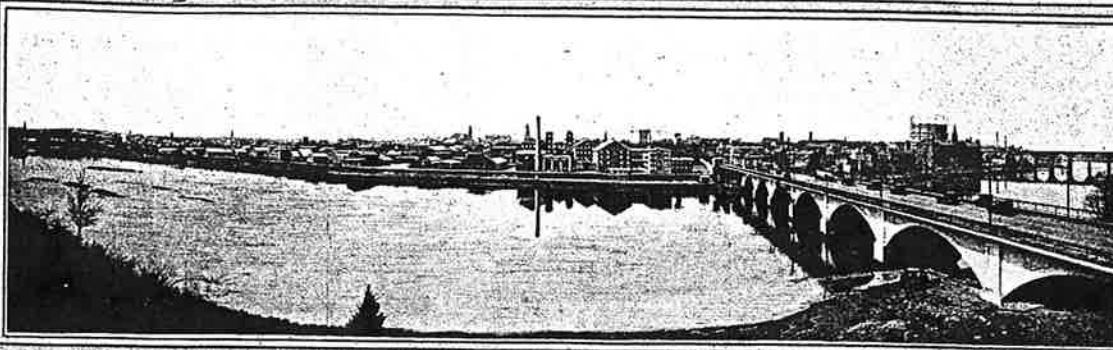


ILLUSTRATED  
**Official Book**  
of  
**NEW BRUNSWICK**



PUBLISHED BY  
**JUNIOR CHAMBER of COMMERCE**  
362 GEORGE STREET  
NEW BRUNSWICK  
NEW JERSEY



SKY LINE OF NEW BRUNSWICK~THE HUB CITY OF NEW JERSEY



# ILLUSTRATED Official Book of

## NEW BRUNSWICK

A Complete Survey through Pictures  
and Illustrated Authentic Subject  
Matter Signed by Officials and  
Citizens of Recognized Authority.

PUBLISHED BY  
JUNIOR CHAMBER of COMMERCE

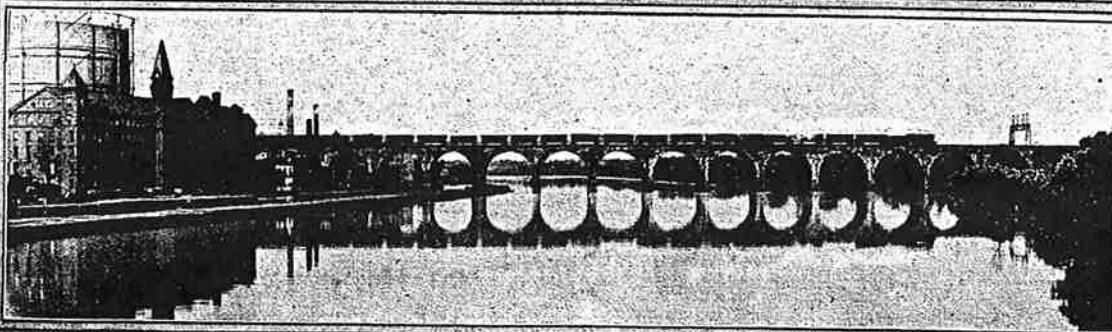
362 GEORGE STREET

NEW BRUNSWICK

NEW JERSEY

1672

1927



## NEW BRUNSWICK TRUST COMPANY

By C. L. MOTT, Ass't Secretary and Ass't Treasurer

ON March 17, 1902, in quarters that had once housed a grocery store, the New Brunswick Trust Company threw open its doors to the citizens of our city. A new era in our local banking life was begun by that opening.



C. L. Mott  
Ass't Sec'y and  
Ass't Treas.

New Brunswick boasted at that time of two National Banks and one Savings Bank, but there was no institution with full Trust powers. A number of our prominent citizens saw the need of such an organization and so the New Brunswick Trust Company received its charter and has been a true and helpful servant of the public for the past twenty-five years.

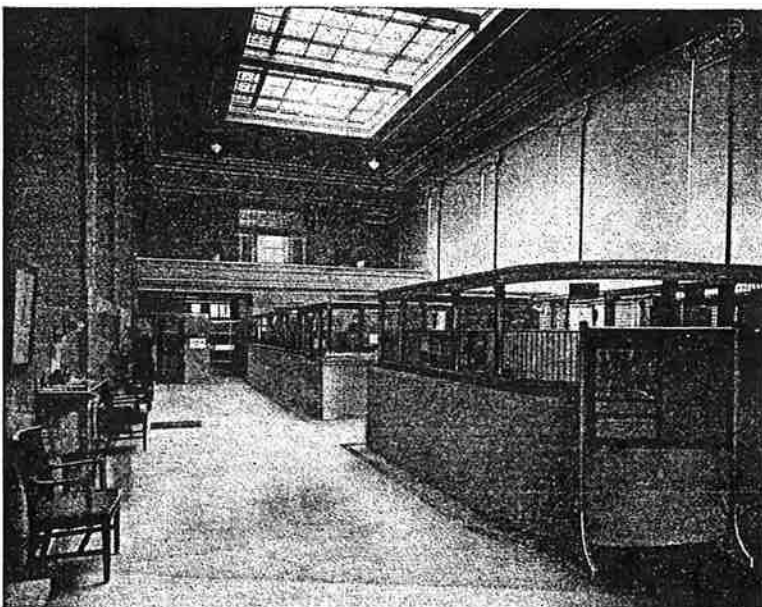
The Trust Company has been exceedingly fortunate in the type of men who have guided and controlled the policies of the bank from the very beginning. Its officers have been well and carefully chosen. There have been four Presidents, all men of the highest type proven and prominent financially, socially, politically and greatly interested in civic affairs. The clerical force has been well-trained. The officers have realized from the first day the value of personal contact and attention. Every employee is taught that when serving a depositor, *he or she* represents the Bank, and the Bank is judged by the Service that *he or she* renders. A smile is one of our reserve assets and pays big dividends.

The original banking rooms were soon too small. As business grew heavier the bank became cramped for space and in 1913 decided to build their own home. The business was moved to temporary quarters across the street and then, in 1914 the present banking rooms were built. These, in turn, were enlarged in 1926 and we

have modern quarters for every department of our organization.

The original capitalization of the Trust Company was One Hundred Thousand Dollars. This was increased to Two Hundred Thousand Dollars in 1920 and again to Three Hundred Thousand Dollars in 1924. The total assets have risen from \$761,247.36 on December 31, 1902, to \$7,971,792.48 on December 31, 1926, and it is now the second largest financial institution in the city. This record is a testimony of the confidence and good will of our citizens.

"The Bank of Personal Service" is the slogan adopted by this Bank, and we endeavor at all times to live up to it, for the benefit of our Nation, our City, our Depositors and our Citizens.



### OFFICERS AND DIRECTORS

GEORGE S. SILZER, *Chairman of the Board*; CHARLES B. VEGHTE, *President*; JOHN H. CONGER, *Vice-President*; JOHN P. KIRKPATRICK, *Vice-President*; FRANK B. WHITLOCK, *Secretary and Treasurer*; C. L. MOTT, *Asst. Sec'y and Asst. Treas.*

GEORGE S. SILZER, *Former Governor, State of New Jersey, Metuchen, N. J.*; CHARLES B. VEGHTE, *President, Metuchen, N. J.*; JOHN F. ANDERSON, *Vice-President and Director E. R. Squibb & Sons*; JOHN H. CONGER, *Vice-President*; BENJAMIN GUTMANN, *Physician*; LEWIS A. HOWELL, *Howell Lumber Co.*; ABRAHAM JELIN, *N. J. State Highway Commissioner*; JOHN P. KIRKPATRICK, *Judge, Court of Common Pleas, Middlesex County*; S. NEILSON RICE, *Executor and Trustee George J. Gould*; FREDERICK C. SCHNEIDER, *U. S. Marshal, President, Utility Construction Co.*; CLIFFORD I. VOORHEES, *Counsellor-at-Law*; FREDERICK WEIGEL, *Counsellor-at-Law.*

C. L. Mott.

# HISTORY OF NEW BRUNSWICK

By JOHN P. WALL

WHO the first settlers were, when they came, or where they came from to settle in the valley of the Raritan and lay the foundation of the City of New Brunswick will never be known. They came and others followed

to develop the natural advantages of the locality. The names of the ones that were most active in this settlement were Cornelius Longfield, an Indian trader; Thomas Lawrence, John Inian, who later had the ferry across the river; Richard Jones, George Forman, Joseph Snelling, Andrew Gibb, Jeremiah Tothill, Edward Gibbon, Peter Sonmans, Samuel Nevill, John Predmore, and Captain Henry Greenland, M.D. The lots owned by these men were called by the Indians "Ahandewamock." Tradition has it that there was an Indian burying ground on Inian's lots. The Livingston Avenue High School is on the Longfield tract.

Later a number of settlers came from Long Island.

The city was known at various times as "The River," "The Ford," "The Ferry," "Inian's Ferry," "Brunswick" and finally New Brunswick. The name was carried by the Postoffice Department as "Brunswick" until after 1800.

On December 30, 1730, a Royal charter was granted to New Brunswick, under which Thomas Farmer was named as Mayor. He served until 1747, when he was succeeded by James Hude, who continued in office until 1762. The third occupant of the Mayoralty chair was William Ouke, who administered the duties of office until his death in 1778. The next was William Harrison, who served as Mayor during the latter part of the Revolution and until September 30, 1784, when the State charter was granted, and the first president, directors, etc., appointed. The presidents and assistants were afterwards (until 1801) elected annually by the people. In 1801 a new charter was obtained, and under it a Mayor and Aldermen were appointed by the

Legislature and six Common Councilmen elected by the people. Since 1838 all these municipal officers have been elected by the people.

From the date of the State charter the following have been the Mayors of New Brunswick:

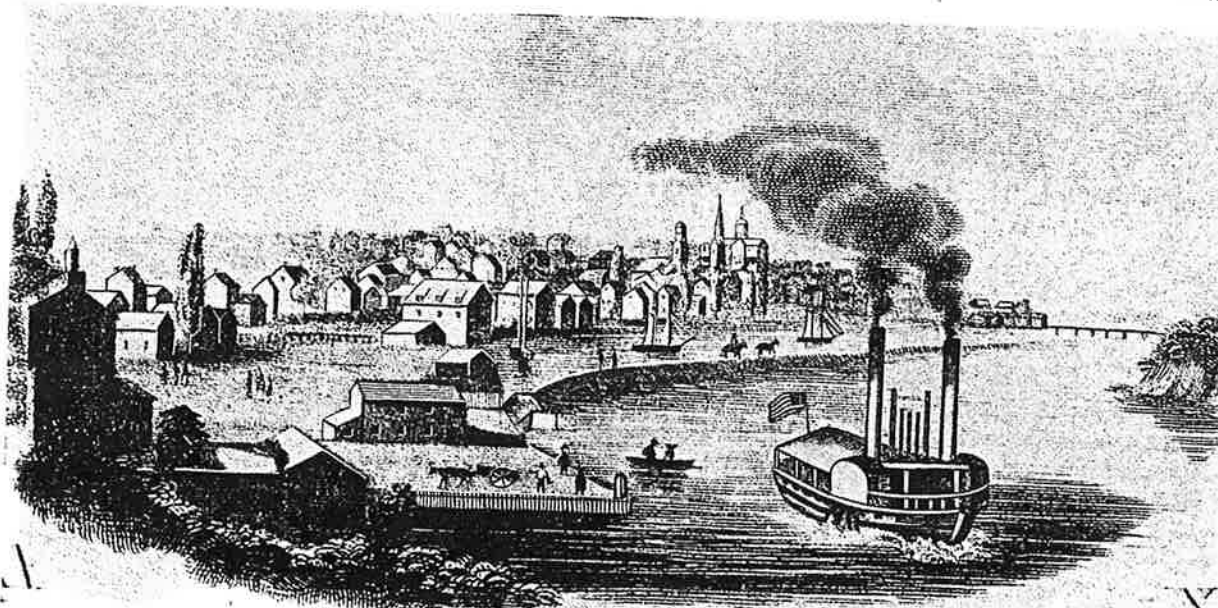


JOHN P. WALL

- 1784-1796—Azariah Dunham.
- 1796-1801—Abraham Schuyler.
- 1801-1813—James Schureman.
- 1813-1821—\*James Bennett.
- 1821-1824—\*James Shureman.
- 1824-1829—Augustus R. Taylor.
- 1829-1838—C. L. Hardenberg.
- 1838-1840—Augustus R. Taylor.
- 1840-1841—David W. Vail.
- 1841-1842—Littleton Kirkpatrick.
- 1842-1843—Fitz-Randolph Smith.
- 1843-1845—John Acken.
- 1845-1846—William H. Leupp.
- 1846-1847—John Van Dyke.
- 1847-1848—Martin A. Howell.
- 1848-1849—Augustus F. Taylor.
- 1849-1851—David Fitz Randolph.
- 1851-1852—Peter N. Wyckoff.
- 1852-1853—John Van Dyke.
- 1853-1855—John B. Hill.
- 1855-1856—Abraham V. Schenck.
- 1856-1857—Lyle Van Nuis.
- 1857-1858—†John Bayard Kirkpatrick.
- 1858-1859—†Tunis V. D. Hoagland.
- 1859-1860—Peter C. Onderdonk.
- 1860-1861—Ezekiel M. Paterson.
- 1861-1863—Lyle Van Nuis.

- 1863-1865—Richard McDonald.
- 1865—\*Augustus T. Stout.
- 1865-1867—†John T. Jenkins.
- 1867-1869—Miles Ross.
- 1869-1871—George J. Janeway.
- 1871-1873—Garret Conover.
- 1873-1875—Thomas M. de Russy.
- 1875-1877—Isaiah Rolfe.
- 1877-1879—Lyle Van Nuis.

\*Died in office.  
†Resigned.  
‡Elected to fill vacancies.



VIEW OF NEW BRUNSWICK, N. J., IN 1833

## BRUNS' OF NEW BRUNSWICK

### CONFECTIONER AND RESTAURANT

NEW BRUNSWICK'S leading restaurant and confectioner, has been in operation at 361 George street, since 1910. The business was founded in 1888 by Frederick Bruns, father of the present owner, Charles Bruns, who succeeded on the death of his father in 1908. Mr. Bruns caters to New Brunswick's leading citizens and institutions. His restaurant is the meeting place for business

and professional men and social leaders of both sexes.

Two views on this page tell the story of the beautiful interior of store and restaurant. The unusually attractive window displays are subjects of favorable comment by citizens as well as thousands of travelers who stop to gratify their appetites, Bruns' cuisine and service being noted.

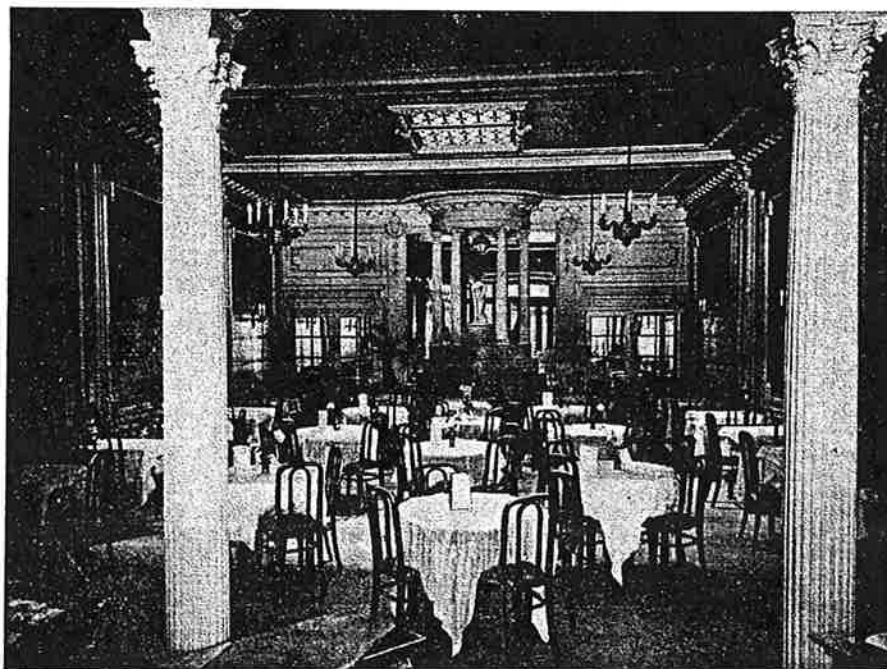
Special attention is given to catering for weddings, banquets, and dinners for special occasions. Bruns' service in these respects is utilized by New Brunswick citizens and those of neighboring cities and towns. At times he is



CONFECTIONERY—SODA—LIGHT LUNCH

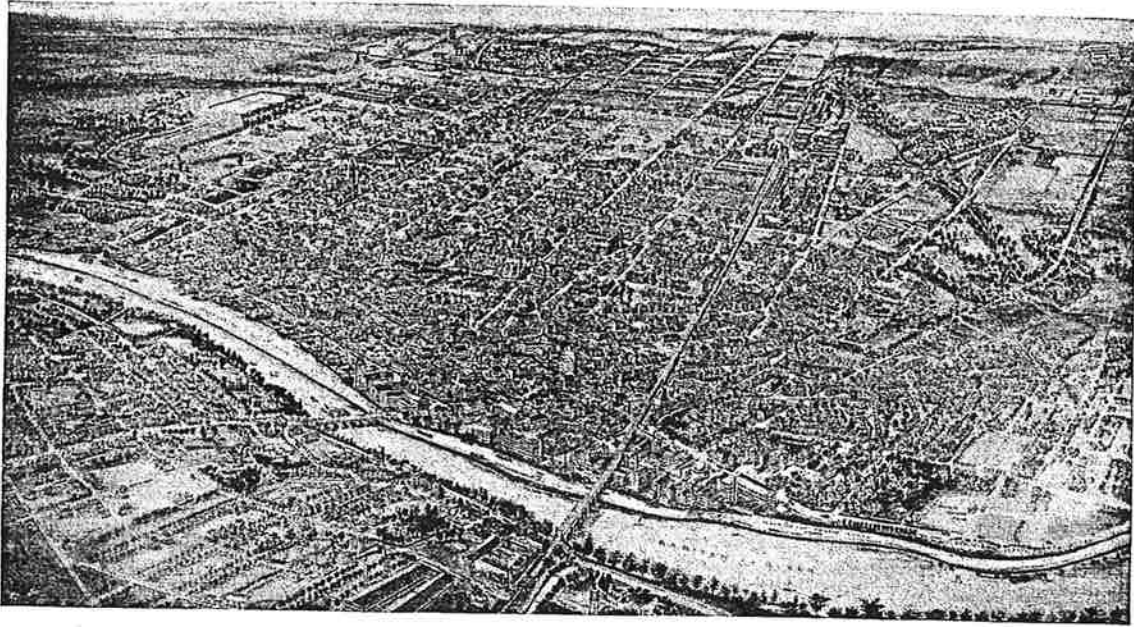
called to distant places to officiate at some special affair given by some valued patron.

