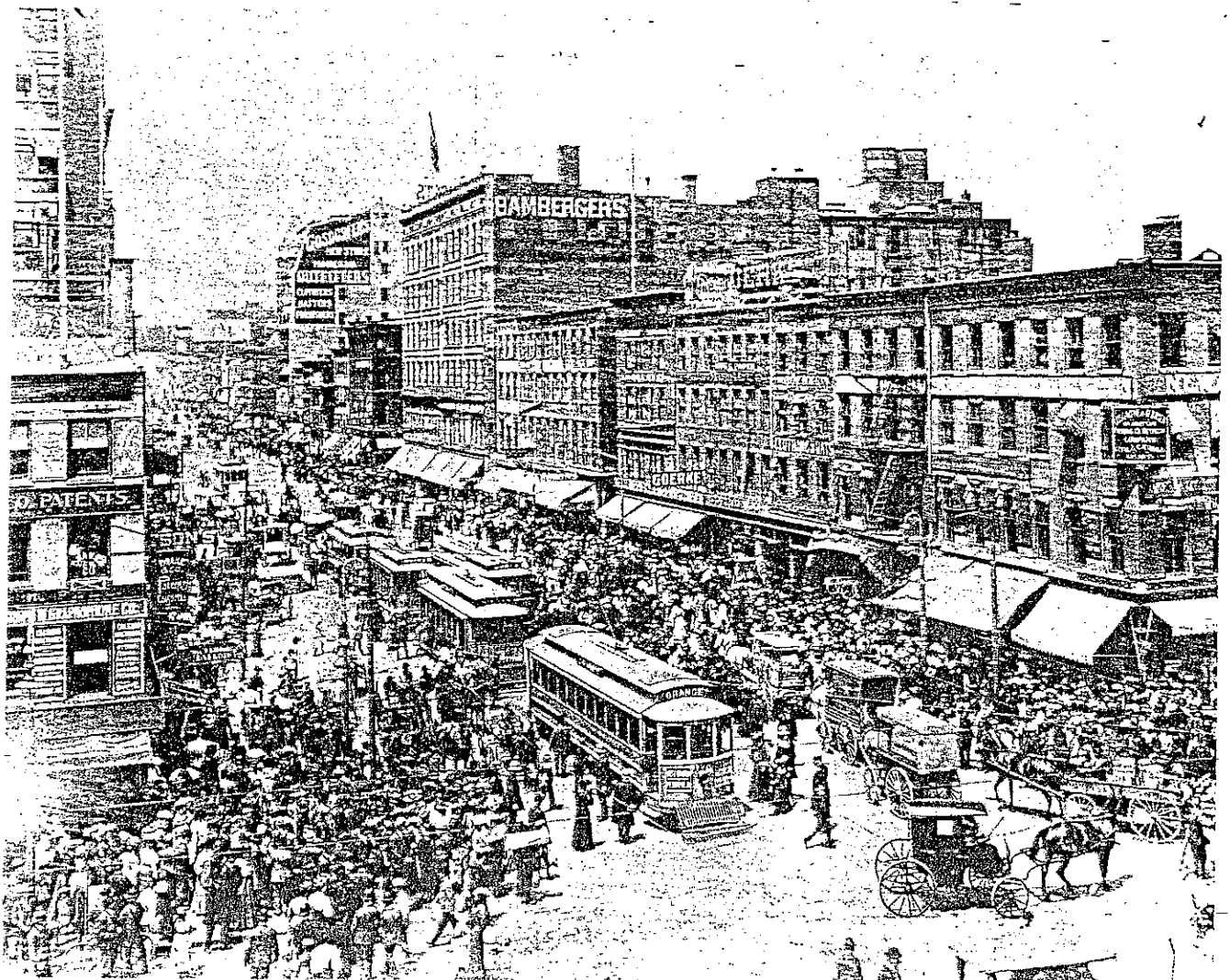
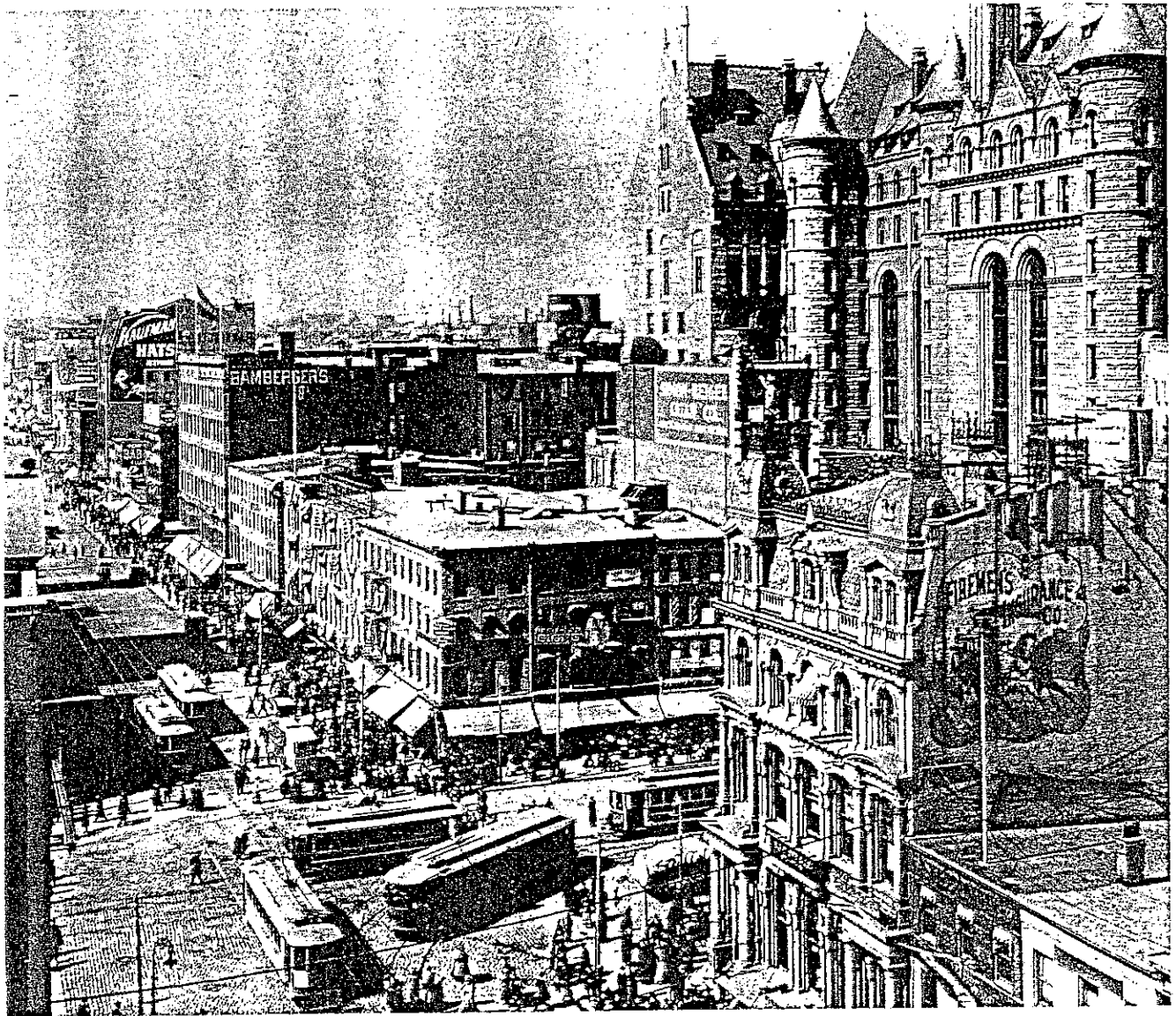