*Confectionery Department* — Bruns' reputation for furnishing fine candies and novelties in sweets is one to be envied. Selections in milk and cream chocolates, chocolate covered nuts and assorted candies are manufactured from his own formulas and put up under his own trademarks. This department is an important part of this large and growing business. The direct-by-mail service is becoming a factor and orders come from distances.



MAIN DINING ROOM

## HISTORY OF NEW BRUNSWICK—(Continued)



VIEW OF NEW BRUNSWICK IN 1912

1879-1881—T. De Witt Reiley.  
 1881-1889—William S. Strong.  
 1889-1895—James H. Van Cleef.  
 1895-1902—Nicholas Williamson.  
 1902-1904—George A. Viehmann.  
 1904-1906—William S. Meyers.  
 1906-1908—Drury W. Cooper.  
 1908-1910—W. Edwin Florance.  
 1910-1914—John J. Morrison.  
 1914-1915—Austin Scott.  
 1915-1918—\*Edward F. Farrington.  
 1918 —John J. Morrison.

\*Died in office.

New Brunswick adopted the commission form of government March 7, 1915.

The progress of the city was slow from the start, and it took many years before the place assumed anything like the appearance of a centre of population. During the Revolutionary struggle the city suffered much from exposure to depredations inseparable from a state of war. As a rule, the inhabitants were true to the cause of freedom, though there were several prominent Tories among the wealthier residents.

According to the census of 1810, the number of free white males and females in New Brunswick was 2,826; number of free blacks, 52; number of slaves, 164, making a total of 3,042. The population in 1800 was 2,025, making a total gain in ten years of 1,017, something for which the citizens justly felt proud. The number of dwellings was 375 and the number of families 469. It will be seen that there was an average of about one and one-fourth family for each dwelling house, and the number of free whites to the family was a fraction above six. Those are official figures published at that time.

The official census figures follow: 1800, 2,025; 1810, 3,042; 1820, 3,814; 1830, 4,993; 1840, 8,204; 1850, 10,019; 1860, 11,256; 1870, 15,058; 1880, 17,166; 1890, 18,602; 1900, 20,006; 1905, 23,133; 1910, 23,388; 1920, 32,006.

The population at the present time of the city proper is about 41,000, Highland Park in the neighborhood of 7,000, and the buying or commercial population something over 60,000. The city is the central point of distribution for the

electric roads for Central New Jersey, and at the head of navigation on the Raritan River. It is blessed with a salubrious atmosphere, and the general surroundings of the city are highly favorable to health. For this reason, as well as on account of the fact that the water supply is abundant, this city will always be favored by those in search of eligible building sites for business or residential purposes.

Rapid transit facilities by steam and trolley cars are available at all hours of the day and night. The city is connected by means of the Pennsylvania and Raritan River roads with all sections of the country, near and far, and local travel is efficiently provided by numerous and well-conducted electric lines.

New Brunswick is pre-eminently an industrial centre. It is favorably located for manufacturing enterprises. As already mentioned, water is abundant in the city, and the best of fuel can be obtained in any given quantity from the Pennsylvania mines at small cost in the course of a few hours. By rail or water, as the case may be, raw material can reach the city from all quarters at the lowest freight rates, and manufactured goods can be distributed to all points of the compass with equal facility. Labor, skilled and unskilled, is easily obtainable, and, as the city is an ideal artisan's home, a desirable class of workmen is naturally attracted. Every existing condition, therefore, favors New Brunswick as a seat of manufacture, and its prominence in this direction is easily explainable.

As an educational centre it is unequalled. To the excellent conditions referred to, conditions that attract men from distant points, who are desirous of residing in a city where, under ordinary circumstances, they are always sure of making a good living. For the struggling poor man who wants to earn as well as for the rich man who wants to spend, it is an ideal abiding place; hence its growing popularity, its steadily increasing prosperity and its undoubted desirability as a residential city.

## POST OFFICE

Next in importance comes the mail. The first notice of a postoffice in New Brunswick appears in an announcement in 1733, stating that letters were left and should be called for at the house of James Neilson.

## HOME NEWS PUBLISHING COMPANY

PUBLISHERS THE DAILY HOME NEWS AND THE SUNDAY TIMES

ONE hundred and thirty-five years ago, in the City of New Brunswick, N. J., began the publication of the "Guardian and New Brunswick Advertiser," a weekly newspaper. Forty-nine years ago, in the same city, the first issue of The Daily Home News made its appearance.

The Home News is published every week day, while the "Guardian and New Brunswick Advertiser," which has become The Sunday Times, is published every Sunday.

Both papers are published by the Home News Publishing Company, the late president of which, Hugh Boyd, bought The Home News in 1880, the company later acquiring The Times. Today these papers are published by Mr. Boyd's sons.

While both The Home News and The Sunday Times are primarily New Brunswick newspapers, the field of each extends into Middlesex and Somerset counties, for each of which territories a special daily and Sunday edition is published.

Politically, both papers are independent, and each is of the type known in newspaperdom as "conservative." This term applies not to policies of promotion and advancement, but merely to the manner in which news is written and displayed, and subjects of public interest are discussed editorially.

News of New Brunswick and Middlesex and Somerset counties is, of course, of major importance, and in the gathering of this news a large staff is employed.

This force includes, beside about ten "staff reporters," who are responsible for all the news of the city, a representative in every community of any size in Middlesex and Somerset counties. At the head of this organization of suburban correspondents is an editor, whose time is devoted to this work alone.

Since New Brunswick is so largely an educational city, much news is gleaned from the schools and colleges. To this end a correspondent is employed in each of the two colleges and the four high and preparatory schools. A

separate correspondent is also employed in each of these institutions to furnish news of sporting events, these correspondents cooperating closely with the regular sporting staff of an editor and three writers.

It is not enough, however, that a newspaper "cover" only the news of its own community and environs. National and international happenings must be "covered" in more or less detail and to this end The Daily Home News and Sunday Times, beside holding membership in the Associated Press, engage the telegraphic news service of the United Press. Thus, to the staff of the local paper, is added a staff of approximately 10,000 news-gatherers in every corner of the world. This news is received daily by special wires.

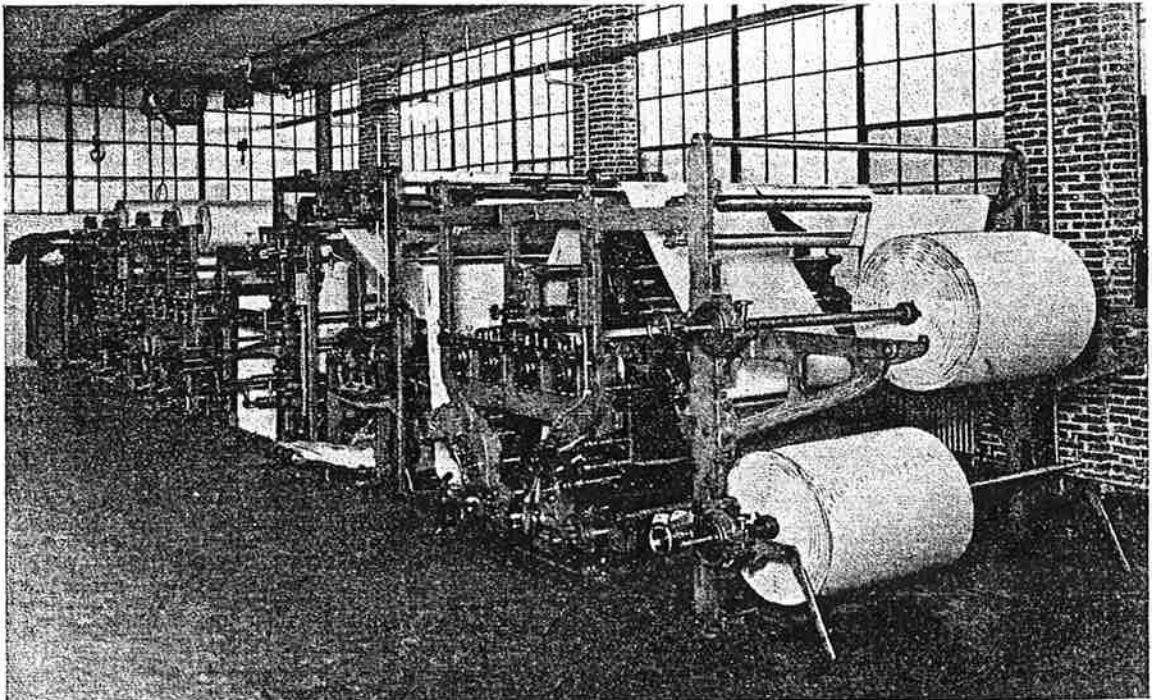
In connection with their Associated Press membership, by the way, The Daily Home News and Sunday Times employ the mechanical engineer's most modern contribution to the work of news dissemination. This is the Morkrum printer, which, actuated by a telegraph key at the New York office of the Associated Press, produces in the office of The Daily Home News and Sunday Times a typewritten copy of the news being transmitted.

Another mechanical improvement bought by the Home News Publishing Company recently was in the installation of a high-speed Duplex printing press, capable of printing 30,000 papers an hour, and having a capacity of forty-eight pages.

The paid circulation of The Home News is between 13,600 and 14,000 and The Times is between 11,300 and 11,500.

Both newspapers are constantly being improved and growing in circulation.

The Daily Home News and Sunday Times also pay particular attention to civic improvements, bending every effort to the development of New Brunswick as an educational, manufacturing and shopping center as well as working in all ways possible for the advancement of the entire area which these newspapers cover in Middlesex and Somerset counties.



THE DAILY HOME NEWS PRESS, WHICH PRINTS AND FOLDS 48 PAGES AT ONE TIME

## HISTORY OF NEW BRUNSWICK—(Continued)

Brook Farmer was postmaster in 1764 and Michael Duffey in 1767. Both were innkeepers. How long they held office, when they were appointed or by whom, I cannot state. The office was known officially during the Revolution and for some years thereafter as Brunswick. The mail facilities depended entirely upon how good the roads were. If they were good and dry, you got your mail; if they were muddy, you had to wait for it.

For years letters were delivered by a carrier at the rate of one cent a letter. Later on the postage rate on letters was raised and free delivery was introduced. Rural free delivery became effective on December 15, 1900, with five routes. The first letter boxes were placed at different street corners for the reception of letters in 1871.

The first regular location of the post office of which we have record of was on Albany street, below Neilson, from where it was removed by Postmaster Bernard Smith in 1810 to the south side of Albany, below George street, and was removed from there to the corner of Church and Dennis streets, where it remained until the appointment of William Meyers in 1829, when it was removed to Church street, above Neilson, and from there to Albany street, near Neilson, and later on to what was known as No. 30 Albany street, where it was located until the appointment of Samuel C. Cook in 1849, when it was removed by him to No. 217 Neilson street.

John T. Jenkins, in 1861, removed the office to No. 40 Dennis street. Some time afterward he removed it to No. 202 Neilson street.

All those movements took place without much of a protest from any person, but it remained for John F. Babcock in 1883, when he proposed to remove the office from Burnet street, opposite Commerce Square, to the old Masonic Hall site, on the corner on which the present office is located, to raise a storm of protests from the merchants against the removal of the office up-town. At that time the city did not possess a free delivery system, and it was necessary to call at the office for mail, something that made the block near the office a sort of a business centre, and, naturally, brought trade to the merchants in that vicinity.

Mr. Babcock wanted the office up-town and the merchants did not. They held a mass meeting in the Assembly Room of the Masonic Hall and passed resolutions condemning the movement. They circulated a petition, which was signed by hundreds of citizens, and later on sent to Washington. It was no use; it went to Masonic Hall as Mr. Babcock wished it, where it remained until removed to the corner of George and Paterson streets in July, 1892. From there it was removed to the present Federal building, Thursday, October 1, 1903.

Those who held the office of postmaster and the date of their commissions are:

John Voorhees, November 16, 1790.  
 Peter Keenan, March 20, 1793.  
 Robert Hude, December 31, 1793.  
 Jacob Tallman, July 1, 1794.  
 William Ten Broeck, April 1, 1801.  
 Bernard Smith, April 28, 1810.  
 David F. Randolph, February 15, 1819.  
 William Meyer, May 12, 1829.  
 Eph. F. Randolph, February 6, 1841.  
 Samuel C. Cook, August 7, 1841.  
 John Simpson, March 9, 1843.  
 Henry Sanderson, March 14, 1849.  
 John T. Jenkins, March 11, 1861.  
 Joseph F. Fisher, April 5, 1869.  
 Levi D. Jarrard, October 26, 1881.  
 John F. Babcock, June 7, 1883.  
 Robert Carson, February 27, 1885.  
 William H. Price, April 4, 1887.  
 Robert Carson, January 6, 1892.  
 Charles D. Deshler, April 4, 1896.  
 Charles W. Russell, April, 1900.  
 Peter H. S. Hendricks, May 29, 1913.  
 James A. Morrison, November 23, 1921.

## POLICE DEPARTMENT

In its earlier days New Brunswick made ample provision for the protection of its citizens. On the granting of the charter in 1730, John Dally was appointed "Marshal, or Sergeant-at-Mace," whose duty it was to see that the laws of the town were obeyed.

The Marshal continued to be one of the regular officials of the city until 1861. His duty consisted partly as constable and partly as police officer. He was assisted by a "night watch," and in 1833, at the suggestion of the Mayor, a "city watch" was organized. In August, 1835, the first policemen were appointed, two in number—Peter V. Spader and John Nafey. The following Marshals did duty in New Brunswick:

John Whitlock, 1784-96; John Manley, 1796-99; Elisha Cox, 1799-1800; John Whitlock, 1800-1; John Manley, 1801-6; Abraham Van Arsdale, 1806-14; James Conklin, 1814-16; Joseph Dunn, 1816-17; Joseph Silcocks, 1817-24; James Priestly, 1924-34; John S. Hoagland, 1834-37; John Campbell, 1837; Thomas T. Strong, 1837-38; John A. Hoagland, 1838-44; Abraham Oakey, 1844-46; Charles Atkinson, 1847-48; George W. Hulfish, 1848-52; John L. Page, 1853; H. L. Sutton, 1854; Nathaniel Martin, also 1854; George W. Hulfish, 1855-6; John Cortelyou, 1859-61; Peter R. Stryker, 1861-3. In 1863 Mr. Stryker was elected by the people as first chief of police. Others who held that position were: Monroe Guise, Enos Fouratt, Charles A. Oliver, Archabald Allen, Michael Fox Francis J. Harding and Michael O'Connell.

## FIRE DEPARTMENT

The earliest records of a local fire department goes back to 1764, at which time there was a regularly organized bucket company. In 1796 two engines were bought, and they were known as Upper and Lower Companies. Statts Van Dursen was the head of the department, or what we would now call chief. John Dunham was foreman of the Upper and James Schureman of the Lower Company. The first parade was held in 1825, at which time a hook and ladder company paraded with its new ladder wagon, which cost \$32.50. The wagon was also used as a sort of a hearse to bury the dead. It is difficult to check up on old records, especially when some are missing. The following account is about as correct as can be made:

Washington Engine Company No. 1 was organized October 11, 1795. During the early years of this company they had no apparatus, but the members were each furnished with a large bucket.

Their first hand engine was destroyed in a big fire on the city docks. A second-hand engine was purchased later. In 1867 their first steam engine, a Brutton, was put in service and was considered the finest engine in this part of the country. In 1871 this engine won a medal at the Waverly Fair in competition with engines from Jersey City, Newark and Elizabeth. Later the Brutton engine was replaced by a Metropolitan. Washington Engine Company was the first to have horses to draw its apparatus.

Neptune Engine Company No. 2 was organized in 1796, using buckets and hand engines until in later years their first steamer, a Jeffries, was put in service. In 1888 it was exchanged for a La France, and on September 18, 1888, was used for the first time at the fire in the First Presbyterian Church, its last service being at the fire in the Union Club, on April 20, 1914.

Phoenix Engine Company No. 3 was organized in 1798. The hand engine used had brakes on the side and a condensing box at one end with a goose neck attachment. It had a six-cylinder and was the largest engine in the city. The company's first steamer was an Amoskeag, which was put in service in 1865 and used for 37 years, being replaced by a Metropolitan in 1902 and in use until July 1, 1914, when the volunteer department was replaced by a paid department.

Raritan Company was first organized as a hook and ladder company in 1795. In 1803 it was reorganized as Engine



## THE PAULUS DAIRY

189-195 NEW STREET

**T**HIS business was founded by John Paulus, Sr., thirty-seven years ago, by whom it was carried on until his death, July 1, 1901. His son John, then only about 18 years of age, took it



JOHN PAULUS  
*President*



CHESTER W. PAULUS  
*Treasurer*

over. Though young, he had a thorough knowledge of the milk business, having helped his father during the hours not spent at school from early childhood, so growing up with the business.

From the beginning of his efforts the business grew steadily. In 1909 he moved from Comstock street to the present quarters, where every modern equipment was installed to care for and deliver the product. This plant is a model of clean-

liness and sanitary perfection.

It is the largest milk business in Middlesex county, employing sixty-four persons and keeping thirteen wagons and fourteen motor delivery machines constantly busy.

Mr. Paulus is widely connected, fraternally, and in many ways prominent in the life of the city. He is a member of Union Lodge, No. 19, Free and Accepted Ma-

sons; Scott Chapter, No. 4, Royal Arch Masons; Scott Council, No. 1, Royal and Select Masters; Temple Commandery, No. 18, Knights Templar; Salaam Temple, Ancient Arabic Order Nobles of the Mystic Shrine; New Brunswick Forest, No. 12, Tall Cedars of Lebanon; New Brunswick Lodge, No. 6, and Middlesex Encampment, No. 43, Independent Order of Odd Fellows; Friendship Lodge, No. 30, Knights of Pythias; Ahander Tribe, No. 182, Improved Order of Red Men; New Brunswick Lodge, No. 324, Benevolent and Protective Order of Elks; Board of Trade, of New Brunswick; Turn Verein and Aurora Singing Societies.

During this year, 1927, Mr. Paulus incorporated and admitted to the corporation his sons, John, Jr., and Chester W., both of whom have for years been associated with Mr. Paulus in the conduct of the business.

The officers of the corporation are: John Paulus, president; John Paulus,

Jr., secretary; Chester W. Paulus, treasurer.

Distribution covers New Brunswick, Highland Park, South River, Sayreville, Parlin, South Amboy, Perth Amboy, Woodbridge, Fords and Metuchen, N. J. All milk handled is a local product of Somerset and Middlesex counties.

The business is growing day by day and the service is kept to the highest degree of efficiency.

To meet its requirements it is thoroughly and completely equipped with modern laboratory facilities, some of these being in the hands of experts trained to meet the requirements of the milk industry.

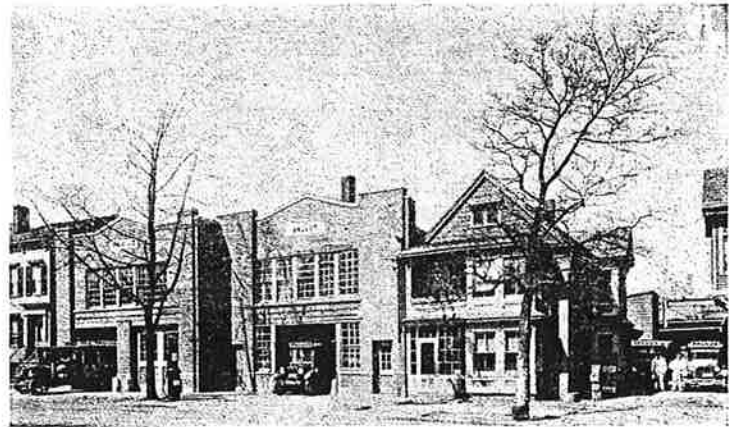
The dairy has recently erected and has now in operation a garage for its own use. This is in charge of a mechanical expert and his two assistants. The garage is so completely equipped as to render it needless to send a vehicle elsewhere for repairs. This garage building has a space of 50x100 feet and is directly opposite the company's main dairy building, which latter occupies a space of 120 feet by 150 feet.

These two buildings with their equipment embody every device required by the most recent advances in the dairy industry and give the territory supplied by this establishment an assured service with every sanitary safeguard and with all the protection which skill, capital and a jealous pride in its reputation can provide.

With all these provisions the concern is perpetually alert for any device which may enhance the value and efficiency of its equipment.



JOHN PAULUS, JR.  
*Secretary*



THE PAULUS DAIRY—OFFICE AND PLANT

HISTORY OF NEW BRUNSWICK—(Continued)

Company No. 4, having a hand engine. Raritan was the last fire company to use a hand engine in the city, and in 1882 got their first steamer, a Dennison, but it was not satisfactory, and was changed for a Clapp & Jones; then a La France.

Protection Engine Company No. 5 was organized about 1817, reorganized again in 1852, using hand engines until their first steamer, a Haupt, was put in service. In the fall of 1885 the company got a Silsby.

Hibernia Engine Company No. 6 was organized in September 14, 1865. The company started with a hand engine, which was replaced by a steamer, a Dennison, in 1871. Later a La France was placed in service and used by the company until the volunteer department was disbanded.

The Hook and Ladder Company was organized in 1835. At first the company was a bucket brigade, later procuring a truck, which was used until 1860. In 1867 a new truck was procured. In 1896 a larger truck was placed in service and used until replaced by a Robinson Motor Truck.

Liberty Hose Company was organized July 31, 1853, first using an old hose carriage formerly used by Phoenix Hose, and then a new carriage was procured in 1867, being kept in service until 1895, when a horse-drawn wagon, the first in the city, was put in use. In 1902 a larger hose wagon, using a team of horses, was secured. In April, 1914, the hose wagon was replaced by a Waterous motor apparatus and the name Liberty Hose was changed to Engine No. 7. This apparatus was a pumper, also carrying hose, chemical tanks and ladders. This apparatus was used for a time by the paid department.

The volunteer department was composed of 493 men. Fifty men to each of the six engine companies 20 to each of the hose companies attached to the engine companies; 40 to the truck company, and 30 to Liberty Hose, with a chief and two assistants.

Formerly the members of the six engine companies, truck company and Liberty Hose received \$10 each per year for their services. The hose boys received nothing. Later the firemen were given \$12 a year. At one time there was also an exemption of taxes on \$500 worth of property, which was granted to those members in the department holding property.

Several members of the Volunteer Department were killed in the fire service. Among them were William Van Arsdale, of No. 3; William Robotham, of No. 1; James Fisher and John Thomas, of Liberty Hose. Chief John Pierce, of No. 2, was taken sick from fire service and died after serving as chief only four months.

In 1813 there were 25 wells in this city for use in quenching flames, and in 1818 fifteen more were dug. In 1820 Common Council named nine men to act as "bagmen." It was their duty to attend fires with large leather bags, in which to place valuables and remove them to a place of safety until the property might be proved. This was the origin of what is now known as the modern salvage corps.

March 29, 1912, steps were taken towards the formation of a paid department, with the appointment of Harry J. Francis, as the first full paid official, and Louis Sass, as assistant chief on part paid time. On January 13, 1913, Thomas J. Murphy, captain of Truck Company, was appointed as the first full paid fireman, and a few weeks following, January 26, 1913, the first motor apparatus, a Robinson City Service Truck, was placed in service.

Engines Nos. 2 and 4 were attached to C. J. Cross tractors and placed in service in May, 1914. A Waterous Triple Combination apparatus was placed in service in 1913.

The facts related above were the preliminary steps towards the installation of a paid department, for on July 1, 1914, the volunteer and part paid departments stepped out and the paid department made its initial appearance, with Chief Francis and Assistant Chief Sass in command.

The department consisted of five engine companies and one truck company.

On January 16, 1920, the two platoon system went into effect at 8 A. M.

The lists of chiefs follow in their order:

- 1860-61-62—Henry Smith.
- 1862-1870—Fred Staat.
- 1870-1874—William S. Strong.
- 1874-1876—Adrian Graff.
- 1877-1878—Henry C. Housell.
- 1879-1880—Andrew Smith.
- 1881-1882—John Harkins.
- 1883-1884—Milton Ross.
- 1884-1885—John Lawrence.
- 1885-1886—Edward C. Kelly.
- 1886-1888—William C. Jaques.
- 1888-1890—John Donnelly.
- 1890-1892—Frank Acker.
- 1892-1894—Patrick J. Murray.
- 1894-1896—Charles Greenwald.
- 1896-1898—William Durham, Jr.
- 1898-1900—John Banker.
- 1900 —John D. Pierce (served four months in 1900. Died in office July 25, 1900. The only chief to die while holding office).
- 1900-1902—Charles M. Banks.
- 1902-1904—James F. Kidney.
- 1905-1906—John F. Norton.
- 1907-1908—John V. Puerschner.
- 1909-1910—Harry J. Francis.
- 1911-1912—Louis Sass.

On March 29, 1912, Harry J. Francis, present chief of the paid department, was appointed.

The Exempt Firemen's Association was organized in May, 1905, and incorporated in October of the same year.

DELAWARE AND RARITAN CANAL

The project of a canal to connect the waters of the Delaware and Raritan Rivers was earnestly considered even as early as the year 1804. At that date a route was examined by a company of intelligent, experienced men, and a law was passed by the Legislature, authorizing its construction by a private company. Of this Judge Morris was president; General Braley, of Hunterdon, and Mr. Garnett, of Somerset, with others, were directors.

But these gentlemen, with all their zeal, did not succeed in their project; the state of trade at that time and inexperience with works of this character, prevented its execution. Nevertheless, in 1816, and again in 1823, its practicability was demonstrated by commissioners appointed by the Legislature to explore the route. Its practical utility was also realized by many as being one of the links of the great chain of internal navigation which would greatly foster the domestic trade of the country. Therefore another effort was made.

A second joint stock company was authorized to build this canal. It paid to the State Treasury the sum of \$100,000 for the privilege; but, failing to obtain the sanction of the State of Pennsylvania to the use of the waters of the Delaware River, it was compelled to abandon the enterprise. The State refunded to it the premium which it had paid.

This enterprise was by many at that time deemed visionary, while not a few rejoiced in this second failure, by which the power of constructing the canal reverted to the State, thinking that if it were feasible she would soon build it. The friends of the measure were active. Many petitions were presented to the Legislature in 1828-29, committees were appointed and reported, and there was much agitation of the subject and earnest efforts put forth to induce the State to undertake its construction. A bill introduced for this purpose was defeated. The State refused to build it or incur obligation thereby.

Although abandoned as a State measure, its friends still were confident, and efforts were revived to provide for its erection as a private enterprise. The act of February 4, 1830, provided that "subscription books to the capital stock of the 'Delaware and Raritan Canal Company' shall be opened within six months after the passing of this act by James Parker and James Neilson, of Middlesex; John Pot-

## NEW BRUNSWICK SAVINGS INSTITUTION

**A**MONG the oldest of the banking establishments in this part of the State of New Jersey is the New Brunswick Savings Institution, which has been in business ever since 1851, has a record of continued but never rapid progress, and is a recognized fundamental financial concern. Today, with assets in excess of six millions of dollars.

As a savings bank is not a speculative or commercial bank, but, as its name implies, is designed for the moderate and constant accumulation of its depositors' funds, it never ought to point to sudden increase in assets; its pride and function being to save that which its depositors save, accumulate the interest on the whole, and by persistent and modest increases, add to its assets, for the protection and security of its depositors rather than for profit of its own. A public spirited establishment, managed by public spirited individuals, who from its inception to the present day received and receive no compensation, the Savings Institution stands as a bulwark between the thrifty and the storms of business and finance.

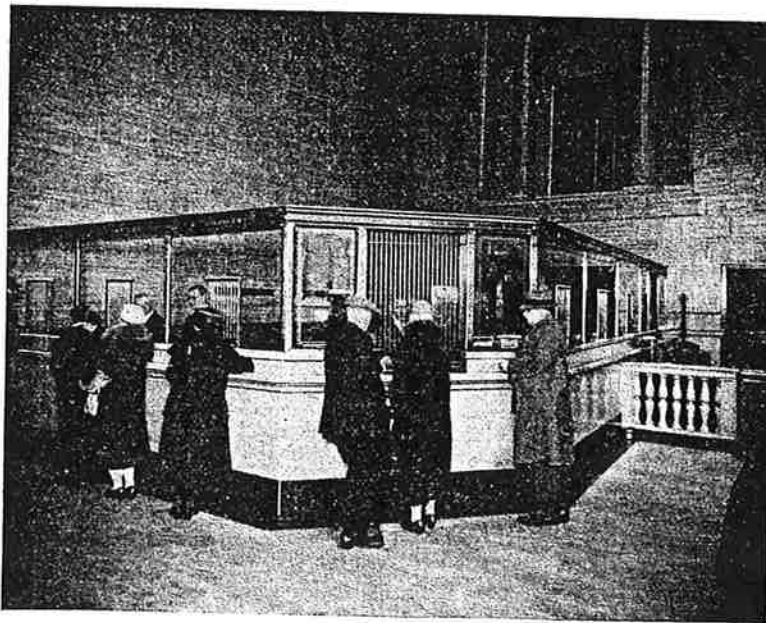
three months. This interest, in turn, begins at once to earn interest, thus assuring steadfast depositors a constant increment on their savings.

### OFFICERS

The President is Nicholas G. Rutgers. Three Vice-Presidents are Benjamin F. Howell, James



CORNER GEORGE AND CHURCH STREETS



INTERIOR VIEW

Conservative management stands forth in the single statement that in twenty years past the Savings Institution has not once had to resort to foreclosure; that not one dollar of interest is overdue and that the earnings are apportioned, so far as requisite, to the interest of the depositors once every

Deshler and Henry G. Parker. The Secretary and Treasurer is Howard C. Rule, and the Assistant Secretary and Treasurer is Nelson Dunham.

### MANAGERS

The managers are those mentioned above with the exception of Mr. Dunham, and include: Robert M. Pettit, Alexander W. Pettit, William H. Waldron, Charles A. McCormick, James W. Johnson, W. Edwin Florance, Conrad W. Kuhlthau, Sidney B. Carpenter, Dr. John F. Anderson and Nicholas G. Rutgers, Jr.

During the seventy-six years of the bank's existence it has had but four legal advisors, Hon. Robert Adrian, charter member and member of the funding committee until his death in 1866; Ex-Governor George C. Ludlow, member of the funding committee until his resignation in 1881; Justice Willard P. Voorhees, solicitor and counsel since 1881, and Hon. W. Edwin Florance, who now holds that post.

The funding committee is composed of Nicholas G. Rutgers, James Deshler, Benjamin F. Howell, Henry G. Parker and Howard C. Rule.

HISTORY OF NEW BRUNSWICK—(Continued)

ter, of Somerset; William Halsted, of Hunterdon, and Garrett D. Wall, of Burlington."

The capital stock was "to be \$1,000,000, divided into shares of \$100 each, and when 5,000 shares are subscribed the stockholders shall elect by ballot nine directors."

The first directors were Robert F. Stockton, Garret D. Wall, John Potter, James Parker, James Neilson, William Halsted, John R. Thompson, James S. Green, Joseph McIlvaine, who chose R. F. Stockton president of the board; James Neilson, treasurer, and J. R. Thompson, secretary.

The construction of the canal was commenced late in the year 1830, and it was completed and in operation in June, 1834. The entire work was under the direction of Canvass White, chief engineer, who lived only a few months after its completion. The eastern section was built under the superintendence of John Hopkins; the middle section, George T. Olmsted; the western section and lower part of the feeder, Edward A. Douglas, and the upper part of the feeder under the direction of Ashbel Welch, of Lambertville.

SHIP BUILDING

Some idea of the extent of the shipbuilding interests will be shown by the following list of vessels built in this city from 1804 to 1856:

Built by J. Kempton—Sloop: Grey Hound, in 1804; Fox, in 1817.

Built by John Miller—Sloop, Fulton, 1819.

Built by Henry Oram—Sloops: Eclipse, 1824; General Jackson, 1825; Samuel Brush, 1826. Schooners: Columbus, 1826; Gertrude, 1828; Charles Pitman, 1829; Elizabeth, 1830.

Built by James Hoagland—Sloops: Rob Roy, 1825; William Bayard, 1826; Howard, 1827; Lawrence, 1828; Two Brothers, 1829.

Built by John Wesley Kempton—Sloops: Somerset, 1824; Huntress, 1825; James Bennett, 1827; Joseph C. Griggs, 1836. These schooners: Horatio, 1826; Mary Ann, 1826; Agnora, 1827; Amanda, 1828; Nassau, 1832; Virginian, 1833; Whale, 1835; John W. Kempton, 1835; Ann D., 1839; Leroy, 1844; John Conover, 1856. Barges: Shark, 1835; Cayuga, 1837; Middlesex, 1844. Brig: Georgianna, 1841. Bark: Undine, 1845. Two ice barges in 1850; O. Bedel, 1854.

Built by Frederick Waterhouse—Brigs: Saratoga, 1839; Annach, 1841; Croton, 1843; Cayuga, 1843. Schooners: Exchange, 1840; Tioga, 1841.

CAPTAINS

The following is a list of captains who sailed vessels from New Brunswick:

George Mott, Stephen Moore, William Kent, John Taylor, Richard Churchward, Philip Reed, Harry Bennett, James A. Hansell, Jacob Richmond, James Bennon, Henry Rue, Robert Stanton, George Churchward, David Kent, Peter Vanderipe, Henry Moore, William Williamson, Benjamin Taylor, Isaac Fisher, Lawrence Fisher, Joseph Hansell, Thomas Ashmore, John Ashmore, Philip Sleight, Theodore Ashmore, Elias Ross, David Reed, Isaac Fisher, Jr., Robert Carhart, Cornelius Carhart, James O'Brien, Thomas Dilks, Abraham DeGraw, Thomas Baldwin, Abraham Wycoff, Orsimus Smith, George Fisher, John Taylor, Thomas Clark, Fountain Mott, Lewis Drake, Henry Drake, John Stelle, Mark Harris, Phineas Potter, George Price, Benjamin P. Hansell, John B. Hansell, James Hoagland, Thomas Hayes, Jacob Schenck, Stewart Stout, Nicholas Bayard, Joseph Brower, Nicholas Rappelyea, Ephraim Bishop, Guilian Ross, Miles Ross, Ambrose Bradford, James Potter, Charles Wolfe, John Thorburn, Martin Wolfe, James Fithian, Edward Thickestun, Jonathan Campbell, Erasmus Crane, William Parsons, Abraham Platt, William Craven, William Ellsworth, Fountain Jones, Thomas Cramer, Noah Clock, Elijah Clock, Mark Burrett, Isaac Cathcart, William Bishop, John Couch, William Cathcart, Ellis Sofield, Joseph Ridgeway, John Spragg, Timothy Seaman, Robert Brown, William Ashmore.

ITEMS OF INTEREST

The work preliminary to the laying of the tracks of the old horse car railway commenced on Somerset street the first week in April, 1886, and ran from the Elmwood Cemetery on Commercial avenue, Sandford street, Throop avenue, George to Somerset, up College avenue and across to St. Mary's Home. The tracks on College avenue were taken up and laid on Easton avenue. The line was later run down Albany, Neilson, Hiram and Burnet street to the steamboat dock. The extension up Codwise avenue was laid in 1907, after the franchise was granted at a special election. The line up Somerset and out French street was opened on July 1, 1891. The whole system was electrified by the Brunswick Traction Company and the first electric car was run over the line November 21, 1895.

The first bridge across the Raritan was built in 1773, and was known as the Landing bridge. It was a covered structure and completely destroyed by fire on Sunday morning, February 18, 1894. The present bridge was finished in 1894.

The old wooden bridge at the foot of Albany street was finished in 1794, rebuilt in 1844, made a free bridge July 3, 1875; replaced by the present stone bridge, the first stone of which was laid June 25, 1892.

The first railroad bridge was opened January 1, 1838. It was a double-deck one, the lower one being used for horse and wagon travel. The bridge was destroyed by fire on March 9, 1878. Seventy-two hours after a temporary bridge was constructed and trains were running over it. A steel structure was erected, which stood until the present stone one was put in use in January, 1893, when the tracks were elevated through the city. The first train was run over the elevated tracks May 11, 1903. The first railroad was built in 1832 and had its ending at the river. As the bridge was not built until 1838, passengers were carried over the Albany street bridge in stages and continued their way on to Philadelphia by rail.

The Asiatic cholera made its first appearance in New Brunswick in 1832 and continued for 47 days, with 174 cases, of which 52 proved fatal. Dr. William Van Dursen was appointed health officer in charge. A second outbreak took place in 1849 and lasted 97 days, there being 221 cases, 115 being fatal. The office of City Physician was established this year, Dr. A. D. Newell being appointed. On September 19, 1892, a death occurred at a house in John street, which caused a cholera scare.

The city was, on June 19, 1835, visited by a tornado. The scene of its greatest damage was at the head of Paterson, Bayard, Liberty and Schureman streets. The loss reached over \$150,000. During the winter of 1918 the deaths from influenza were so numerous that the bodies were buried in trenches in wooden boxes. Coffins could not be had.

On February 2, 1779, Mr. Bray and Mr. Baker were appointed a committee by Common Council to draft a resolution and present it to the Legislature for the purpose of securing certain privileges and the exemption of certain duties to firemen, and this action eventually resulted in the law which now exempts firemen from militia and jury duty.

The houses of the city were regularly numbered in October, 1887.