Newark Long Ago

The
Newark
Museum
Quarterly
Fall 1975



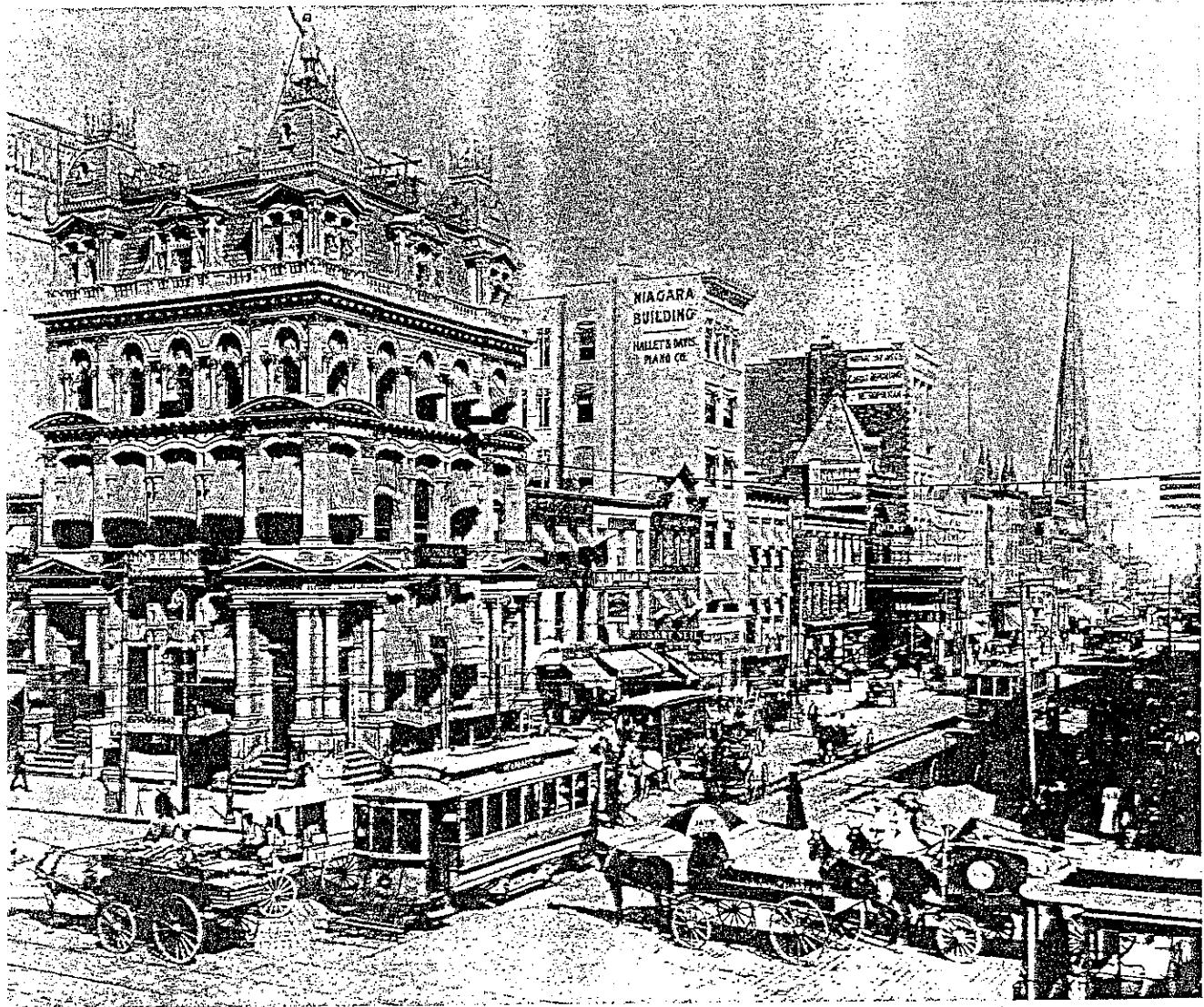


2. The "Four Corners" looking west up Market Street. 1895. The Prudential Insurance Company building, with its fortress-like towers, looms to the north, occupying the block between Broad and Halsey Streets. The Firemen's Insurance Company building is on the northeast corner, to the lower right.

Photo: William F. Cone. No. 17182

Newark became an important center for the insurance industry as early as the middle 1800's. The Prudential Insurance Company, one of the largest insurance companies in America, was founded in 1873 as the Widows and Orphans Friendly Society by John Fairfield Dryden at age 34. The business opened its doors in the basement floor of the National State Bank on Broad Street and was based on a new concept of insurance. For pennies a week, Dryden sold industrial insurance to healthy men, insuring the families of the common working man against sickness or death, promising to pay benefits on the same day he received proof of death. In 1875, the firm was renamed the Prudential Friendly Society. It was so successful that in 1892, after several interim moves, a new headquarters was erected on Broad Street consisting of four buildings connected by three elevated covered bridges. The grey stone Prudential "castle," called "a monument to the prosperity and thrift of the American people," was then the largest structure in New Jersey and was decorated with medieval-looking gargoyles and animal carvings. The interior, a model of modernity for its era, was equipped with elevators, electric lights throughout and a telephone in every room.

When the imposing buildings were torn down early in the 1950's to make way for Prudential's contemporary, functional headquarters, some of the sculptural decorations found their way to new homes. A public drinking fountain of delicate gothic stone tracery, originally at the corner of Bank and Broad Streets, was given to the Museum in 1958 where it is now one of the most charming features of the walled Garden. One of the 6,500-pound gargoyles was acquired by the Latin classes of Oceanside (L.I.) High School. Five limestone lions, hand-carved in Italy, now grace the fourth floor terrace of Columbia University's Faculty Apartment House, Riverside Drive and 125th Street.



3. Broad and Market Streets looking east down Market Street. 1895.
Photo: William F. Cone. No. 17181

The Firemen's Insurance Company building on the left, with the statue of a fireman on top of the Victorian stone structure, was torn down around 1909. By 1910, the company had erected a 16-story building, Newark's first skyscraper, in its place. In 1925, the company moved its headquarters to Park Place, where it is still located. The church spire is that of the Market Street Methodist Church, formerly the Central Methodist Church. The church was destroyed by fire in 1973 and only the tower and facade remain.