On June 10, 1853, gas was used for the first time to light the stores and dwellings and a few of the street lamps. On June 11 all the street lamps were lighted. This was done as a demonstration by the gas company, and on August 10 all the street lamps were lighted at city expense. The city was originally lighted by oil lamps. On April 28, 1797, it was voted to discontinue the lighting of the city.

New Brunswick got its first electric light on March 4, 1886. It was furnished by the Edison Electric Illuminating Company, which was merged into the Central Electric Company about the first of January, 1901.

Water was turned on through the main line in George street on June 27, 1868.

## THE MIDDLESEX TITLE AND TRUST COMPANY OF NEW BRUNSWICK, N. J.

**T**HIS company was incorporated under the trust company laws of the State of New Jersey on January 17, 1907, and commenced business on March 17 of the same year with a capital of \$100,000 and a surplus fund of \$25,000. The prime mover in the organization of the company was the late George A. Viehmann, an active citizen of New Brunswick and well known for his progressive administration during his term of office as mayor.

The activities of the company during the first twelve years of its existence were confined to real estate mortgage loans, title insurance, and the sale of guaranteed mortgages to investors. The offices were then located at 40 Paterson street.

At the annual meeting in January, 1919, August C. Streitwolf, a prominent lawyer, practising in New York City and New Brunswick, was elected president of the company to succeed Mr. Viehmann. Mr. Streitwolf at once adopted a program of expansion. The company established in July, 1919, a banking department and a trust department in new quarters at 147 Albany street. The venture proved successful and the deposits in the banking department grew rapidly. In 1922 Mr. Streitwolf, owing to a constantly increasing legal practice, decided to relinquish his responsibilities as president of the company, and with this decision, ownership of the company passed to interests identified with the National Bank of New Jersey, of New Brunswick. In August, 1923, Joseph H. Porter succeeded Mr. Streitwolf as president of the company. Mr. Porter had been trust officer of the National Bank of New Jersey and previously had a wide experience in the real estate and banking business in New York City.

The company continued to grow rapidly under the leader-

ship of M. Porter and in 1924 it was necessary to double the space of the banking department. The quarters were thus enlarged and equipped with entirely new fixtures and vault. In 1926 the company reached a peak in prosperity when its combined capital and surplus exceeded \$270,000



EXTERIOR VIEW

and the total resources \$4,500,000. During this same year the company made mortgage loans aggregating \$1,000,000, thus greatly assisting in the building progress of the City of New Brunswick.

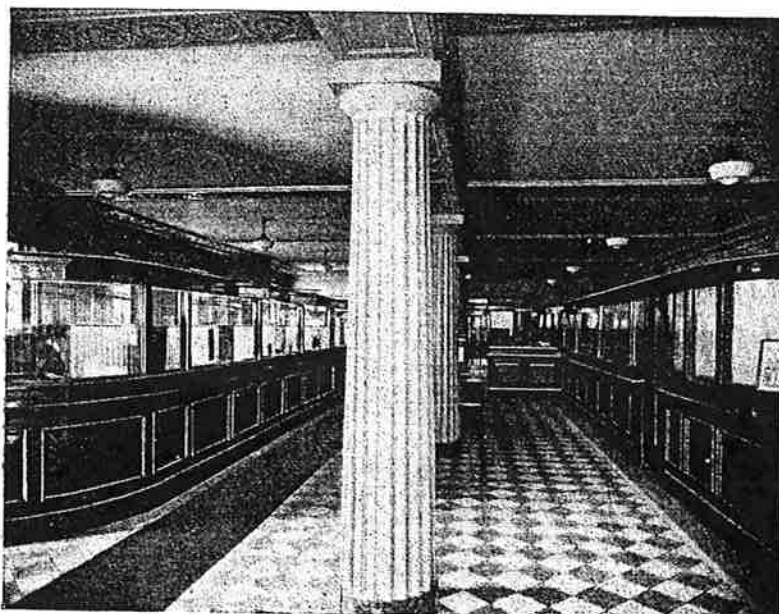
The Middlesex Title Guarantee and Trust Company offers all the facilities of a commercial bank, a savings depository, a title, a mortgage, a trust and investment company. The officers and directors have faith in the City of New Brunswick and its future. They are ever alert to exercise the company's resources to facilitate any proposition tending to benefit the city and its growth.

### OFFICERS

JOSEPH H. PORTER, *President*;  
CHARLES D. ROSS, *Vice-President*;  
CHARLES R. SMITH, *Treasurer*; B.  
E. GREENWALD, *Asst. Treasurer*;  
THOMAS R. KENNEY, *Asst. Secretary*.

### DIRECTORS

WILLIAM E. FLORANCE, *Lawyer*;  
ADOLF HANAUER, *Merchant*; FRANK  
R. JONES, *Vice-President, Johnson &  
Johnson*; ALFRED S. MARCH, *Lawyer*;  
ALEXANDER MERCHANT, *Architect*;  
JAMES A. O'CONNELL, *Real Estate and  
Insurance*; HENRY G. PARKER, *Presi-  
dent, National Bank of New Jersey*; W.  
FRANK PARKER, *Vice-President, Na-  
tional Bank of New Jersey*; JOSEPH H.  
PORTER, *President, Middlesex Title Guar-  
antee and Trust Company*; CHARLES D.  
ROSS, *President, N. B. Fire Insurance Co.*;  
SOLOMON SLONIM, *Secretary, National  
Bank of New Jersey*; AUGUST C.  
STREITWOLF, *Lawyer*.



INTERIOR VIEW

HISTORY OF NEW BRUNSWICK—(Continued)

The English sparrow was introduced into the United States in 1852 by the Brooklyn Institute and was first seen in New Brunswick in October, 1869.

The old public scales on Hiram street were removed on February 26, 1916. They were the last relic of the old City Market, and stood for over 90 years.

An earthquake shook the city at 2.07 P. M. Sunday, August 10, 1884. A second one took place Saturday evening, April 30, 1925, at 9.23 o'clock. No damage was done on either occasion.

On September 22, 1822, a town meeting was held to pass on the question of placing a town clock in the Dutch Church, and by a vote of 134 in favor to 47 against, \$500 was appropriated for the purpose. It was bought of B. Davison and John Wyckoff took charge of it at the munificent remuneration of \$12 a year.

The records show that Water street, which was paved in 1801, was the first paved street in the city.

The fire which destroyed the New Jersey Rubber Shoe Company factory broke out at 4 o'clock on the morning of August 15, 1876. The factory occupied about half the square bounded by Neilson, Hiram, Dennis and Richmond streets.

Schneider's big brewery, in Highland Park, was burned October 20, 1891.

The Masonic Hall, at the corner of George and Albany streets, was destroyed by fire December 21, 1896.

*John T. Wall*



VIEW OF GEORGE STREET FROM LIVINGSTON AVENUE TOWARD ALBANY STREET

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# PEOPLES' NATIONAL BANK

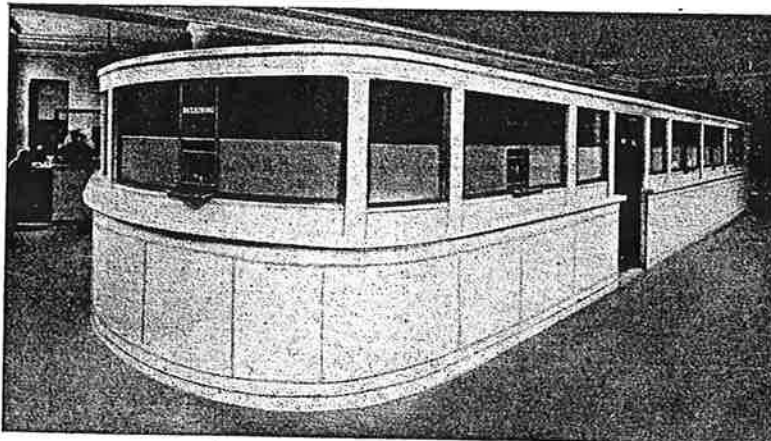
GEORGE AND CHURCH STREETS

**I**N forty years of banking, reserved, secure and stable, the Peoples' National Bank has gone steadily forward until today its resources approach \$4,500,000, its deposits are about \$4,250,000, and its surplus and undivided profits exceed \$300,000. The bank, in addition to its commercial business, is a legal depository for the United States, for the State of New Jersey, for the County of Middlesex and for the City of New Brunswick.

Originally housed at Church and Neilson streets, the management early sensed the outward drift of the city's growth, and removed to the corner of Church and George streets (its present home) in 1905. Its business increased rapidly until its present prominent position was reached, and the business is still increasing. Mr. T. Ely Schanck, the president, has been associated with the bank since its establishment in 1887 and was its organizer and first cashier. Indeed, almost his whole banking life, meaning thereby his whole business life, has been virtually spent in this bank.

Preceding Mr. Schanck in the presidency was Benjamin F. Howell, who assumed the presidency in 1890, upon the death of George F. DeVoe, the bank's first president. Mr. DeVoe died in 1890. Mr. Howell is now retired with the title of chairman of the board.

Both Mr. Schanck, its President, and A. L. Wyckoff, the present cashier, have been associated with the bank from its establishment.



INTERIOR VIEW OF PEOPLES' NATIONAL BANK

## OFFICERS

Benjamin F. Howell, Chairman of the Board; T. E. Schanck, President; O. O. Stillman, Vice-President; A. L. Wyckoff, Cashier; I. L. Veghte, Assistant Cashier.

## DIRECTORS

Benjamin F. Howell, T. E. Schanck, O. O. Still-



EXTERIOR VIEW OF PEOPLES' NATIONAL BANK

man, Edward W. Hicks, Robert Carson, A. L. Wyckoff, C. W. Kuhlthau, William H. Quackenboss.

## STATEMENT OF CONDITION

At the Close of Business December 31, 1926

### RESOURCES

Loans and Discounts.....	\$2,608,394.63
U. S. Bonds.....	298,428.00
Other Bonds and Securities.....	1,071,359.71
Banking House .....	80,000.00
Cash on Hand and Due from Banks.....	783,147.59

\$4,841,329.93

### LIABILITIES

Capital Stock .....	\$200,000.00
Surplus and Undivided Profits.	318,216.45
National Bank Circulation.....	100,000.00
Deposits .....	4,223,113.49

\$4,841,329.93

Depository for U. S. Government, County of Middlesex, City of New Brunswick and State of New Jersey. Authorized by Federal Reserve Board to act as executor, administrator, trustee and guardian of estates and in other fiduciary capacities.

**Frank A. Connolly**  
Director of Revenue  
and Finance

**Joseph J. Feaster**  
Director of Streets &  
Public Improvements

**John J. Morrison**  
Mayor & Director  
of Public Affairs

**J. J. Donovan**  
Director of Parks and  
Public Buildings

**Wm. C. Jaques**  
Director of Public Safety

COMMISSIONERS  
CITY OF

NEW BRUNSWICK  
NEW JERSEY



## CITIZENS' NATIONAL BANK

**I**N the Citizens' National Bank of New Brunswick one may see an example of a distinct want, accurately measured and met, in a business already apparently filled.

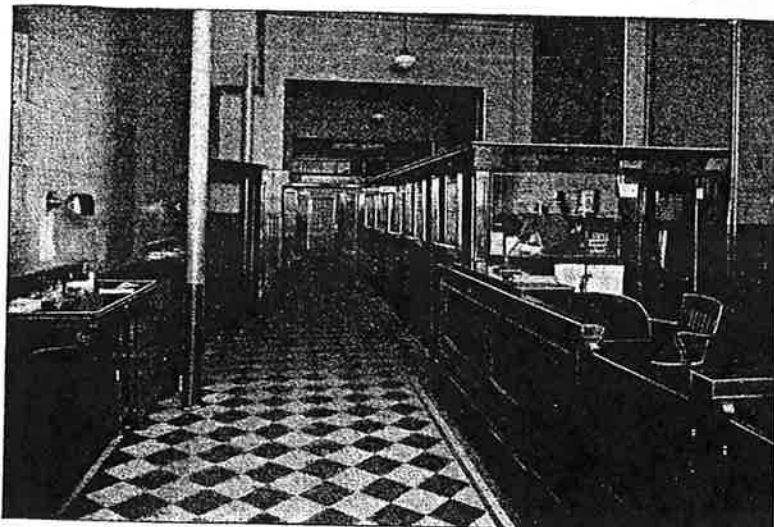
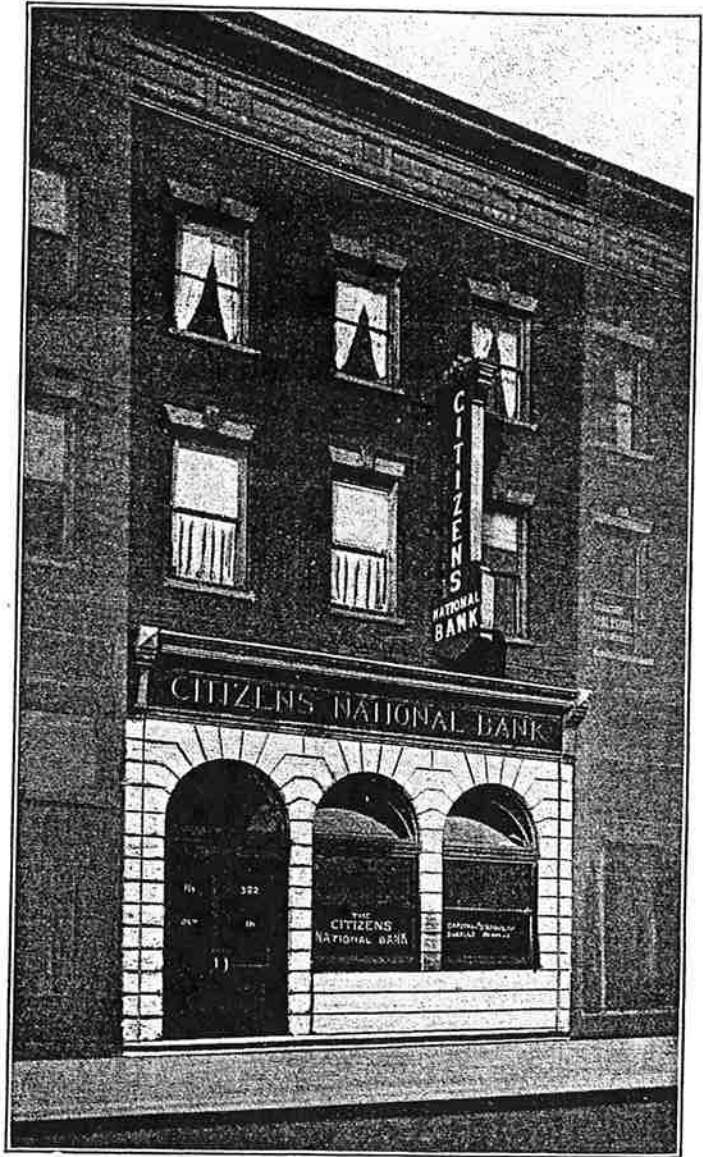
This bank is among the youngest in the state, is successful and enterprising, yet conservative—in short, managed adequately and efficiently; in catering to a constantly growing clientele.

It has a strong capitalization, not alone in money, but in the oversight which an able and successful business directorate alone can supply.

Its national bank charter ensures careful management, while opening to it the elastic and supplemental resource of a Federal Reserve bank, the whole sponsored by and carefully supervised under the National Treasury.

At present ten thousand depositors call the Citizens' their bank, and a gross resource of two and a quarter millions is at its command, for their benefit. This makes clear the care and warmth with which the Citizens' caters to the small depositor, the one whose savings may be only a few dollars, as well as to the capitalist, with thousands. In finance the saying that great oaks from little acorns grow, holds as true as in other things. Many of the small depositors of today are destined to be the great capitalists in time to come.

As illustrative of the vision and business conduct of the Citizens' National Bank, it is proper to mention that it has arranged for the erection of a modern banking edifice, on a central site, already secured—its present quarters being already, after only three years' occupancy, inadequate for its requirements. In



reality, its commencement, and its brief and astonishingly successful career, in a conservative community, are recognized as among the marvels of recent local business.

James F. Mitchell is president. Other officers are Jesse Strauss, vice-president; Augustus V. Stout, vice-president; William E. Woodruff, cashier and Edward V. Kempton, assistant cashier.

The Board of Directors are James F. Mitchell, Jesse Strauss, Augustus V. Stout, Edmund A. Hayes, Thomas H. Hagerty, Rush Burton, Joseph L. Matthews, Jacob H. Whitfield, Dr. C. E. Saulsberry, and George McCormick.

## CITY GOVERNMENT

By JOHN J. MORRISON, Mayor

**L**OCATED on the banks of the Raritan River, thirty-two miles from New York, sixty miles from Philadelphia, and the county seat of Middlesex county, New Brunswick is one of the most progressive cities in the State of New Jersey. It is the home of Rutgers University, New Jersey College for Women and varied industrial interests of international renown.



JOHN J. MORRISON  
Mayor

New Brunswick is a great city. It is a city today at the verge of its great future. It is just beginning to be the tremendous aggregation of people and business that it is going to be in years to come, and we who live here today are intrusted with the solemn duty of so building today and laying such foundations that those who come after us will be able to build a solid, strong, durable structure thereon.

A comprehensive City Plan has been adopted for our city

and a zoning ordinance has been in effect for several years. One of the improvements of the City Plan is the construction of a municipal dock and today, the city has purchased or has under option, three-quarters of a mile of waterfront along the Raritan River.

The building of a municipal dock is under my control and the necessary legislation and the appropriation of \$250,000 to finance the improvements has already been voted. A modern concrete dock and terminal facilities have been planned at the outlet of the Delaware and Raritan Canal on the Raritan River.

Warehouses will be built and leased to private interests who will operate two large vessels between New York and New Brunswick. The warehouses will be constructed on the waterfront property and with the dredging of the Raritan River by the federal government, I predict that New Brunswick will become an important shipping center.

The building of a municipal dock is only one of the numerous duties that devolves upon the Mayor of this thriving municipality. My principal duty at the City Hall is to collect all taxes and assessments; to issue all municipal bonds; to provide funds to pay these bonds; to audit all bills and claims against the city; to act as general book-keeper of the local government; to serve as head of the tax department and to supervise the expenditure of all city funds.

In addition to handling the affairs of the tax department, the appointment of members of the Board of Education, Sinking Fund, Library Board, Board of School Estimate and the regulation of poolroom licenses is vested in me, as Mayor of the city.

While many cities of New Jersey have been unable to show a reduction in their tax rates in recent years, a comparison of the rates of New Brunswick show that during the past three years and for the current year, there has been a steady decrease in our tax rate. This decrease is shown despite the increase in State and county rates and

the addition of a new rate of five points imposed by the State legislature.

The tax rate in 1924 was \$4.61 per \$100 assessed valuation and the following year it dropped to \$4.56 and in 1926, it was \$4.54. The rate announced for the year of 1927 is \$4.50, a drop of 11 points in four years, notwithstanding the many improvements made by the city administration.