4. Home of Mrs. Elsie Peddie Sauvage at 10 Park Place. c. 1865. Photo: gift of Vivian Sauvage and his sisters, 1937. No. 17180

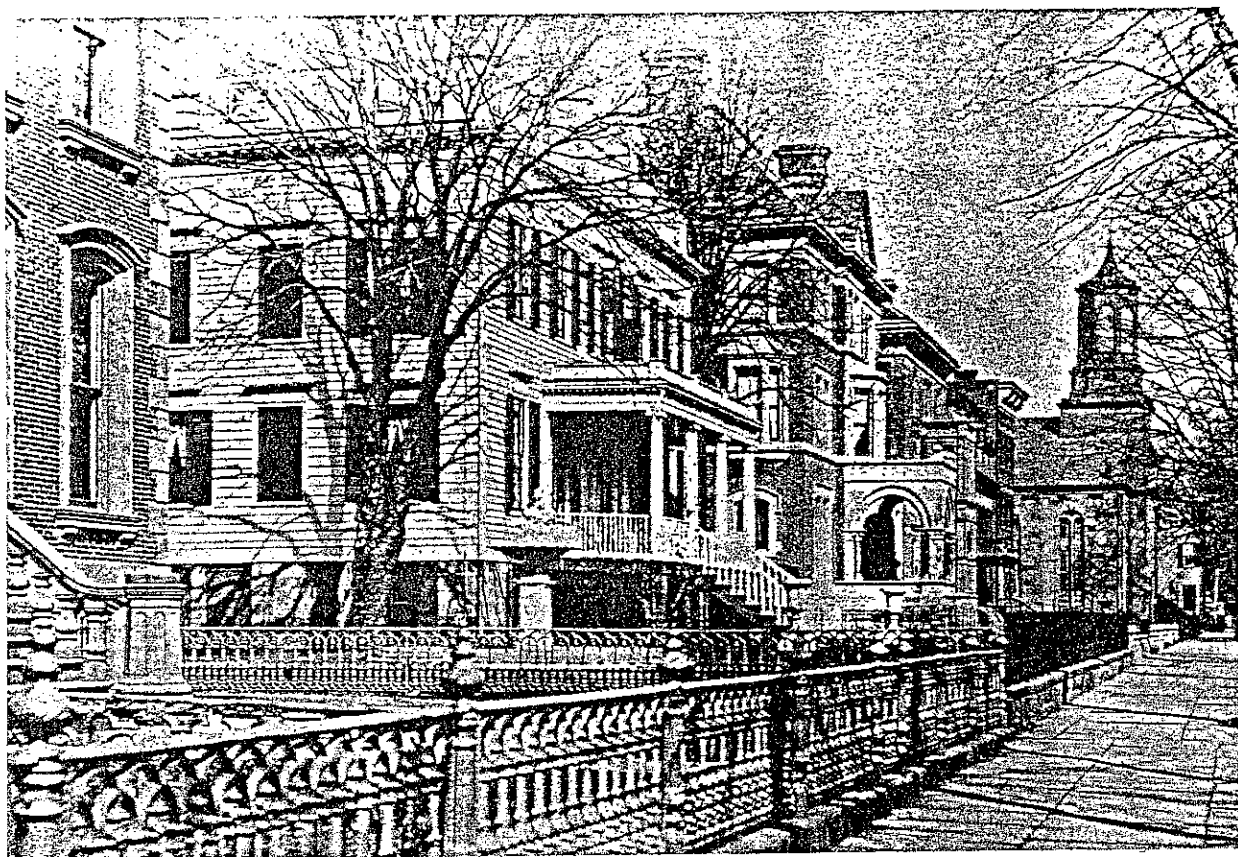
The Sauvage home, built c. 1860, was typical of the many fine residences facing Military Park along its north and east perimeters. It was torn down between 1920 and 1922 to make room for the new offices of the Firemen's Insurance Company. The runabout carriage in front of the beautiful wrought-iron entrance gate was made by the Quinby Coach and Carriage Company, and the harness by Peters, Calhoun and Company. Both were Newark firms and representative of two of the oldest industries in Newark. Leather working and shoemaking were the first of Newark's manufactures, and leather was still Newark's leading product from 1870 to 1910.



Park Place, High Street and Washington Street were elegant neighborhoods where many fine mansions belonging to Newark's wealthier families stood. Washington Street, bordering Washington Park on the west, was one of the original streets laid out in the first settlement of the town. Once known as Washington Square, Washington Park was intended to be the town market place but was never extensively used for that purpose. Instead it was the green for local meetings and, during the Revolutionary War, was the scene of a military skirmish.



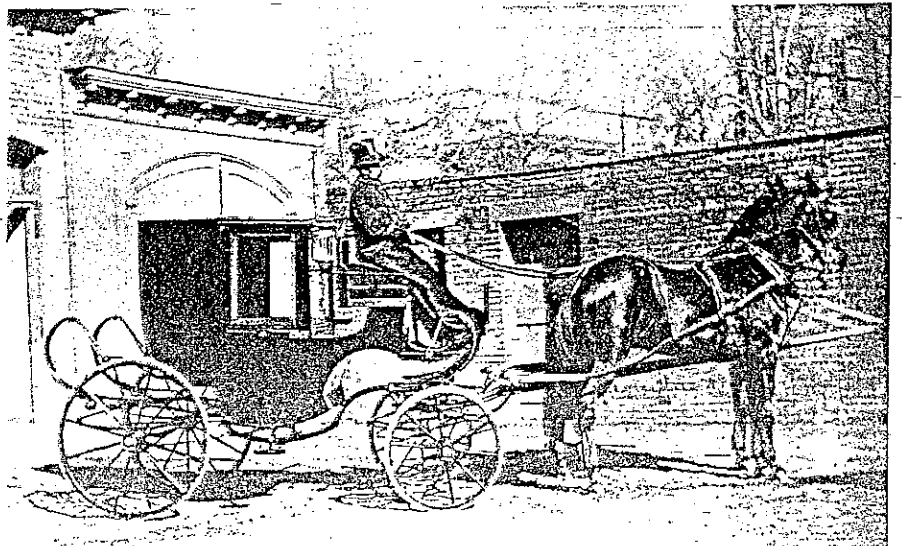
5. West side of Washington Street bordering Washington Park just north of Central Avenue to Washington Place. c. 1891. Residences (from left to right) belonged to Mrs. I. H. Polhemus, Horace N. Congar (or Conger), L. C. Grover, Mrs. T. Coe, and the Ward family. Photo: Koenig Studio. No. 5275



6. West side of Washington Street looking north towards the first building of the 2nd Presbyterian Church. c. 1886. The white frame Ward house is at the left, followed by two homes belonging to the Ballantine family. The fine brick and stone Ballantine mansion next to the Ward house currently is used for administrative offices of the Newark Museum and will be opened as a museum of Victorian decorative arts in the fall of 1976. Photo: Koenig Studio. No. 5271 (From Ward Family Album No. 2907. Gift of Marcus L. Ward, 1921.)