New Brunswick has been under Commission Government since 1915 and the experience has been that this system of administering municipal affairs has many marked advantages over the old councilmanic plan. The chief advantages over the old plan are:

Efficiency and economy in all details of city business; city officials and employes are required to give all of their time, during office hours, to the city's business; responsibility for any condition existing in the city is quickly and definitely fixed; non-partisan governing bodies produce non-partisan results; money of taxpayers is saved by abolition of political jobs; public servants give better service when not subjected to the whims of politicians; by the abolition of committees and boards, the transaction of all public business in open meetings by one small governing body, the governing body is at all times in direct touch with the governed; the expense of administration are reduced to a minimum without the sacrifice of improvements and efficiency; the same business principles can be applied to the administration of the affairs of any legitimate business.

The administration of the affairs of the city is divorced entirely from politics and since the adoption of commission government, there has not been a single political vote in the Board of Commissioners. The elimination of political bickerings from the transaction of official business is one of the great advantages of the commission plan, as it has worked out in this city.

Politics are tabooed in our school system and in making appointments to the School Board, I have named men and women who were well qualified from different angles for the work, and the appointees have unselfishly devoted themselves to the tremendous problems of education. The Board of Education as now constituted represents different elements of citizens—a social worker, two bankers, business man and a newspaper representative.

The present city administration has promoted efficiency in the schools, increased playground facilities and developed the free public library, water works, fire department and police department. As to the schools, playgrounds and library, these agencies touch the people closely, and parsimony concerning them is false economy. Each of these agencies play a tremendous part in making fine and healthy citizens of our boys and girls, and it is this branch of municipal administration which supplies inspiration and enthusiasm to those who are full of vision for the future of the city.

New Brunswick has an active Board of Trade, Junior Chamber of Commerce, Rotary Club, Lion's Club, Kiwanis Club, Business and Professional Women's Club, Exchange Club and Women's Club. The membership of these clubs include the leaders in the industrial field and heads of our business and financial institutions.

One of the contributing factors to the undoubted progress and prosperity of New Brunswick during the past years is the strength of its civic service clubs. They are co-operating with the city administration in giving to New Brunswick taxpayers an economical and business administration and in conclusion I desire to commend the members of these clubs for their unselfish devotion to their city.

*John J. Morrison*

## THE LIBERTY NATIONAL BANK

**I**N the establishment of the Liberty Bank in New Brunswick, there was a distinct recognition of the city's business expansion—a recognition that evoked an instantaneous and steadfast response, which has persisted ever since the bank's establishment. The district where the bank took its place—

John J. Morrison and Geza Stamberger, Vice Presidents; Harry W. Edgar, Cashier.

The directors are: John P. Kirkpatrick, Morris Rich, John Fuchs, Joseph Christian, Charles Forman, James Fessler, Mayor John J. Morrison, Geza Stamberger, Paul Wagi, Lewis A. Howell.



EXTERIOR VIEW OF THE BANK

### STATEMENT OF CONDITION

December 31, 1926

Commenced Business July 10, 1926

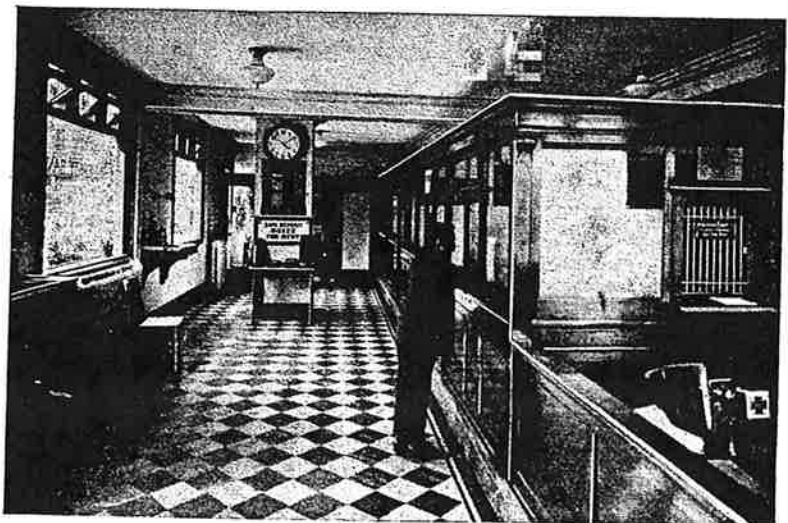
RESOURCES	
Bonds .....	\$74,342.25
Mortgages .....	3,000.00
Loans on Collateral .....	42,875.00
Bills Purchased .....	122,330.00
Real Estate and Building.....	51,626.58
Vault, Furniture and Fixtures...	11,330.48
Cash on hand and due from Banks .....	39,205.72
Accrued Interest Receivable.....	1,112.90
	<hr/>
	\$345,822.93

LIABILITIES	
Capital Stock .....	\$75,000.00
Surplus .....	20,000.00
Undivided Profits .....	719.36
Deposits .....	249,522.80
Certified Checks .....	273.69
Cashier's Checks .....	307.08
	<hr/>
	\$345,822.93

French Street at the corner of Harvey —was a prosperous and progressive one, actually demanding its own banking facilities. Until the Liberty Bank came into being, there were no very nearby banks, and the pressure upon the time of merchants and others caused by this lack, was noticeable and called for a remedy. The Liberty Bank received \$60,000 in deposits on the day it opened, an index of the need it was coming to fill. This has increased until at the present time the total resources are approximately \$425,000, in less than a year of business. The bank's capital and surplus are \$95,000.

Besides its direct banking, commercial, savings, vacation and other special banking funds, it maintains a modern safety deposit vault, with boxes for the use of patrons, which were eagerly sought.

The Liberty Bank, though the youngest in New Brunswick proper, is a very active, thriving concern. Its officers are: Lewis A. Howell, President;



INTERIOR VIEW OF THE BANK

4 per cent interest paid on savings accounts. 2 per cent interest paid on checking accounts of one thousand dollars and over.

THIS IS A HOME INSTITUTION

## REVENUE AND FINANCE

By FRANK A. CONNOLLY, Director Department Revenue and Finance

"GOOD potable water and plenty of it." That was my slogan four years ago when I was elected to the City Commission and on the eve of the completion of my term in office, I can say with pride that



FRANK A. CONNOLLY  
Commissioner

my slogan has been fulfilled and New Brunswick has an adequate supply of potable water for the next quarter of a century. It has taken three years to complete the job, but today the water problem of the people of New Brunswick is solved and at a minimum cost of \$450,000.

The construction of a dam on the Lawrence Brook watersheds at Parsons in North Brunswick Township, a suburb of New Brunswick and the flooding of a vast area of land acquired by the city was the solution of the water problem of this city. The building of the dam resulted in the flooding of 235 acres of grubbed land and where a year ago

there was a brook stream feeding a natural reservoir there is a lake containing an additional water reserve of 800,000,000 gallons. The dam has been completed since last October, but the actual flooding of the land did not take place until March of 1927. The completion of the water improvement brings to a close an investigation which was started three years ago. Engineers were put to work to study the needs of the city, the various state departments were appealed to for assistance, and Nicholas S. Hill, noted consulting engineer, was employed to direct the work of the investigation and make a survey of the water situation.

Believing that the project was one that required the best minds of our city, I appointed a Water Advisory Board to aid and assist in the solution of our water problem. This Water Advisory Board spent many months in studying the situation and after numerous conferences, it was decided to carry into effect, the proposed plans for the building of the dam at Parsons and the impounding the water flowing down Lawrence Brook.

Plans for the dam were drawn by City Engineer Asher Atkinson at no additional expense to the city and approved by the State Board of Conservation and Development. There was competitive bidding for the construction of the dam and the contract was awarded to A. Phelps & Sons, of Knoxville, Iowa.

The actual cost of the construction of the dam was \$95,000. It is 525 feet in length and is 34 feet above sea level. The base of the dam measures 24 feet and it tapers off to 4 feet at the top. There is a spillway at the dam of 300 feet and there are three gates on the structure.

The land needed in the water development was owned by private individuals and it necessitated the dealing with these persons who sold their properties to the city at a fair market price. In only two cases was the city com-

elled to resort to condemnation proceedings in order to acquire the properties at reasonable prices.

In the flooding of the lands in the adjoining suburbs three roads were wiped out and the city was compelled to rebuild in North Brunswick and East Brunswick Townships. These bridges span the lake which has been named "Farrington Lake" in honor of the late Edward F. Farrington, the War Mayor of New Brunswick.

The city has been provided with a tremendous water reserve at a minimum cost, as can be gleaned from a comparison of the cost of creating similar water reserves in other communities. It cost the city approximately \$500,000 for the impounding of 1,000,000 gallons of water.

The statistics of the construction show there were 4,100 cubic yards of excavation, and 6,778 cubic yards of concrete poured in the dam. A total of 32,735 bags of cement, 35,000 cubic yards of sand, and 7,000 cubic yards of stone was used in the erection of the dam and an average of forty men were employed daily on the job.

With the present normal growth of the city, there will be plenty of potable water available for the people of New Brunswick for the next twenty-five years. It might not be a-miss to say that consumers in this city are furnished water cheaper than any other city in New Jersey.

The water in the watersheds is free from excessive contamination, being collected from 45 square miles of agricultural land and having only one village of any size in the watershed zone. The water is colored by vegetable matter which is removed at the modern filtration plant which is part of the water system of the city. The water is very soft and as good quality as furnished to any city. There are 34 square miles of drainage area above the new dam and 11 square miles below the dam.

In addition to providing an adequate reserve supply of water I have succeeded in plugging up the leaks in the city mains and also the house services with the result that there has been a net daily saving of 1,250,000 gallons. The daily consumption today is approximately 5,000,000 gallons as compared with 6,250,000 gallons before the survey was made for leaks.

The city is entirely metered and bills are sent out to consumers semi-annually. The water department is self-sustaining and the city is returned a profit on its investment which is of material aid in holding down the tax rate.

The neighboring Borough of Highland Park is supplied water by the city in bulk. Heretofore, the city supplied the consumers direct and made collections for the water furnished, but on January 1, 1927, the water system in the borough installed by the city was sold to the borough at a cost of \$95,000 and the borough is now purchasing its water from the city in bulk.

This new agreement will result in a saving to the city, as it will eliminate the cost of meter reading in the borough, collection of water rents and the extending of the water system in the borough. The department is now in a better position to extend water mains to the outlying sections of this city.

The operation of the water department is only one phase of the Department of Revenue and Finance, I have also the task of providing transportation for the people of this city, but space will not permit me to tell something of the operation of the ten jitney bus lines connecting municipalities with a population in excess of 200,000 with this city.

*Frank A. Connolly*

## F. BRIGHT MERRITT

### REAL ESTATE AND INSURANCE

ON Friday, March 13, 1907, Mr. Merritt arrived in New Brunswick, the representative of a financial establishment. The date—commonly deemed fateful—was propitious. Mr. Merritt remained to become one of New Brunswick's most enthusiastic, progressive and successful citizens.

It was on the day of Mr. Merritt's arrival that Janeway & Carpenter's wall-paper factory burned. Older citizens will recall the fact that on the very day of the fire, the firm bought land, for a new factory—that in Highland Park—and let the contract for its erection. This

new factory was erected and equipped and wallpaper was being produced in it before the long smoldering embers of the old fire were actually cold. The old ruins smoldered twelve months, broke out afresh at times, and was long a source of anxiety to the Fire Department.

From 1907 to 1920, Mr. Merritt, known to his intimates as "Chief," has been active in civic affairs—unselfish and enthusiastic—heading "drives" in behalf of the Salvation Army, and local benevolent bodies; in the sale of Liberty Bonds during the war; giving a hand in financial and accounting problems; serving on the School Board; as advisory to business concerns, and directly concerned in others. Yet amid all this he has broadened and extended his realty and insurance business, closing many large deals, having office supervises the insurance protection of many large concerns. In short, he enjoys the respect and confidence of New Brunswick's business and financial circles.

Mr. Merritt's one "pet" achievement is his participation in building the Masonic Temple in Highland

Park—a gratuitous and honorary effort, which, like much else in his life, was wholly without pecuniary inducement.

Mr. Merritt is an enthusiastic believer in New Brunswick and is a "booster" for its greater development along sound business lines and is ever ready to help in any movement which tends to add to its greatness.

During the twenty years of his residence in New Brunswick, Mr. Merritt has watched it more than double in population and stable industries increase in like proportion.

More industries are needed and excellent industrial sites are available. Mr. Merritt has listed on his books acreage along both water and rail, at very reasonable prices, details of which he will gladly give to interested concerns.

#### RELATING TO REALTY

During the past year building has been rather brisk, and consisted in the construction of manufacturing plants, business buildings, large apartment houses, reconstruction work and a goodly number of private homes in and about New Brunswick.

Several sub-divisions are in process of reasonably successful development and the "Build a Home First" idea is being successfully exploited by our local lumber merchants in keeping with a nationally advertised appeal.

While there are vacant houses and apartments enough to take care of a fair influx of the executives and workers which will be brought here by the several large industries recently arranging to come to New Brunswick, there are also available residential sections where a sufficient number of houses can be built very quickly to supply needs.



VIEW OF MASONIC TEMPLE BUILDING, HIGHLAND PARK, N. J.

*This building is the sequence of the organization of Highland Park Lodge, No. 240. A preliminary meeting was held January 13, 1922, followed one week later when officers were elected. They were: Worshipful Master, Frank B. Merritt; Senior Warden, Alvah H. Cole; Junior Warden, Jordan Fleming; Treasurer, Thomas T. Henderson; Secretary, C. S. Atkinson. The lodge was instituted Monday evening, May 15, 1922, with 122 charter members, and the Grand Lodge, with R. W. Brother Arthur Potterson, Grand Master, officiating.*

*Without any delay a committee was appointed to consider the proposition of a suitable Masonic Building for the lodge. This was named May 19, 1922, and consisted of Harry Singer, chairman; William J. Blake, Alexander Merchant, Fred Eayres and Charles Malmross, Jr., and its work was carried on independent of the lodge as a separate and distinct body—The Highland Park Masonic Building Association of Highland Park, N. J.*

*The first spadeful of earth was turned on November 24, 1922, by Robert W. Johnson, former Mayor of the Borough. The cornerstone of the new building was laid on the afternoon of December 16, 1922, with appropriate ceremonies, and Governor George S. Silzer spread the first trowel of cement. The building was completed December 21, 1923, at a cost of about \$250,000, and has one of the finest lodge rooms in the State, and will be adequate for the needs of the craft for many years to come. The ground floor is occupied by a bank and five stores, and several offices on the second floor are used by the Highland Park Council and Public Library.*

## STREETS AND PUBLIC IMPROVEMENTS

By JOSEPH J. FEASTER, Commissioner

**T**HE duties of Director of Department of Streets and Public Improvements which are carried out by me, include the preparation of plans for all public improvements, the collection and disposal of all ashes and garbage, installation of sanitary sewers, storm sewers, construction of street pavements, cleaning of streets, removal of snow from city streets, etc.



JOSEPH J. FEASTER  
Commissioner

New Brunswick can boast of its network of well paved streets and today there are very few streets that remain unpaved, with the exception of new developments. New Brunswick has a sanitary sewer system and likewise there are few streets that are without sewer facilities.

Located on the Lincoln Highway, between New York and Philadelphia, the street pavements in our city are compelled to bear a tremendous heavy truck traffic in addition to the heavy travel of the pleasure cars. The pavements are

standing up well, however, having been constructed to withstand this heavy through-traffic.

During the past four years, fifty-seven streets were paved in our city for a total length of 59,655 feet at a cost of \$885,970.11. All streets are paved with asphalt on a concrete base, and it is the policy of my department to adopt a program early in the spring and completing the program before late summer.

In addition to the fifty-seven streets, forty sanitary sewers and seven storm sewers were installed during the past four years at a cost of \$93,364.91 for the sanitary sewers, and \$45,123.51 for the storm sewers.

The sanitary sewers are built by my department without public bidding, for it has proved to be more economical to buy material in carload lots and have experienced sewer builders install the sewers. A force of men are employed throughout the year in the construction of sewers, and when they are not engaged in actual construction work, they are kept busy in keeping all sewers in good repair.

All paving work is done in this city under competitive bidding, and I don't believe there is another city in New Jersey as fortunate as New Brunswick in regard to competitive bidding on street paving with the ultimate saving to the taxpayers in the low paving costs prevailing.

The disposal of the city garbage is a problem in this city, but with the construction of a new incinerator plant, it will be solved. The city has an incinerator plant which was built in 1917 and it is now burning more than the designed capacity.

Much time, labor and money is spent in keeping the streets of our city free from untidiness. In general there are two kinds of street cleaning recognized, namely preventive street cleaning and corrective street cleaning. Preventive street cleaning may be stated to consist principally in the institution and adoption of means of preventing dirt or waste materials being placed or scattered upon the highways; corrective street cleaning consists in the collection and removal of such dirt or waste material as has found its way onto the highway.

The successful performance of preventive and corrective street cleaning consists in the proper collection and removal of such dirt or waste material as has found its way onto the highway. The responsibility for the performance of preventive and corrective street cleaning, it is recognized, must rest to a great extent with the general public. The police department is the only agency through which the enforcement of the preventive street cleaning laws can be carried out, and the enforcement of these laws is essential in order that a solution of the street cleaning problem may be effected.

Rules are in effect in my department which provide that garbage and paper must be separated from ashes and the cooperation of the general public in this respect is splendid. We utilize the ashes to fill in on dirt streets. This is an extra expense to the department, but it is a great benefit to the property owner or resident who lives on an unpaved street that is impassable, which is the case in the winter. The garbage and paper is burned in the incinerator plant at a minimum expense to the taxpayers.

The problem of snow removal in this city is practically the same as in every city. The cost being very large and the work confined chiefly to the business section. This work is done by our regular force. When a storm assumes such proportions that it cannot be handled by our regular force, we hire extra men, motor trucks and teams to assist.

A snow loader was added to the snow fighting equipment in 1926 and with the fleet of snow plows, I venture to say that within twenty-four hours after a heavy snowfall, the business district will be cleaned of all snow and every street in the city will be open to traffic.

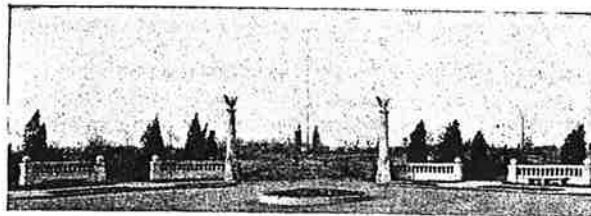
The rules effective in the department for the removal of snow provide that when there is a fall of two inches of snow, a force of men assigned every winter for snow removal work get out the horses, motor trucks and plows and invade the central part of the city and pile the snow into windrows in the center of the street, leaving the gutters open in case of thaw or rain and to allow cars and buses to pull to the curb to take on or leave off passengers. A route laid out for the men is then followed throughout the city.