7. Marcus L. Ward house, 49 Washington Street. 19th century. Present site of the Newark Museum. Photo: No. 17184



The Marcus L. Ward property extended from Washington Street west to Plane Street (now University Avenue). It is uncertain when the white frame house, a simplified version of the Classic or Greek Revival style of architecture, was built. Marcus L. Ward was born in Newark on November 9, 1812, a descendant of one of the earliest families in the town. He was originally associated with his father and uncle in the soap and candle-making business. A strong advocate of the preservation of the Union during the Civil War, Marcus Ward became known as "The Soldiers' Friend" when he devised a system of securing and collecting the state pay, Government bounties and back pay of soldiers both in the service and after discharge, and aiding servicemen in numerous other ways. If a soldier was killed or wounded, Ward was able to secure pensions for his family at home, thus alleviating great misery. Through his efforts and influence, a hospital for sick and wounded soldiers was established in Newark in 1862 in a warehouse on Center Street between the railroad and the river. First known as the Ward U.S. General Hospital, it was a model of sanitary efficiency for the times. Ward ran for Governor of New Jersey in 1862 on the Republican ticket but was defeated. In 1865, however, after many Civil War soldiers had returned home, he again received the nomination and was elected Governor by a large popular majority, serving until 1868. In 1872, Ward was elected to the U.S. House of Representatives for one term of office. Throughout his life, Ward continued to play an active role in local and national affairs, including acting as president of Newark's first and highly successful Industrial Exposition in 1872. Marcus L. Ward died on April 25, 1884. He was always greatly liked and highly respected as a charitable, conscientious and principled man.

The Marcus L. Ward house was sold to the City of Newark in 1922 and was torn down to provide space for the Newark Museum, then located in the Public Library. The cornerstone of the Newark Museum's present building, the gift of Louis Bamberger to the city, was laid on May 14, 1925. The carriage house of the old Ward house is still standing in the Museum Garden (as are several pieces of Ward garden sculpture) and is now the Newark Fire Museum.

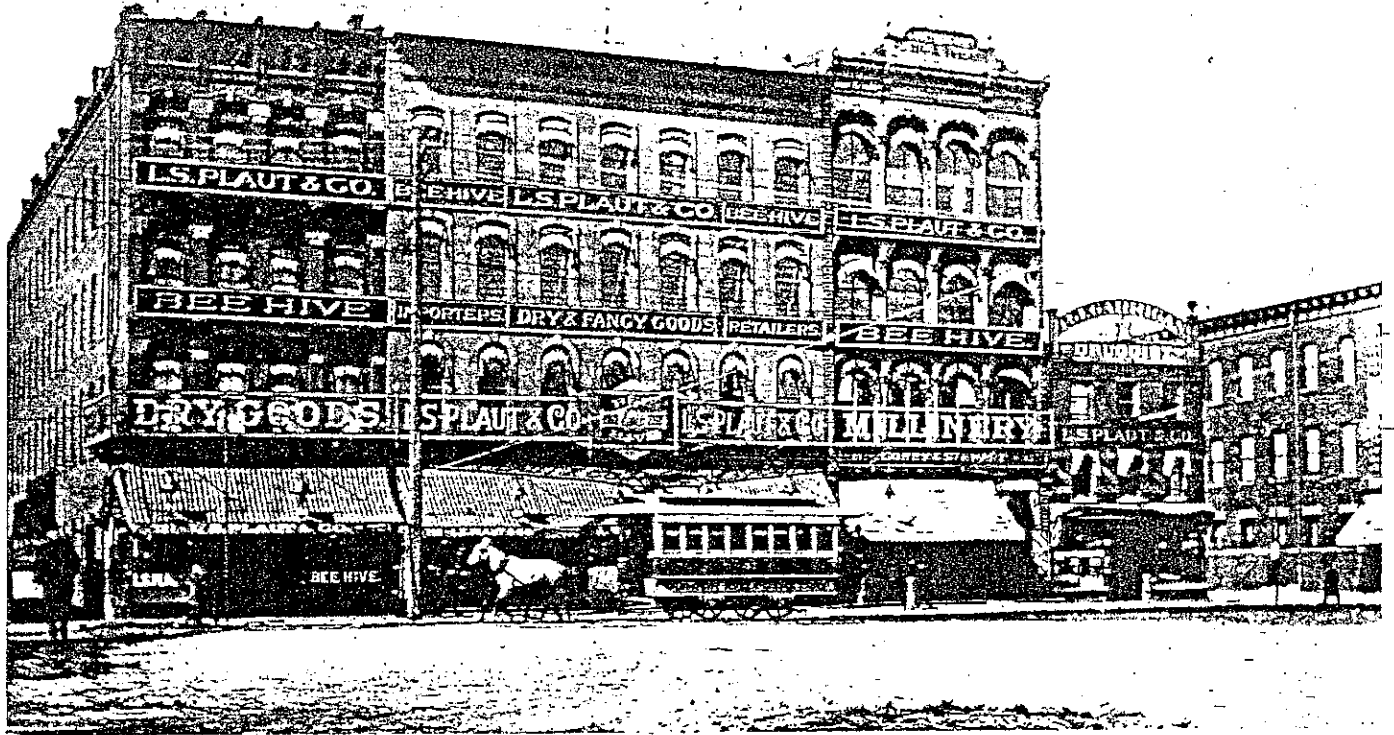
8. Sam Billings, Ward family coachman, with horses and carriage in front of the Ward carriage house, 69 Central Avenue, now the Newark Fire Museum. 1887. Photo: No. 11632 (Ward family album No. 2907. Gift of Marcus L. Ward, 1921)

Department stores in Newark did not come into existence until the 1870's. Before that time all shopping was done in small specialty stores and most clothing was made at home.

L.S. Plaut & Co., known as the "Bee Hive" store, was located alongside the old Morris Canal (now Raymond Boulevard). Founded in 1870 by L. Simon Plaut and his then-senior partner, Leopold Fox, the Bee Hive had a one-price policy without giving rebates, uncommon for the period. In the 1890's, the Bee Hive advertised a lady's all-wool Eton style suit, the skirt lined with silk, for sale at \$6.98. In 1923, the site was bought by Sebastian Kresgè who erected a new 10-story department store building. It then became the Chase Department Store in the 1960's and is today a Two Guys store.

Hahne & Co., (formerly sometimes pronounced "Hah-nee") started as a store selling bird cages in 1858. It began to sell general merchandise in the 1870's and expanded to its present building in 1901, catering to the carriage trade. In the 1890's, Hahne & Co. was advertising feather boas and carriage hats for sale at a "nominal" figure. As a point of comparison, a good sturdy iron bed was selling for \$1.98.

The first horse-drawn trolley lines ran on metal tracks imbedded in the pavement in 1862. A horse car with a single horse was called a "dinky" and those with two or more were called horse cars. The lines were distinguished by color: dark orange for Springfield Avenue and Irvington; blue for South Orange Avenue; red to Woodside; yellow to South Broad Street and Elizabeth; green to Roseville; and white to the east side of Newark. The cars were miserably uncomfortable, the passengers nearly freezing in the winter and roasting in the summer. Although pot stoves were added in the 1880's, they did little to help the situation, overheating those closest to the stove while the other passengers were still cold. The poor driver was on an outside platform all the while. Horse cars were nevertheless a great public convenience and started the movement of population away from the congested city center. They ceased operation in 1893 and electric trolleys took over public transportation.



9. L. S. Plaut & Co., the "Bee Hive" department store, on Broad Street and Raymond Boulevard with horse-drawn trolley in front. Late 19th century. Photo: No. 11048

10. Hahne & Co., Broad Street with horse-drawn trolley in front. 1875-1900. Photo: No. 11045

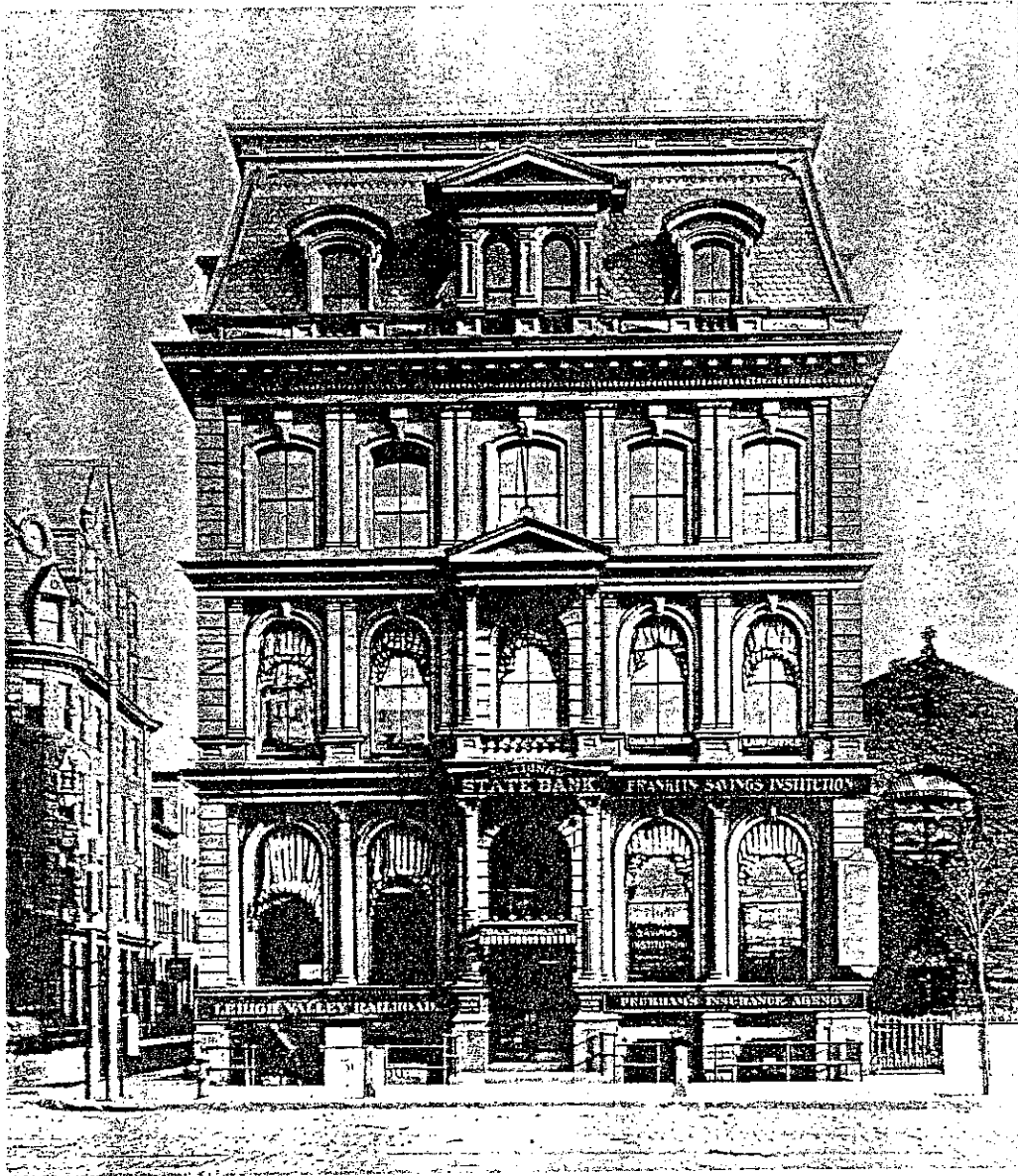


Louis Bamberger started in business in 1892 with Louis M. Frank and Felix Fuld, selling the bankrupt drygoods stock of Hill and Craig. From the beginning they adopted a policy that the "customer is always right" and sold at fixed prices. They were so successful, despite their location on Market Street which was considered out of the way, that they decided to continue the retail business. Their first store was located on six floors of a building on the northeast corner of Market and Halsey Streets, later occupied by Ohrbach's, and spread to an annex on the northwest corner in 1898. Bamberger's present store on Market Street between Halsey and Washington Streets was erected before 1912.

Mr. Bamberger distinguished himself in numerous philanthropic works, but his greatest gift to the citizens of Newark was the Newark Museum building, opened to the public in 1926, and the notable examples of paintings, sculptures and other objects for its collections.

11. Corner of Market and Halsey Streets, looking north on Halsey Street. c. 1900. L. Bamberger & Co. is on the northeast corner (later Ohrbach's) and the Bamberger Annex is on the northwest corner (site of the present L. Bamberger & Co.). One of the four Prudential buildings is further north on Halsey. Photo: William F. Cone. No. 17176