The preparation of plans for all public work is a function of the city engineer, who is a member of the personnel of my department. No extra fee is allowed for the preparation of plans, as the city engineer is a regular salaried employee of the city, who devotes his entire time to city work.

The equipment of the department is housed in a building especially built for this purpose. The horses and motor trucks used in the department are owned by the city, and all repair work to the trucks and shoeing of horses is performed in the repair shop and blacksmith shop of the department.

The major improvement sponsored by this department for the current year is the construction of a bridge across the Raritan River and the paving of the Brunswick Pike. I have received assurances that both improvements will be carried out by the Highway Commission. Work is now under way on the annual street paving and sewer installation program and by early spring, we will be able to start work.

*Joseph J. Feaster.*



BUCCLEUCH PARK

## METALLO GASKET COMPANY

10-18 BETHANY STREET

**T**HE business now conducted by the Metallo Gasket Company was incorporated in 1919. Mr. Zenos Schultes, president of this company, introduced the original Elastic Corrugated Copper Asbestos Gasket to gasket users of this country in the year 1905. During the intervening years Metallo Gaskets have been in constant use by some of the largest industrial plants, and steam railroads throughout the United States. Their value has been proven to these concerns. In pressure and temperature tests, with the many types of gaskets offered by competitive concerns, Metallo Gaskets render service unequalled.

The company has also done some export business to Canada, Mexico, Cuba, Australia and South American countries.

The Astoria Light, Heat and Power Company used in their new six million (\$6,000,000) dollar plant more than two thousand Metallo Gaskets, including 350 12-inch size.

Among the prominent users of this company's gaskets—and whom they have served for many years are: The Bridgeport Brass Company, Bruce-Macbeth Engine Company, Equitable Gas Company, Hammerhill Paper Company, Imperial Tobacco Company, Ingersoll-Rand Company, E. Keeler Company, Knoxville Coal Company, Roessler & Hasslacher Chemical

Company, Lehigh Valley Coal Company, Vesta Coal Company, United States Navy Yards, Watertown Arsenal, and many others.

Mr. Zeno Schultes has an established reputation as an engineer of exceptional technical and practical knowledge relating to modern practice in power plants, especially in the direction of high steam pressure and temperatures, etc.

His writings appear in *Power* and other similar publications and his specialized knowledge in the ideas which contribute to efficiency, economy and safety as expressed in the subject matter, is frequently sought by large manufacturing concerns.

Few engineers are as well informed on the subject of gaskets for steam pipe lines and the history of their use for packing purposes,—which can be

traced back 130 years before the Christian era. Mr. Schultes wrote an article for *Power* a while ago, in which he covered the complete history of gaskets, their application during the various stages of power plant development, showing carefully prepared illustrations of that most interesting and instructive story, bringing the explanations and vital interest suggestions for efficiency and economies right down to present-day problems in power plants, etc.

The Metallo Gasket Company manufacture gaskets only, nothing else. There's a Metallo Gasket for each gasket service—the gasket that stays and pays—the dependable gasket takes the drip out of pipe joints "for good."

"Metallo" is a corrugated copper gasket with an asbestos cord inlaid in the copper grooves. It "gives" but doesn't crush. There is so much life and "come back" in a Metallo Gasket that it keeps those walls of copper and asbestos snug and tight against the

flanges, even when the flanges are rough or uneven and where the stress and strain is such as to throw the piping out of true alignment at the joints.

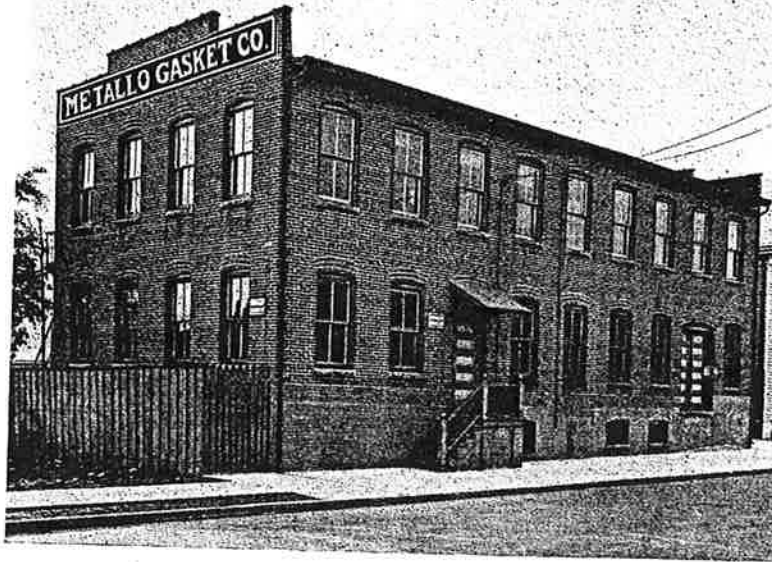
Each of those asbestos cords is walled between the corrugations of the copper and held firmly against the flange on each side, practically guaranteeing a joint that is proof against leaks or blow-outs, even under the highest of pressures and temperatures.

And one gets this result without the frequent "following-up" that has so often and so sorely tried one's patience in the past.

Modern practice in power plants is more and more in the direction of high steam pressures and high temperatures.

Metallo Gaskets will last for years in the most trying service—they will give the comfort, the time, and money-saving service always wished for.

The officers of the company are: Zeno Schultes, president and treasurer; George Geipel, vice-president, and Stanley S. Geipel, secretary. The plant is equipped with the most modern machinery and appliances to insure accuracy, efficiency and speed and is kept busy the year around. The growth is steady, due to the high class and perfection in service of its products.



METALLO GASKET COMPANY OFFICE AND PLANT

## PARKS AND PUBLIC BUILDINGS

By JEREMIAH DONOVAN, Commissioner

**A**FTER service of eleven months in the capacity of Director of Parks and Public Buildings, I am able to report at this time the completion of the new City Hall and the Central Fire Headquarters, the installation



JEREMIAH DONOVAN  
Commissioner

of a new system in the poor department and plans for providing greater playground facilities for the children of New Brunswick.

Since I have been at the head of the Department of Parks and Public Buildings, I have endeavored to produce a spirit among my co-workers which shall respond to the idea of service. Some one once said that a public office is a public trust. This is as true now as it was when it was said.

Public employes frequently, I might say in most instances, are not so highly paid in terms of money as private employes are. But they have a larger opportunity of service.

They wear a larger responsibility. And I

have found that, in almost every instance, they wear it in a becoming manner.

Whether a man in the City Commission, by omission or commission, fails to conserve at any time the public right as the same is concerned with the expenditure of city moneys, if the result of such disregard be what it is very apt to be, there is a loss to the city, which is a waste. If the greatest care be not exercised in the expenditure of these moneys, it is very likely that payments are made to a greater extent than the actual rights would warrant; and if this be so, any such payment is an extravagance.

I have tried at all times to conserve the interests of the taxpayers of our city and in my association with my colleagues in the City Commission, I have found them most economical in the management of their departments. Cooperation is extended by one Commissioner to another and absolute harmony prevails, which to my mind is a healthy condition of government.

Coming under my jurisdiction, as Director of the Department of Parks and Public Buildings, are all public buildings, such as the city hall, isolation hospital, homestead, fire houses, city parks, care of poor, playgrounds, city market, and care of the homeless.

The major improvement in my department is the construction of the new City Hall at a cost of approximately \$325,000, including the furnishing thereof. The City Hall is an interesting example of modern municipal building planning, and I don't believe that a better structure of its type has been erected in recent years.

The general design is Georgian in combination of brick and stone. All the mouldings, as well as the carvings, possess unusual refinement and delicacy. The urns which surmount the parapet rail are distinctly Georgian in feeling, which is also true of the wrought iron lanterns at either side of the main entrance steps which form part of the railing.

The main entrance is the main feature of the front facade.

The broken pediment, cartuch, and pilasters are beautifully proportioned and the stone carving well executed. The flat pilasters on the wall surface on either side of the main entrance are fluted and have moulded bases and carved caps. The whole design is splendidly tied together by the horizontal lines of the base, string course, entablature, and balustrade. A splendid cupola surmounts the center of the roof. The simplicity and dignity of this cupola add much to the charm of the whole composition, which would lose much of its elegance and importance without it. The charm of the vari-colored brick and the variegated and graduated slate roof add much to the composition.

The construction of the building is full fireproof throughout. The floors are of terrazzo marble and rubber tile. All trim and doors are of metal painted and grained walnut. No wood is used in the building except in the meeting room and the office of the mayor, where the use of wood was necessary in order to carry out the design.

Every branch of the city government is housed in the new building with the exception of the police and fire departments, and these departments have buildings of their own. It is the first time in the history of the city that all departments of the city have ever been under one roof.

The new central fire headquarters built on Codwise avenue and occupied now by two fire companies and the crew in charge of the municipal ambulance is one of the most modern fire buildings in New Jersey. One of the features of the headquarters is individual bed-rooms for the firemen. A combination pumper and chemical apparatus and aerial hook and ladder are located in the building in addition to the ambulance and the equipment of the fire chief and his two assistants.

We have a splendid park and playground system in this city, but it is my opinion that additional playgrounds should be provided in the congested sections of the city, particularly in the First, Third and Fifth Wards. There is a playground in the First Ward and also in the Second, Fourth and Sixth Wards, but there is an urgent need for more playgrounds.

Bucclench Park of more than one hundred acres in area is the principal park in the city and contains two baseball diamonds, football and soccer fields, tennis courts, wading pool, band stand where public band concerts are held during the summer and playground apparatus for the children.

There is also a large park on the opposite end of the city known as Throop Avenue Park, where there are playground facilities for the children, wading pool and other recreation facilities for the general public.

The city market is the mecca for farmers who migrate to this city every day in the week during the market season. There is a daily attendance of more than one hundred farmers at the market where housewives can purchase vegetables, fruits, etc., with the middleman eliminated. This market is operated at a financial profit to the city.

An index is kept of every poor family of the city, and the wants of these unfortunate people are looked after by the overseer of the poor. A lodging house is also maintained for those reaching the city stranded and a farm of one hundred acres is operated on which live the city paupers. The food for these inmates is raised on the farm at little or no expense to the city taxpayers.

The isolation hospital, where persons suffering from contagious diseases are treated is located at the City Homestead. This hospital is one of the finest in this section and was designed and constructed with the approval of a committee of local physicians.

*Jeremiah Donovan*



## HERBERT FIXLER

### MEN'S CLOTHING AND FURNISHINGS

SINCE the beginning of his business career in September, 1924, "Herb" Fixler has had few idle moments. His success attests to his popularity both in a personal way and in service to his many customers—who are legion.

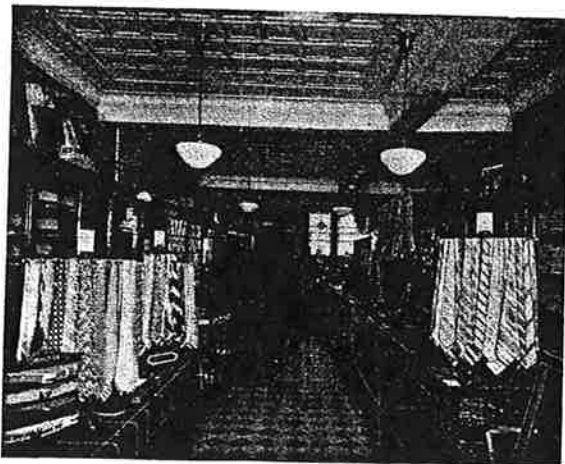
Fashion Park Clothing and other special furnishings are very much in demand by young men. This does not exclude maturer patrons desiring to be well apparelled.

Mr. Fixler has the exclusive sale, in New Brunswick, of the following nationally advertised lines: Fashion Park Clothing, Knox Hats, Florsheim Shoes and Wilson Bros. Shirts.

Only the very choicest of neckwear and other men's furnishings are carried in stock and care is used that the latest styles are on hand to meet the requirements of a discriminating custom.

"Herb" graduated from the New Brunswick High School in 1918 and shortly afterward began his business training in a local clothing and furnishing store with the objective of entering business for himself.

Now his ideal is to anticipate the desires of his trade, render unusual service, and to develop his business to the point where it will be the outstanding one in importance and volume in Greater New Brunswick. He believes in the future of the city and is a consistent



INTERIOR VIEW OF FIXLER'S STORE

contributor in money, time and personal effort to building a bigger and better city.

Mr. Fixler is actively interested in civic, social and business affairs having membership in the Board of Trade; being Second Vice President and Direc-

tor of the Junior Chamber of Commerce; being a member of the New Brunswick B. P. O. Elks, F. & A. M., Exchange Club, Country Club and other organizations.



EXTERIOR VIEW OF FIXLER'S STORE

Mr. Fixler's store faces the historic Monument Square at the point where traffic turns out of the business and into the residential district, being thus readily accessible to both, and it is even suggested that the position of this business has had some influence upon popularizing the locality where it is situated.

The tasteful display in the windows of Mr. Fixler's store has its own appeal and not infrequently draws to itself those who are interested in the artistry of commerce no less than those who seek such displays for their more direct value and sartorial guidance.

Mr. Fixler's personal popularity, his acquaintance among the younger set and the irrepresible enterprise and activity injected into his business have made it a factor of which he and his fellow citizens of New Brunswick may be proud.

It is the estimate of those who believe that being well dressed is one of the contributing factors to business success, that establishments of the type, of which Mr. Fixler's is a brilliant example, contribute to the commercial importance of any community in which they may be situated.

## PUBLIC SAFETY

AS Director of the Department of Public Safety, which is one of the most important in the city government, embracing as it does the supervision of the Police, Fire, License, Health, and Building departments, it is with



WILLIAM C. JACQUES  
Commissioner

pride that I can say that it is one of the cleanest and healthiest industrial and educational cities in America.

This is not an extravagant statement, for it is borne out by surveys made by social agencies of the State of New Jersey and the United States Government. This condition is made possible through the co-ordination of the various departments under my supervision and through the splendid co-operation of the people of the City of New Brunswick.

In 1919 when I entered upon my duties as Director of Public Safety, I found the equipment of the fire department in need of modernizing and under-manned, and within the course of a year,

my program to increase the efficiency of the department was well under way. In the eight years that have passed, many changes have been witnessed in the department.

The fire department on January 1, 1919, consisted of one chief, one assistant chief, three engineers and twenty-six men. I put into effect the two platoon system with a personnel of one chief, two assistant chiefs, eleven captains, six engineers and thirty-nine men.

Part of my program was to motorize the department by gradual stages, so as not to put too heavy a financial burden on the city at one time. On October 11, 1922, an American La France triple combination pumping engine with 1,000 gallon capacity was purchased, and the following year two Mack triple combination pumping engines were purchased, replacing steam engines, which resulted in the entire replacement of horse-driven apparatuses.

A Robinson City service truck which had long been in the service of the department, was replaced by a Mack aerial truck, and during the past year, a Mack triple combination pumping engine with a 700-gallon capacity was installed at fire headquarters, replacing a Robinson combination wagon.

The motorization of the department and the adoption of the two platoon system was followed by a survey of the city by the Board of Underwriters, with the result that the property owners of New Brunswick are saved thousands of dollars annually through the granting of a new rating for the city. The city was jumped from Class D to Class C with a corresponding lowering of insurance rates, which attests to the efficiency of the fire protection afforded the people of this city.

In the police department, my administration has been responsible for increasing the number of patrol districts from fifteen to twenty-one and increasing the personnel of the department from thirty-three to fifty men. New rules

were put into effect for the governing of the department, and an additional man was added to the detective bureau.

The police department since I have been in office has placed all of the flashing beacons on the streets for the protection and guidance of motorists. Traffic regulation has been put in charge of competent officials and traffic reports show that less accidents occur in New Brunswick than any other city of its size in the State.

No city money is wasted on fanciful schemes or devices, as is the case in many cities. The department gives its cooperation to the civic organizations interested in the police problems and consideration is given every suggestion of individual citizens. The grip of political machines on the department has been broken and merit made the basis of promotion.

Courtesy is insisted upon at all times to all persons. Third degree methods are not tolerated; prisoners are given every right guaranteed them by law. The use of unnecessary force in making arrests or violence in any form toward the citizens is forbidden, and today night-sticks in this city should live a lifetime. The police are servants of the people and not their masters.

The health department is an important branch of my department, as its employes have much to do with the health of our city. The sanitary improvements in dairies supplying milk for the people of New Brunswick, the tuberculin testing of cows for raw milk supplies, the pasteurizing of the balance of our city milk supply of today have not only materially had their effect upon the infant mortality rates, but also that from tuberculosis, and very probably to a considerable extent the prevalence of Scarlet Fever, a disease formerly transmitted very generally by infected milk. Similarly, the use of Diphtheria anti-toxin as well as the other proven serum treatments, have affected a lessening of damage to important organs, thus reducing fatality.

The Child Hygiene Division of the department is accomplishing wonderful results through the small staff of nurses. During the past year the nurses had under their supervision 7,141 babies, of which 715 were born in 1926. They visit the babies in the first months of life once a week, since this is the period of greatest mortality, and thereafter at varying intervals.

Three baby clinics are operated under my supervision with a total attendance in 1926 of 3,808 babies. In addition to the clinics, the nurses make home visits, and in 1926 7,141 such visits were made.

A comparative record for the last four years show a steady decline in the death rate of our city. The rate in 1923 was 12.55, and in 1924 it dropped to 11.90. In 1925 it was 10.52, and in 1926, 10.59.

In the building department, many improvements have been witnessed, including the adoption of an ordinance regulating street signs, zoning ordinance and a City Plan. A new electrical code has been adopted and is being rigidly enforced. In a comparatively short time, work will be completed on a new building code.

In summation, I beg leave to say that New Brunswick has a model police force, no commercialized vice is tolerated, good traffic control, safe taxi service, protection for children, safety for citizens, licensed dance halls, well disciplined police, a modern fire department, efficient fire fighting, low insurance rates, electric code, City Plan, city zoning, and a low death rate.

*William C. Jacques*

NOTE—Shortly after writing this article, Mr. Jacques passed away and was buried with highest honors

## BUTTLER COMPANY

SPECIALISTS IN PANELLED ROOMS AND CASE WORK FROM  
ARCHITECTS' DETAILS

**T**HIS company is one of the outstanding concerns in the United States in its particular accomplishment, that is the manufacture of all kinds of finished cabinet and mill work for use in the finest type country homes, churches, schools and hospitals.