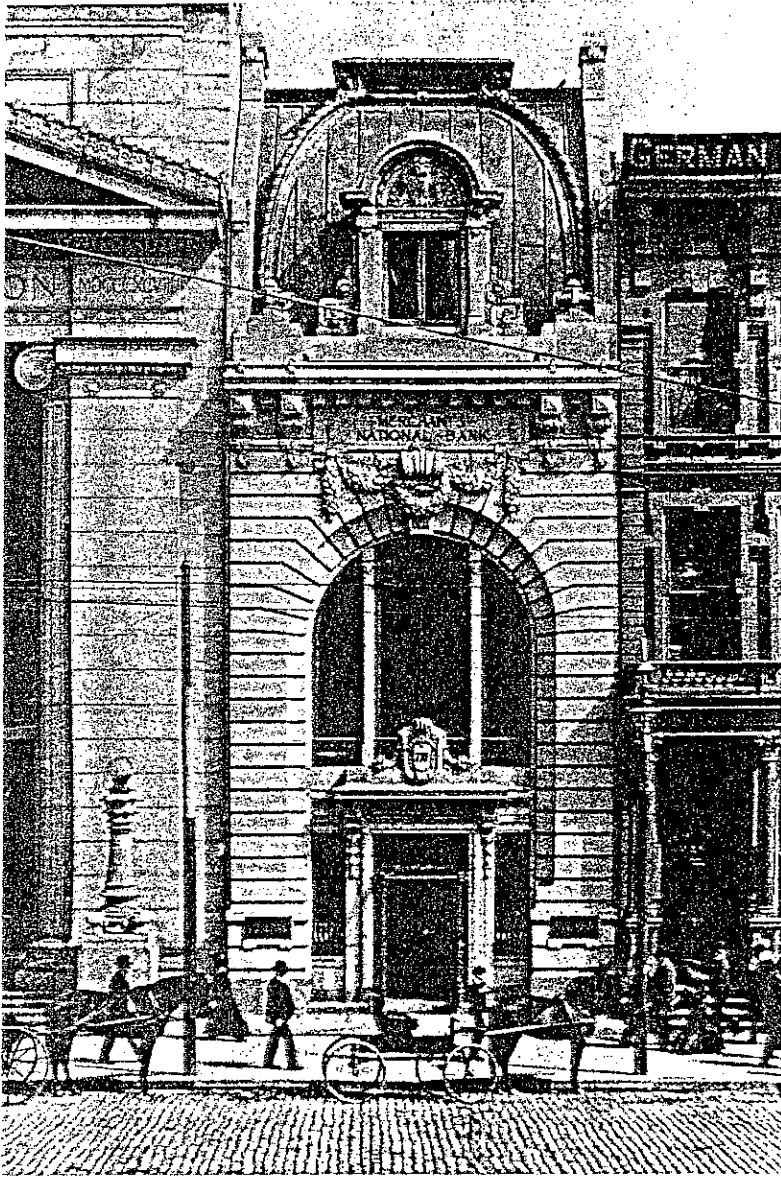




12. National State Bank, 810-812 Broad Street, corner of Edison Place, located next to Old First Presbyterian Church. c. 1900. Photo: William F. Cone. No. 2509

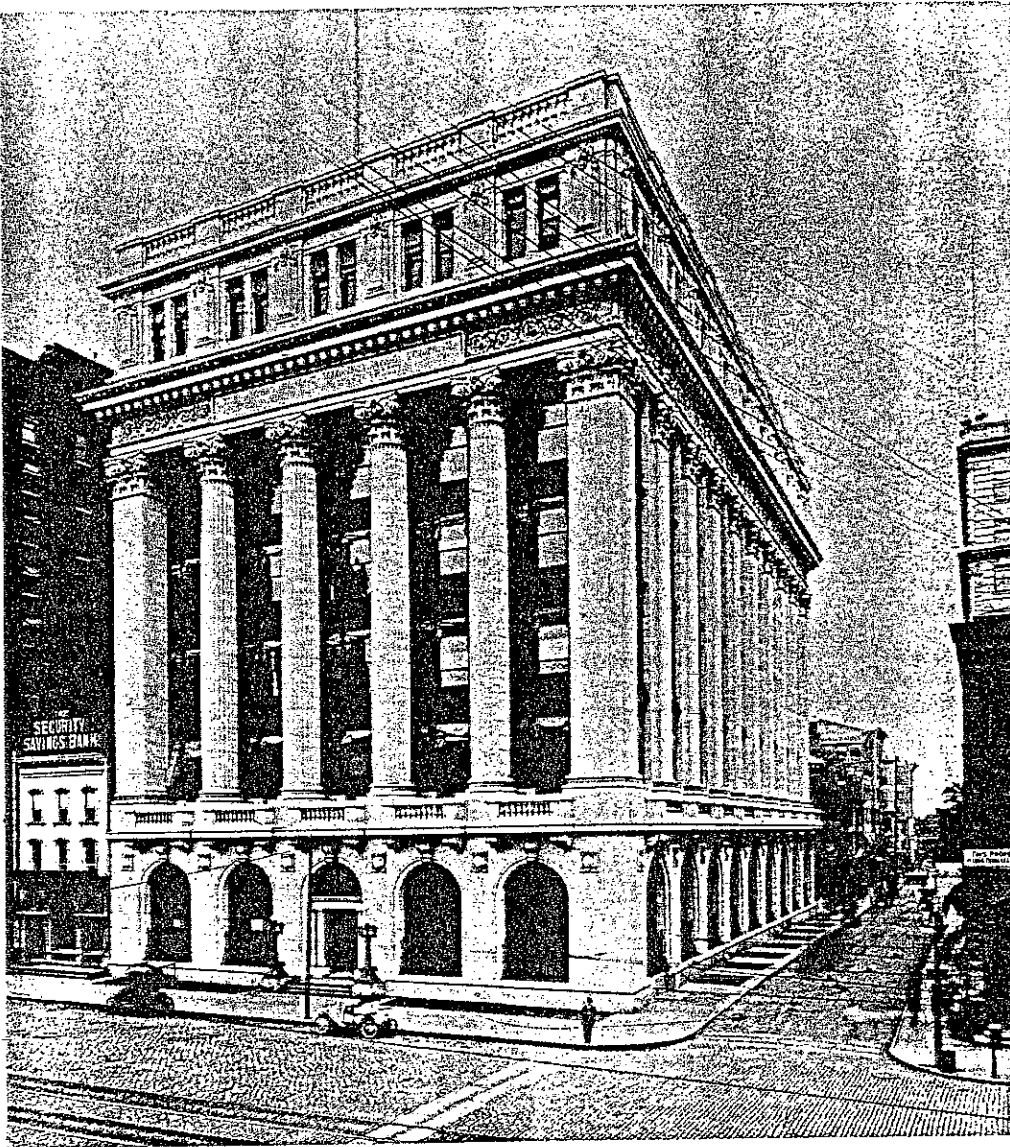
By 1884, Newark had ten banks and five savings institutions, relatively small and conservative enterprises which were unable to supply all the financial capital necessary to support growing industry.

Originally called the State Bank of Newark, the National State Bank was founded on February 8, 1812, after an organizational meeting held at the well-known tavern belonging to Stephen Roff on Broad Street. Its first president was William S. Pennington, a Revolutionary War captain, State Supreme Court justice and former Governor. It opened its doors for business on June 1, 1812, at the home of John Alling, a bank director, but shortly thereafter moved into a 2½ story banking house built for it at the corner of Broad and Mechanic Streets (now Edison Place) next to the Old



13. The Merchants' National Bank, 770 Broad Street. c. 1900. Its successors were the Merchants' and Manufacturers' National Bank, the Merchants' Trust Co., and the Merchants and Newark Trust Company. Photo: William F. Cone. No. 2507

handsome Victorian four-story structure shown in the photograph. The first offices of the Prudential Insurance Company were housed in the basement of this building. The National State Bank maintains its present headquarters at the original location.



14. Mutual Benefit Life Insurance Company Building, 750-752 Broad Street, northeast corner of Broad and Clinton Streets. 1908. Photo: William F. Cone. No. 10963

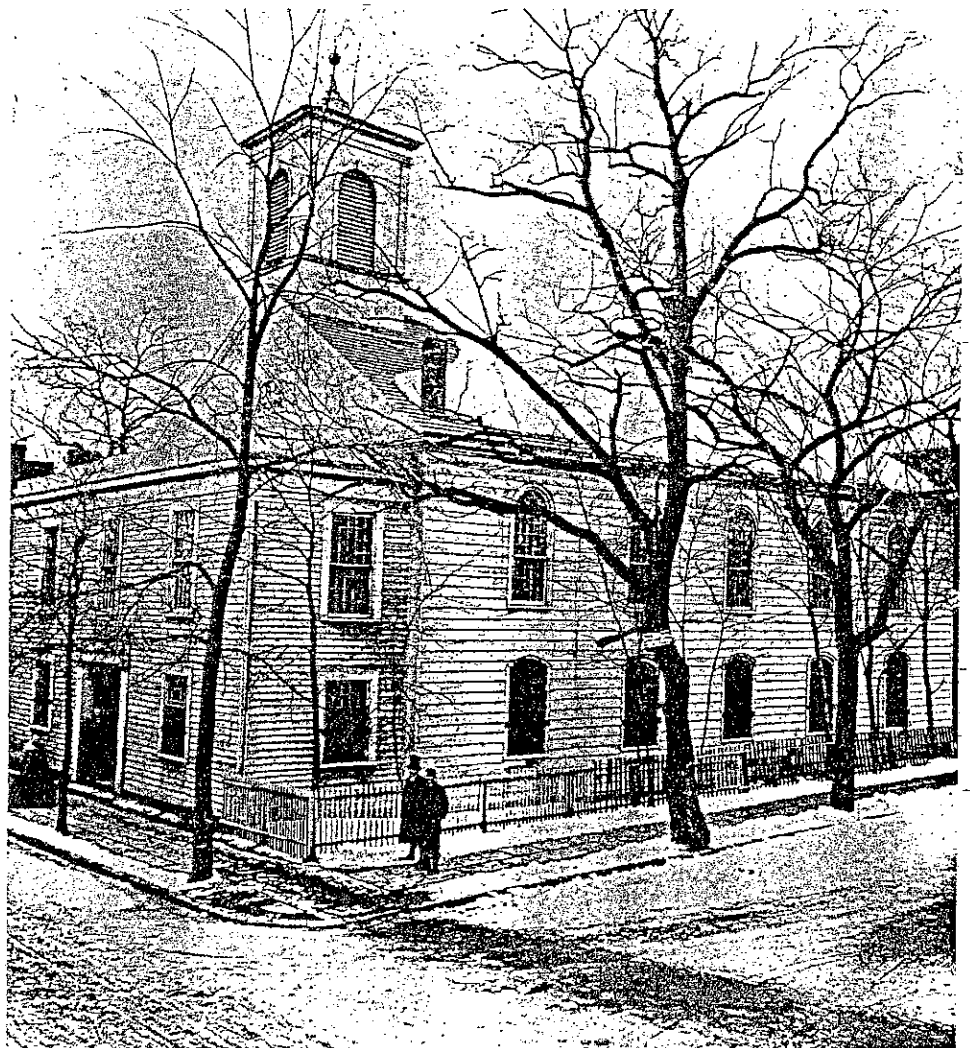
Insurance companies provided financing for large business expansion in Newark in the 19th century as much as or more than the banking institutions. By 1895, Newark ranked fourth nationally in insurance assets.

The Mutual Benefit Insurance Company was founded in 1845. The imposing marble building shown here, designed by George B. Post, was completed by 1908 on the site of a previous structure. The company remained in this location until 1926, then moving to 300 Broadway, Newark, before erecting its present 20-story home office on Broad Street, opposite Washington Park.

Newark was known as a city of churches. The original Puritan religion with its strict observances was greatly overshadowed in the 19th century by a variety of denominations introduced by more recent inhabitants. The early congregations of the Old First Church Presbyterians and the Trinity Church Episcopalians were supplemented by Methodists and Baptists, Jews and Catholics.

The original First Baptist Church of Newark, located at Broad and Fulton Streets, was organized in June 1801. On that day, four members were baptized in the Passaic River. In 1806, a new building was erected on a lot purchased for a "meeting house and burial ground" at the corner of Academy and Halsey Streets. The church shown in the photograph was built on that spot in 1810, and to it a vestibule and a Sunday school room were added in 1841. A new church was built in 1860. The present First Baptist Church, known as the Peddie Memorial since it was the gift of T. B. Peddie, a Newark merchant, was completed in 1890 on Broad Street at the corner of Fulton Street.

15. Old First Baptist Church, 25 Academy Street, corner of Academy and Halsey Streets. c. 1855. The building was erected in 1810 and enlarged in 1841. Note the wide skirts worn by the women and the man's tall silk hat. Photo: No. 4165



In addition to its prominence in industry, banking and insurance, Newark was not without its literary figures. The American writer, Washington Irving (1783-1859), was a friend of the Gouverneur Kembles and visited Mount Pleasant frequently in the early 1800's. The house was supposedly the inspiration for the "Cockloft Hall" of Irving's *Salmagundi Papers* and Irving called the Kembles "The Cocklofts." Forty years afterwards, the people living up- and downstream along the Passaic River formed a literary circle, perhaps under the influence of the personages of the *Salmagundi Papers*. A factory has occupied the site since 1921.

Mary Mapes Dodge, best known as the author of *Hans Brinker or the Silver Skates*, lived in her family's home at the junction of Renner and Elizabeth Avenues. Born in 1831, she was widowed at the age of 27. To support her two young sons, she became a proofreader at the Newark *Daily Advertiser*, editor of *St. Nicholas Magazine* and wrote *Hans Brinker* in 1865 at the request of her sons to write skating stories.

Stephen Crane (1871-1900), author of *The Red Badge of Courage* and many other stories and poems, was born in a red brick house at 14 Mulberry Place, Newark. Crane's birthplace was demolished in 1941 and a small playground was built on the spot. A tablet to Crane's memory has been erected on the Newark Public Library building.



16. "Cockloft Hall" or "Mount Pleasant," a frame house with Victorian additions was the estate of the Gouverneur Kemble family, located at what would be approximately Gouverneur Street and Mount Pleasant Avenue. c. 1913.
Photo: William F. Cone. No. 2515



17. Newark's first bicycle police squad. 1898. Left to right: Officers Letzeller, Peter J. McKenna, Fox, Harry Stillman, Templeton, Sgt. Harry Bitz, William Murphy, Sam Brown, Charles Lindner and Frederick Kuhn. Photo: Newark Sunday Call. No. 837

Policemen in the first half of the 19th century were called "leatherheads" because they wore leather helmets and then leather caps, although uniforms were not issued until 1855. In the 1860's, Newark's police force was still very small, numbering not quite one officer for every 1,000 inhabitants. Before the turn of the century, the Police Department maintained roundsmen, whose job it was to check on the beat patrolman to make sure no cop was shirking his duty. The friendly roundsman would rap his night stick several times on the pavement to let the patrolman know that an inspection was under way and the patrolman was to respond by tapping his own night stick. If no response came, the roundsman was supposed to keep on the beat until he found the laggard.