Specialization in the making of panelled rooms and casework from architects' details has been engaging the company for some time and the evidence of its excellent work is to be found in the private

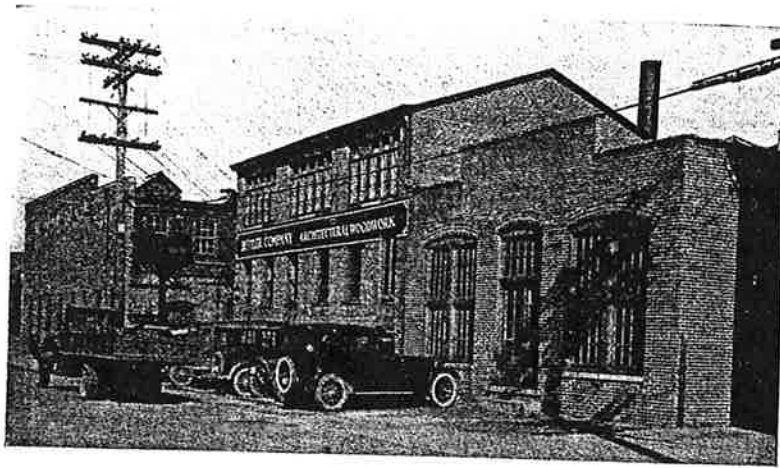
changed to its present one, Buttler Company.

The business is now conducted by the three sons of Howard V. Buttler with Mrs. Howard V. Buttler as President.

An unbroken line of Buttlers in the foundation and development of the business for a period of seventy-five years seems likely to continue indefinitely, a probability which gives the present members profound satisfaction. Fire destroyed the plant in 1892. The plant was immediately rebuilt and the view on this page shows how substantially it is constructed. The plant is fully equipped with the latest and most efficient machinery to meet the demands of an exacting clientele. There are three dry-kilns with a capacity of 25,000 feet of lumber.

A large stock of high-grade lumber is kept on hand at all times to insure the prompt filling of orders for special jobs.

Recently the company disposed of its warehouses, one in Elizabeth and one in New Brunswick. This permits it to devote its energies to millwork exclusively to meet the requirements of architects in panel, casework, etc., for which there is an unusual demand.



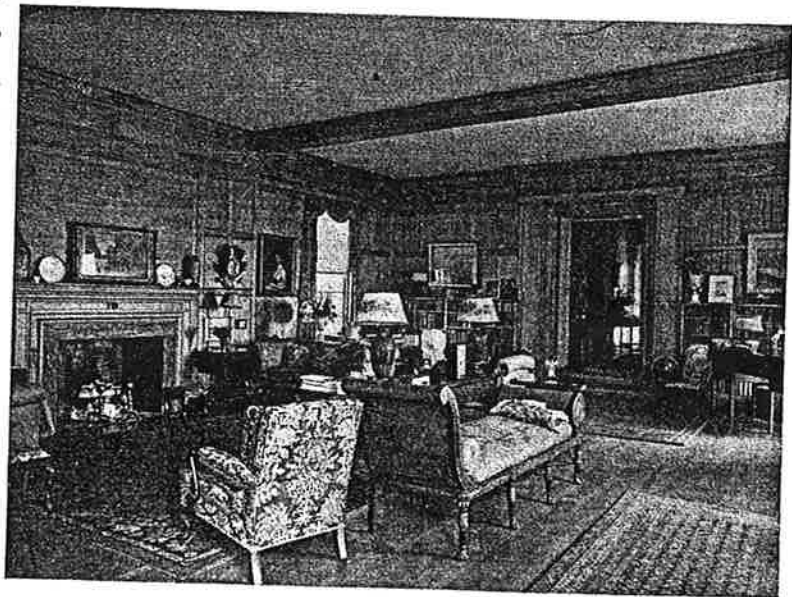
OFFICE AND PLANT

homes, private and public institutions in the States of New Jersey, New York, Rhode Island, Connecticut, North Carolina and Texas.

The concern enjoys an enviable reputation among the leading architects and the demand for its work is constantly increasing.

Reproduction of a photograph of one of the company's recent jobs appears on this page.

This business was founded seventy-five years ago—1852—by Brokaw & Buttler and changed later to Brokaw, Buttler & Johnson. Some years later Mr. Brokaw retired and the name was changed to Buttler & Johnson. In 1870 A. J. Buttler purchased the business, with George Buttler being manager. In 1884 Howard V. Buttler became owner. In 1890 A. S. Howell became partner. In 1912 a corporation was formed and called Buttler-Howell Co. In 1925 the name was



PANEL WORK IN PRIVATE RESIDENCE

## NEW BRUNSWICK'S INDUSTRIES

By J. H. WHITFIELD, Comptroller and Industrial Secretary

THE American people ask very little of their officials. They demand little in return for the confidence which they repose in them by their votes. They expect honest government, economical government, and government

as efficient as the ability of the officials will permit. What less could they ask?

The people of New Brunswick and particularly the merchants clamored for more industries and, heeding the request of the taxpayers, the City Commissioners started an innovation in New Jersey by creating the office of industrial secretary. Through the medium of this office, they planned to enter into competition with other municipalities in inducing industrial plants to locate in this city.

This is only one instance of the progressiveness of the City Commissioners, and they were commended by not only the local press, but the press of the State.



J. H. WHITFIELD  
Commissioner and Industrial  
Secretary

The record of the present administration is one of accomplishment, as is attested by the manufacturers of the city.

The members of the present commission have performed their official duties conscientiously. They have put into their labors the energy and thought that, under former lamentable conditions in New Brunswick, were applied by office-holders almost entirely to politics. They have conserved the municipal funds, and within their power, provided every protection to the lives, property, occupations and interests of the people.

I shall not touch upon the growth and prosperity of New Brunswick other than what relates to the office of industrial secretary, which office I have filled for the past two years. Within these two years, twenty-six new industries were located in this city with new capital amounting to \$1,000,000, and furnishing employment to about 1,500 people, with an annual payroll of \$1,500,000.

The duties assigned to me by the City Commission did not embrace alone the obtaining of new industrial plants, but also the task of securing for the city favorable publicity, and this publicity was secured through the issuance of 5,000 booklets setting forth the advantages of the city as an industrial center, advertisements in magazines and newspapers, etc.

It is a privilege for me to say that it pays to advertise, for through the columns of the magazines and newspapers, hundreds of prospects were interviewed and several industries were induced to locate in our city.

Besides locating factories, this office takes an active part in all matters of a civic nature, such as legislation pertaining to the city, celebrations, co-operation with the manufacturers who are already located here and to see that they are provided with necessary improvements by the municipal government.

New Brunswick wants more industries and the City Commission is ready to offer inducements to any firm looking for a site. Existing factory buildings in this city range from small wooden structures to modern, well-illuminated, fire-protected structures wherein conditions are excellent.

Factory buildings may be constructed under favorable conditions in New Brunswick because competition exists between local and out-of-town contractors, material costs are held down by the close proximity of the city to raw material sources and the labor situation is of the best.

Building sites that will comply with a wide range of requirements are available in and near New Brunswick at prices that are reasonable. With few exceptions, all sites are practically level and some front on transcontinental railroads.

Gas, electric, sewer, water and telephone services are available on short notice on practically all sites within the city limits, and arrangements may be made without difficulty for services to large acreages outside the city limits.

Most property owners desire to co-operate in bringing about factory development and purchases can be made for fair considerations. Scores of properties, ranging from a few hundred square feet in area to large acreages, are listed in my office, and practically every reasonable requirement as to site characteristics may be met.

New Brunswick is the home of varied industrial interests, and among the larger industrial plants are Johnson and Johnson, International Motor Corporation, Armstrong Cork Company, Brunswick-Kroeschell Company, Janeway and Carpenter, American Incubator Company, Gulbenkian Seamless Rug Company, Ferodo Asbestos Company, National Musical String Company, E. R. Squibb and Sons, Consolidated Fruit Jar Company, General Cigar Company, Ives Needle Works, Webb Wire Works, F. J. Potter Company, Michelin Tire Company, Abraham Wolf Company, Cadgene Piece Dye Works, Metallo Gasket Company, Raritan Rubber Company, Inc., the Willette Corp., Buttler Company, Crawford Manufacturing Company, Kompak Company, Three Star Cap Company, and others.

New Brunswick has a population estimated at 45,000, and the attitude of the city government toward business is one of sincere, helpful co-operation at all times. New Brunswick has a low death rate, and owns its own water plant, and has a paid fire department. It is the home of Rutgers University, Rutgers Preparatory School, New Jersey College for Women, and New Jersey Agricultural College.

The city has three splendid libraries, a Y. M. C. A., twenty-one public and parochial schools, a high school that cost \$225,000 before the war, and a Junior High School that cost \$430,000, an Elks Club that cost \$500,000, and practically every other fraternal organization owns a modern home.

There are seven banks and trust companies in the city, and twenty-six building and loan associations. Three excellent hospitals are located in the city and work will be started on April 1, 1927, for the construction of a new hospital costing \$750,000.

I could elaborate further on the advantages of New Brunswick, but it is sufficient to say that the city is located on the main stem of the Pennsylvania Railroad, and the Raritan River Railroad gives equally as good facilities through the Central Railroad of New Jersey, Philadelphia and Reading, and the Baltimore and Ohio Railroad.

New Brunswick is situated twelve miles from deep water in lower New York Bay, and the Delaware and Raritan Canal, which fronts on the city, enables manufacturers and merchants to ship by barge to Philadelphia, Baltimore and points along the Atlantic seaboard.

The deepening of the channel of the Raritan River to twenty-five feet, and the building of the Ship Canal across the State from Morgans to Bordentown will ultimately make New Brunswick a seaport, with a large volume of waterway commerce.

J. H. Whitfield

## FERODO AND ASBESTOS, INCORPORATED

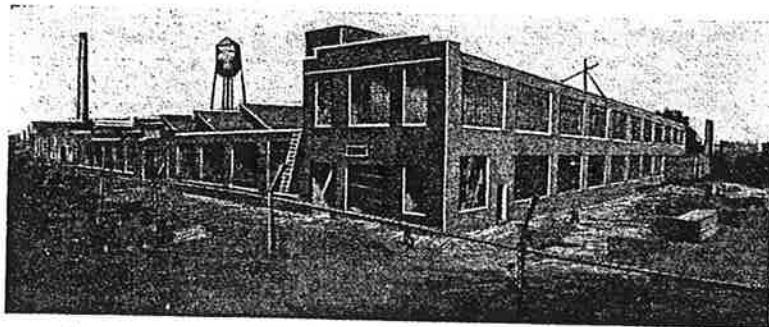
MANUFACTURERS FERODO ASBESTOS LININGS; ALSO ASBESTOS PRODUCTS

**T**HE products of Ferodo and Asbestos, Incorporated, include Asbestos Textiles for the Electrical and Chemical industries. Asbestos Packings for the Steam Engineering field, and Asbestos Brake Lining for the Automotive and Industrial Engineering fields.

Foremost among the products manufactured is Ferodo Bonded Asbestos Brake Lining. From a very small beginning back in 1899 the business has grown world wide, with factories located in England, France, Germany, and New Brunswick, N. J., U. S. A.

Ferodo Brake Lining is manufactured from the highest grade of pure Asbestos, which is spun into a yarn, with a strand of very soft, fine brass wire as its center. The yarn is then woven into a solid fabric of great density, by a patented method of weaving.

The fabric is bonded by impregnation with special chemical ingredients, after which it is heavily pressed by machinery especially designed for the purpose. The finished product is the densest and most durable brake lining obtainable, possessing a toughness to withstand the gruelling stress of friction.



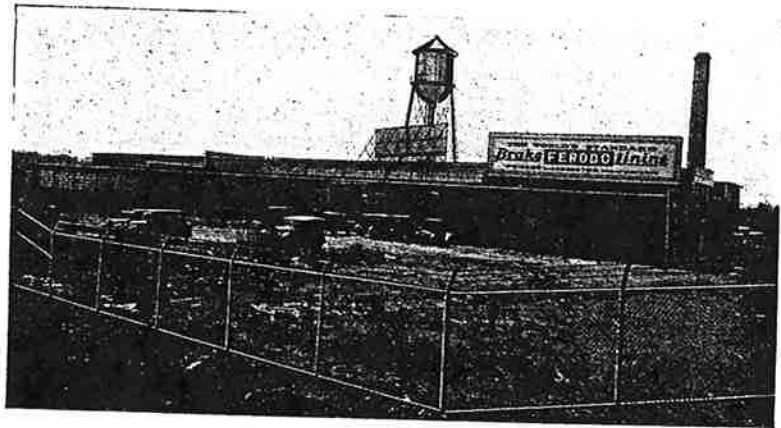
ADDITIONAL PLANT IN PROCESS OF COMPLETION

"Bonding" is the term for one of the most important steps in the manufacture of Ferodo Lining. It cements the strands of woven fabric and gives wearing qualities superior to cast iron. The highest grade chemicals penetrate into and saturate every fibre of the material, resulting in a uniform fabric capable of withstanding the severest service. The patented method of weaving the fabric, plus the Ferodo Bond, provides a brake lining which gives maximum wear, will not slip or seize, and maintains a highly uniform gripping power to the end.

As pioneers in the brake lining business, the manufacturers of Ferodo Brake Lining regard it as a duty to themselves and to their customers, to keep Ferodo Linings always ahead in quality of the ever increasing demands for high efficiency and endurance.

To maintain this pre-eminence, a staff of Engineers and Chemists are constantly engaged in research work. The Ferodo Chemical and Physical Laboratory contains the finest friction testing plant in existence. The development of new methods and ideas is the direct outcome of the scientific investigations of this important department.

Ferodo Brake Lining is recognized everywhere as the World's Standard—for Automotive Transportation.



ORIGINAL PLANT

The decision to make New Brunswick the American home of the Ferodo and Asbestos, Inc., was reached recently at the home office in England after President William Brookes, in charge of the New Brunswick plant, had conferred with the home office and reported on the development of the business of the company in the United States and the need for immediate expansion.

Plans were drafted and the home office granted an appropriation to carry out the building program. Shortly after Mr. Brookes arrived home, contracts for the construction of the additional plants were awarded by him to local concerns and the buildings will soon be completed.

The original plant of this concern (view of which is shown on this page) is of one-story construction and contains 30,000 square feet.

Three and a half acres of land was recently acquired by the company, which added to its present holdings gives it space for further expansion.

The new building (view of which is shown here under construction) is being erected one hundred feet west of the present plant and will contain 45,000 square feet. It is of the "saw-tooth" construction and a section of the building is two stories in height. It is 212 feet in width and the length is 220 feet, while the one-story section is 180 feet in length.

## WATER PLANT AND SYSTEM

**T**HE Water Works for New Brunswick were first constructed by a private company in 1867. The sources of supply considered were the Raritan River and Lawrence Brook. The brook supply was decided on and works built with the pumping station at Weston's Mills. After a few years of operation under the private company the City purchased the works and has operated them. Until the Commission form of government was adopted the water works were administered by a Water Commission and many prominent citizens gave their time to this important work. After Commission Government was established the works were directed by Mayor Edward F. Farrington and since his death by Commissioner Frank A. Connolly.



ASHER ATKINSON  
City Engineer

The water is taken from Lawrence Brook at Weston's Mills about two miles from the center of

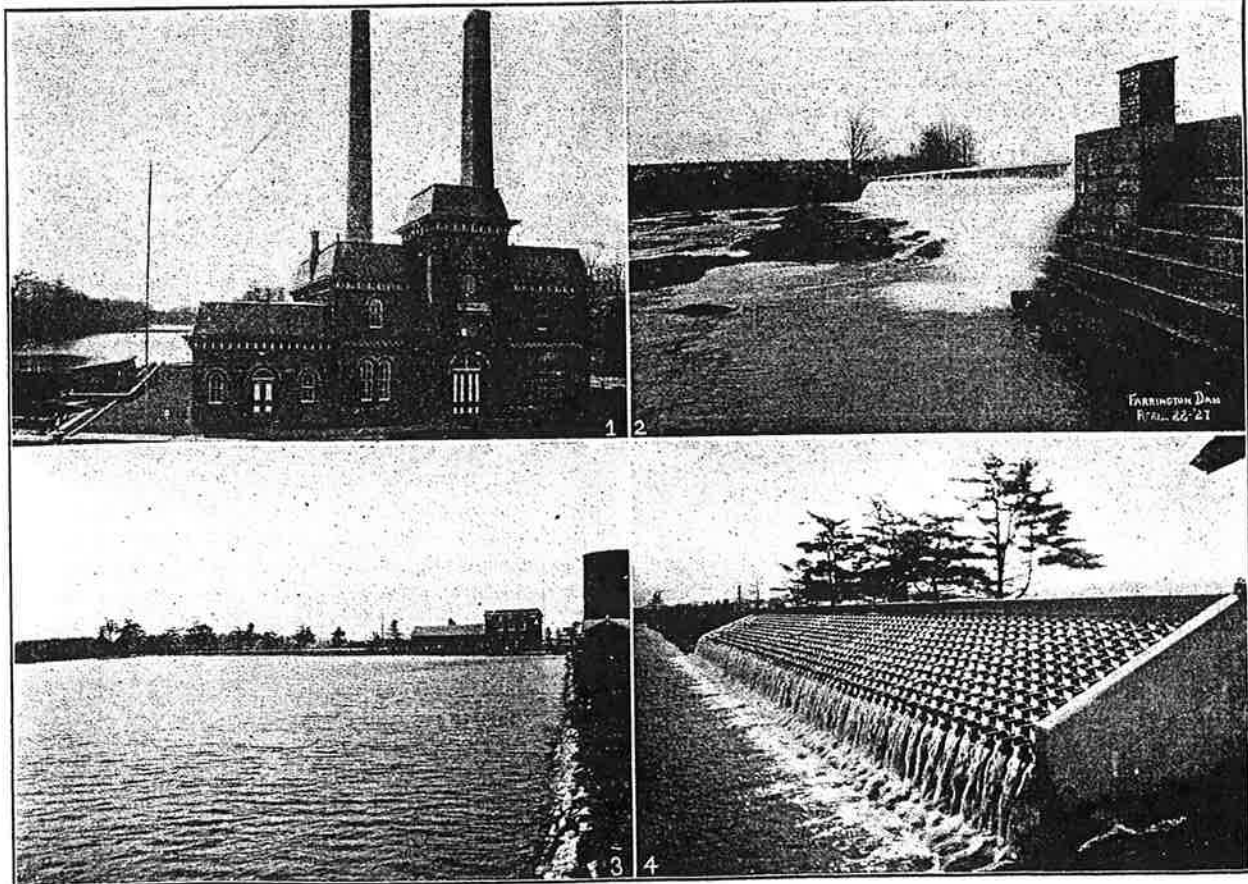
the City. The brook drains forty-five square miles and there is a sufficient flow of water for years to come provided adequate storage reservoirs are provided. The demands of the City have steadily increased from a few hundred thousand gallons a day to the present rate of five and a half million gallons.

The storage capacity has been enlarged from time to time by raising the dam at Weston's Mills, by building a new and higher dam above Weston's Mills dam in 1918 and in 1926 by the building of a large dam at Parsons Mills which creates the Farrington Lake, three and a half miles long, holding eight hundred million gallons. The total storage supply for the City is now enough to furnish water for six months in addition to the regular flow of Lawrence Brook.