The main duty of the bicycle squad was to be on the alert for so-called "parking violations" by horses. It was considered a violation when a horse, even though hitched to a post, was left alone without having his halter attached to a heavy weight on the ground. The fine was \$5.00.

The Police Department did not become motorized until 1910 when the first automobiles were purchased.

18. Hose Wagon and Members of Engine Company No. 14, in front of quarters at McWhorter and Vesey Streets. 1897.

Left to right: William H. Camfield No. 12, H. Schmerckhardt No. 181, James C. Springstead No. 150, William E. Decker No. 173, Henry M. Vanness No. 100 and Capt. James V. Hamlin at the far right. Others are possibly Walter S. Littell No. 80 — Engineer of Steamer, Michael Bechtold No. 94 and Patrick Donohue No. 178. — Photo: Newark Fire Department Historical Association. No. 67.245



Engine Company No. 14 was put into service on March 18, 1897, and is still located at the same address. The wagon, assigned to this Company with a third class (500-gallon) Amoskeag Steamer, remained in service until May 20, 1903, when it was replaced by a Champion Babcock Chemical Engine and Hose Wagon. The first motor-driven fire engine was introduced into Newark in 1901.

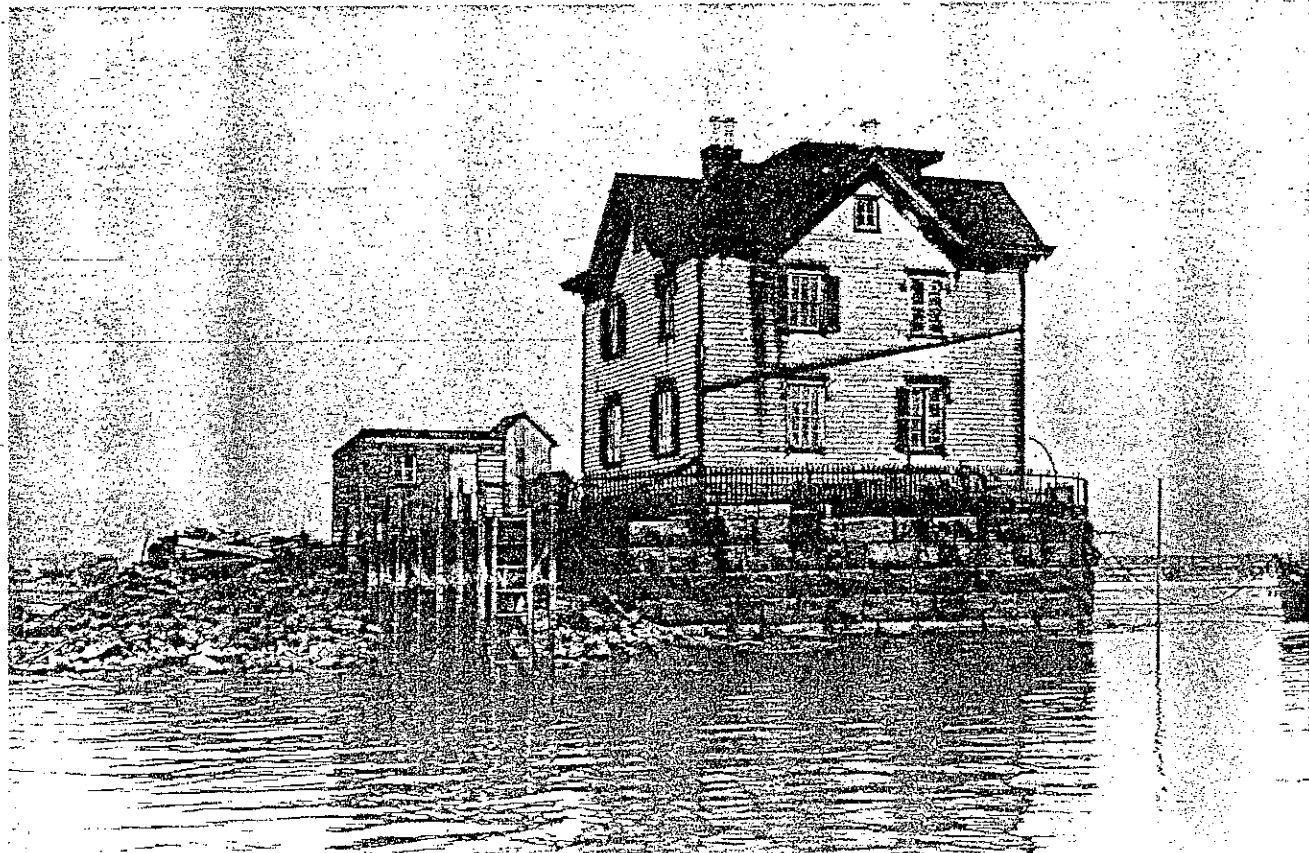
The greatest conflagration in Newark's history took place on October 27, 1836. On that day, a fire which started in a frame boarding house on E. Market Street roared out of control and destroyed virtually every building along the south side of Market Street, along both sides of Mechanic Street, and along Broad Street between Market and Mechanic Streets. The City had five fire departments but their efforts were largely ineffectual because of insufficient water supply. Damage was estimated at about \$120,000.



19. Four-masted schooner at Port Newark. c. 1915. Photo: Newark Sunday Call.
No. 6055

Newark became an official U.S. Port of Entry in 1833-34. Lighthouses were erected in Newark Bay and at Bergen Point and were lighted for the first time on September 20, 1849. Michael Nerney, who was said to have been a crew member on one of the four voyages made from Newark between 1834-1844 by the whaling vessel, the *John Wells*, was made keeper of the Newark Bay light and held that post for 21 years. Nerney kept a record of the vessels that passed his light and found that as many as 300 sometimes passed in a single day.

20. Light House in Newark Bay. Built 1849. Photo: Newark Sunday Call. No. 6054



24. Egyptian Style Stone Court House. Market Street and Springfield Avenue. c. 1906. Note the new courthouse under construction just behind it. Photo: No. 17178



The Egyptian style building constructed out of brownstone from local quarries was completed in 1838. The architect was John Haviland who established a school of architecture in Philadelphia. Of all its features, the hanging stone interior staircase with no visible means of support, adapted from Haviland's study of ancient ruins, was the most unique. In addition to this example of Egyptian architecture, Haviland designed the Hall of Justice, known as the Tombs, in New York City in the late 1830's and also the Trenton State Prison. Criticized as an extravagant folly, the Newark brownstone building cost \$71,000 and was to serve the functions of County Court House, City Hall, work house and jail. In 1848, the Newark City Government sold its space to the County Court House and, in search of more room, moved its offices to the third floor of Library Hall, then at the southeast corner of Market and Halsey Streets. Six years later the city government was moved to the Market House standing over the Morris Canal.

A new marble courthouse was built between 1903-1907 just behind the Egyptian brownstone one. At the same time the present City Hall on Broad Street was erected. In 1907, after completion of the new courthouse, the old building was razed.