The water is very soft and on account of the nature of the watershed is highly colored. In order to remove the color and any possible pollution a filter plant with a capacity of eight million gallons a day was built in 1917. At the same time a stand pipe eighty-five feet high containing 800,000 gallons was also installed to give greater pressure. A bacteriological laboratory is maintained at the filter plant and daily tests are made to assure the purity of the water. Independent tests are made by the State Board of Health which have uniformly shown the water to be of the best sanitary quality.

The City has supplied Highland Park and adjoining municipality with water and also some water to the Townships of North Brunswick and Franklin. The steady growth of population served has required additions to pumping equipment and reservoirs and will require more in the future. The City is fortunate in having a supply close at hand which is capable of development to care for the needs of the City for many years.

*Asher Atkinson*



## THE JONLEE COMPANY

WHOLESALE AND RETAIL DEALERS IN PAINTS, WALL PAPERS, ETC.

**F**EBRUARY FIFTH, 1914, was the official opening date of this company. Its founders, Mr. George E. Jones, President, and Ralph N. Perlee, Secretary-Treasurer, established their headquarters in the store at 23 Bayard street, and began business in a very modest way, but with a full, clear vision of what they wanted to accomplish. The title of the corporation at that time was the Jonlee Paint and Varnish Company, but in 1919 was shortened to the present title.

During the year 1919, the company opened its second retail store at 334 State street, Perth Amboy, N. J. It was a success from the start and has continued to increase in volume of trade.

Four years later—1923—Mr. Perlee's interest was acquired by Mr. Jones. Very shortly afterward—during the same year—Mr. John Schork and Mr. H. W. Hyne, both being employees, were admitted to the company, and are still members, Mr. Schork being Treasurer and Mr. Hyne Secretary.

Another most important step in the development of the business occurred in the year 1923, and that was the purchase of the warehouse at 14 Water street, a view of which is shown on this page. However, it is impossible for this picture to reveal more than a small part of it. There are, however, about 72,000 square feet devoted to the storage of paints, varnishes, wall paper, painters' supplies and specialties.

One year later—1924—the company opened another retail store at 198 Main street, Hackensack, N. J., which business is also growing very satisfactorily.

The Jonlee Company retail store at 19 Bayard street, New Brunswick, is one of the busiest places in the city, and has been from the day it opened.

Aside from supplying and conducting their own retail stores in the sale of their wares, the company is also jobber of paints, varnishes, wall paper, painters' supplies and specialties.

### CONCERNS REPRESENTED

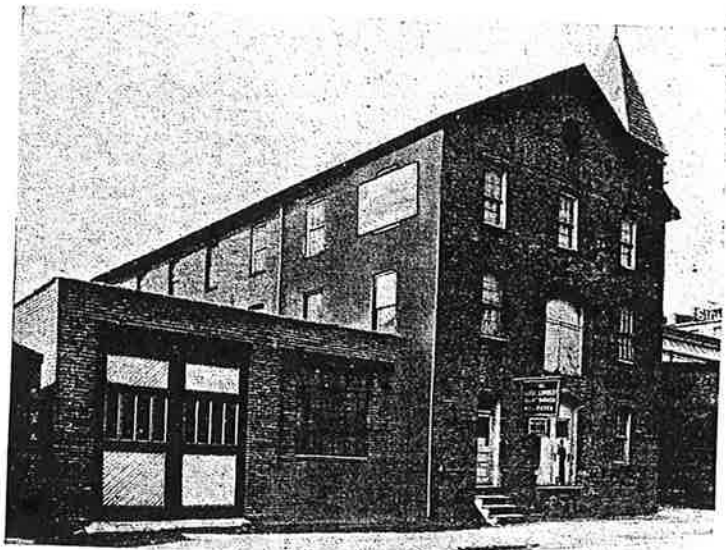
Sales agents and part owners of the Bartine-Jones Varnish Works—makers of the better grade varnishes, dryers, fillers, etc., for use in floor and trim of the better grade houses.

Sales agents and controlling owners of Anti-Rust Paint Manufacturing Company—specializing in anti-rust and non-corrosive paint for industrial plants and railroads, serving a number of the largest railroad companies for years. Plant now being developed to furnish household paints for inside and outside use.

Distributors for Richard E. Thibaut, Inc., in New Brunswick, Perth Amboy and Hackensack, their full line of wall papers of more than 400 different patterns. Complete stock is carried in each of the company's stores.

State agency for W. W. Lawrence & Co., Pittsburg, Pa., paint manufacturers. This line is being sold by The Jonlee Company in about half the New Jersey territory.

Distributors in this state for Pratt & Lambert, manufacturers of very high quality varnishes and enamels, from Lakewood, N. J., to Pearl River, N. Y., with exception of the Newark territory. The Jonlee Company were the first distributors in New



WAREHOUSE OF THE JONLEE COMPANY

Jersey to purchase a full carload of P. & L. products and have for several years purchased at least two full carloads each year, not including fill-in shipments made each year.

Distributors for the New Brunswick Supply Company for the sale of linseed oil only, and the H. S. W. Lead Company for the distribution of white and red lead to house painters, contractors and industrial plants, both of which concerns are owned and managed by The Jonlee Paint Company.

As a reward of the unflagging energy and clear vision of Mr. Jones, President and General Manager, the growth of the business has been steady and sound. As conditions warrant, other retail stores will be opened at various points in New Jersey.

Mr. Jones is much interested in New Brunswick's civic affairs, especially such as relate to the development of the city. He is a graduate of Rutgers and has been a resident of New Brunswick since 1914.

## CITY PLANNING AND ZONING

By ALFRED S. MARCH, Chairman Committee

"Where there is no vision, the people perish"—Proverbs 29-18.

ALL intelligent construction and development result from some definite plan. This applies not only to the construction of a residence and other buildings, but specially to the development of a city and its environs.



ALFRED S. MARCH  
Chairman Committee

City planning merely crystallizes the fact that what is true of mostly everything is true of cities, and that the planned city is not only more artistic and attractive, but healthier, more convenient, and more efficiently managed than the city developed without any definite plan. A city plan (prepared after a careful study of the city's needs) does not necessarily mean extravagance, but is an intelligent program for the development of the city in an efficient, economical manner.

New Brunswick, by reason of its excellent location on the Raritan River—in pleasing variation with most cities—furnishes a nucleus for an ideal city plan, which, if developed, would result in the city beautiful and the city practical.

In compliance with the wishes of a large number of the citizens of New Brunswick, in the spring of 1923, the following persons were appointed members of the City Planning Commission: James M. Barkelew, Elmer E. Connolly, George F. McCormick, James A. O'Connell, George B. Rule, Raymond P. Wilson and Alfred S. March, and all of said members, together with the following City officials, ex-officio, were constituted a Commission on Building Districts and Restrictions; Asher Atkinson, City Engineer; Frank Connolly, Director of Revenue and Finance; John F. Lynch, Building Inspector; and Harry J. Francis, Chief of Fire Department.

These Commissions functioned immediately, and with the help of an expert, Mr. Herbert S. Swan, and his associate engineers, made an exhaustive study of the City and its needs, and in the year 1925, the City Planning Commission filed a complete report, known as "The New Brunswick Plan," which clearly outlines the existing conditions of the City, its future needs, and a general plan for its future development—having special regard for the future growth and needs that go to make up an ideal city. (To which report reference is herein made).

Some of the more important factors accentuated by the report were the necessity of another business thoroughfare, paralleling George Street, as was suggested some ten years ago, and is still vitally important. Dennis Street extensions, both northerly and southerly, as outlined in the plan, are likewise highly important, thereby affording an opportunity to divert traffic from the much used thoroughfares, George Street and Albany Street.

A map of New Brunswick and its environs attached to the report visualizes New Brunswick as it should be in future years, and special attention is called to the plan of the parks surrounding Weston's Mills Pond and running to the southwesterly bank of the Raritan River and extending along the River northwesterly to Clifton Avenue; also the extension of Buccleuch Park, to the end that it would include the territory lying northwesterly thereof and between the Delaware & Raritan Canal and the north-easterly line of Easton Avenue, as far out as the intersection of Easton Avenue Turnpike with said Canal; and also the further extension of Buccleuch Park southwesterly from Easton Avenue and along the Mile Run Brook in a southerly direction to Somerset Street.

Parks, playgrounds and recreational facilities are necessary for the ideal city, and in developing the water front property for parks, etc., provision can be made for swimming, boating, skating and other aquatic sports, while utilization of the land surrounding Weston's Mills Pond for park purposes, will not only protect that part of New Brunswick's water shed, but make it exceedingly attractive.

Recognizing the importance of having water front property attractive, it is also suggested in the plan to have a water front thoroughfare from Commercial Avenue to the Albany Street Bridge.

In this connection, a similar opportunity is afforded Highland Park to beautify its water front property by taking over for park purposes so much thereof as lies between the River Road and the Raritan River, especially between the Albany Street Bridge and the Pennsylvania Railroad Bridge—this being a much needed protection for Highland Park, as well as New Brunswick. Parkways should likewise be developed along each side of the River from New Brunswick to Bound Brook. Such a form of development would provide untold benefit and pleasure for posterity at least, if not for the present generation.

Zoning is naturally an integral part of the city planning. As a result, after careful study, a zoning ordinance was prepared by the Commission on Building Directions and Restrictions and submitted to the City Commissioners who adopted it on Aug. 5, 1924, and subsequently, on Oct. 7, 1924, the following gentlemen were appointed members of the Board of Adjustment of the City of New Brunswick, to hear applications for adjustment respecting the Zoning Ordinance: Jacob Whitfield, Raymond P. Wilson, Harry J. Francis, Charles J. Morris and Asher Atkinson.

Notwithstanding the fact that municipalities have not been favored with much help from the courts of New Jersey in enforcing zoning ordinances, this ordinance has been universally recognized and followed, with a result that since the same has been adopted, there has not been any litigation respecting its provisions.

The Zoning Ordinance naturally deals with the regulation of development of buildings and the uses of private property, and is accompanied by proper maps prepared by the Commission. It divides the property into residential, business and industrial districts, and controls the ordinary and systematic development of property along reasonable lines, by virtue of what is known as the police power of the community.

Fortunately, the people of New Brunswick have adopted a Zoning Ordinance at what might be termed the critical period in the progress of the City in its transformation. Each support of zoning principles now will prove incalculable benefit to the City of the present, and more so, to the City of the future. Courts throughout the country are beginning to see the light, and recognize the fact that proper zoning ordinances, reasonably drafted, properly exercise what is known as the police power of the Commonwealth, by protecting, rather than injuring the welfare of its citizens; and as a result thereof, the individual, as a member of society, properly surrenders his so-called individual rights for the benefit of the many.

Many large cities have even passed the half million stage and have neglected as yet to adopt a zoning ordinance, which is unfortunate, to say the least. We should be proud of this great accomplishment in New Brunswick, as it is



## THE KOMPAK COMPANY

THE Kompak Company, creators, patentees and manufacturers of the Kompak Automatic Storage Gas Water Heaters, has its own manufacturing plant and boiler factory in New Brunswick, N. J. The factory buildings were constructed for making Kompak products and every means was adopted to assure economical production



VIEW OF FIRST PLANT IN 1916

and quality, as well as quantity manufacture. It is the only water heater plant in the United States which makes its own copper boilers. This alone insures a particularly high grade copper boiler design.

The men accountable for the production and engineering of Kompak Heaters have all had more than twenty years' practical and theoretical training in gas water heating.

A great many of the past and present mechanical improvements on gas water heaters were invented by Kompak engineers. *The Kompak Automatic Pilot is probably the most important single achievement in the gas water heating industry.*

The fact that the Kompak Company several years ago centralized and concentrated their boiler specifications on copper boilers has revolutionized that part of gas water heater manufacturing. It is unanswerable logic that copper, as it is rustless and durable, *must* be used if a water heater is to stand up under years of service with freedom from complaints and costly replacement.

The Kompak Company guarantees its Automatic Gas Water Heaters for two years against defective workmanship or materials.

The Kompak Automatic Storage Gas Water Heater will deliver *clean hot water* from all faucets in the house at *full city pressure*. The automatic storage system means just what the name implies. Water is heated and stored in a heavily insulated tank and is available *at any time*. Hot water can be drawn as fast as the cold water flows. These "storage" heaters are controlled automatically also. A thermostat turns the gas off as soon as the water in the tank reaches the right temperature. No gas will burn again until the heater has stood for twelve to twenty hours, or until the hot water is drawn off. When enough hot water is used so that the entering cold water lowers the temperature of the tank the thermostat turns the burners on again and the water is heated once more, awaiting everybody's demand.

The tank is heavily insulated and forms a heat retaining reservoir similar in effect to a thermos bottle. The heat

is retained with a very slight loss of temperature, if any at all.

The Kompak Automatic Storage Gas Water Heater incorporates greater improvements than any water heater and is automatically controlled in every operation. It is fool-proof and rust-proof. There are only three metals which are rust-proof and which are practical to use in manufacturing products of this kind. They are brass, copper and bronze. All three are used in the Kompak.

Kompak Automatic Devices are designed for safety and convenience and to protect the owner against human carelessness and unforeseen conditions. In this heater one automatic device checks the other.

The proven factors in Kompak efficiency make this heater the utmost in *convenience, practicability* and *economy*. There's a Kompak Heater to solve every hot water heating problem, whether it be for the home, apartment house, hotel, restaurant, club, bakery, hospital, office building or large manufacturing plant, etc., and whatever the hot water demands may be.

The Kompak "storage" system is made from Junior Semi-Automatic of 10 gallons per hour to Kompak Automatic Storage system of 500 gallons per hour, the duplex system of connecting two heaters to one boiler to obtain beyond the 500 gallons per hour, to specially designed "storage" heaters to meet the need of large plants and buildings.

The Kompak Company's growth has been a steady one from its early founding. H. J. Long, the president of the company, was founder of the business in the year 1908. His first plant was very small, being an unused barn. In 1910 he took a partner and the firm name was Long-Landreth Company. Three years later—1913, the name was changed to Long, Landreth & Schneider Co. In 1918 the concern moved to the present site of their plant, view of which is shown at top of this page. In 1919 the name of the company was changed to its present style—The Kompak Company—following the name of the product, and was incorporated under the laws of New Jersey. The business developed so rapidly that more space was required and the present plant is the result of the reconstruction, additions, etc., to the original buildings necessary in 1920. (A view of this most complete plant is also shown.)

The product of this plant is sold through the company's representatives as follows: J. V. Landreth, 26 Cortlandt street, distributor for Greater New York City; A. C. Craig, 158 South Tenth street, Newark, N. J.; C. H. Ehrenzeller, 18 South Seventh street, Philadelphia, Pa.; C. L. Yost, 1011 Jones Law Building, Pittsburgh, Pa.; W. A. Devine, 1634 Chapel street, New England sales manager, New Haven, Conn.; Cole & Sampson, 120 Tremont street, distributor

for Greater Boston, Boston, Mass., and Eastern Service Company, distributor for Northern New England outside of Boston, 131 State street, Boston, Mass.

The officers of The Kompak Company are: President, H. J. Long; Vice-President, Treasurer and General Manager, Frederick D. Schneider; Secretary, Albert Friedrich.



PRESENT PLANT

## CITY PLANNING AND ZONING—(Continued)

a direct agent in the growth of the City, supplying, as it does in the development of private property, "a place for everything, and everything in its place."

New Brunswick is, and should be considered, an integral part of the New York Regional Planning Scheme. This importance is under-estimated by inhabitants of the minor divisions composing the territory surrounding New York City.

The advisability of the immediate regional development of New Brunswick and outlying communities should be impressed upon our natives. New Brunswick should expand in all directions, and especially in the direction of Bound Brook for the additional Railways afforded, and in the direction of the Amboys, not only for additional railway advantages, but also for the excellent water facilities available.

Considerable attention should be given to the development of a deeper waterway connecting with the City of New Brunswick. We are in the metropolitan area, and the regional planning phase should be considered, as well as city planning.

At one time city planning was considered a fad and fancy—now a necessity. The destiny of community life in the future is dependent upon a carefully planned city.

In this connection, opportunity of educational resources as afforded by Rutgers University and the New Jersey College for Women, as well as those resources of industrial, business and residential development, should produce an enviable city of the future, because of the combination of those pursuits that make for happiness in life.

In my judgment, the comprehensive City Plan submitted should be carefully analyzed, and if faulty in any particular, should be amended; but in any event, vigorous measures should be adopted in order to work out an economical and physical transformation of the City, in accordance with a definite scheme of city development that has proved to so many cities in the past the wisdom, as well as the popularity of city planning, without economical hardship.

*Alfred S. March*



VIEW OF ALBANY STREET FROM PENNSYLVANIA STATION

## RESULTFUL EFFORTS

THE agencies working for the development of New Brunswick are the City Commissioner, Industrial Secretary, Board of Trade, Junior Chamber of Commerce, Downtown Lighting and Improvement Association, French Street Merchants' Association, the four civic clubs—Rotary, Kiwanas, Lions and Exchange. Some effective work has been done and all are considering matters of vital importance for the future growth of this city. Other agencies working for the good of the community are the fraternal, social, churches and other associations and educational bodies.

During the past year a number of very important industries have been brought to this city, and several already lo-

cated here have spent many hundreds of thousands of dollars in the erecting of additional buildings to enable the meeting of increased demand for their products.

Several large business and office buildings and additions to county buildings are in process of erection and plans being prepared for other important business structures and manufacturing plants—the latter involving total expenditures of upwards of two million dollars.

It has been definitely decided to build a stadium, the funds for same having been secured through the sale of bonds to the citizens.

## THE WILLETTE CORPORATION OF NEW JERSEY

**A**MERICA is renowned for its bathroom accessories. In no other land have luxury and utility been so skillfully combined and so extensively and intensively developed. The sanitation of modern American domiciles would bewilder, amaze and test the credulity of one who left this country fifty years ago just to return. The ancient swimming hole, with all its disadvantages, exposure and inadequacy may read well in fiction, but is not to be compared in fact with the modern bath.

In early American history travelers tell gratefully of having had a spot in the creek pointed out where they might take a bath. This, doubtless, applied to summer—in winter the creek was either frozen or filled with snow or slush. Compare this primitive provision for cleanliness with a modern bath-room and at once and in comprehensive fashion the advance becomes visible.

The Willette Corporation has played no small part in this advance. Its Stae-Fast Bathroom Accessories are renowned throughout this and other lands. Specializing in vitreous chinaware—a ware with a permanent, impervious, surface—it meets every requirement which the most meticulous in sanitation and comfort can demand.

These things have not been worked out by chance. Skill, persistent effort, laborious, tireless oversight, mechanical device, scientific resource, all have been availed of to perfect these remarkable, indeed invaluable accessories. These fixtures consists of soap, tumbler, tooth brush holders, towel bars, etc., for recess and to be screwed on. The company's plant in New Brunswick, the trade name of Stae-Fast, the esteem in which the local plant manager, George H. Coxon, is held by architects, engineers and the allied building trades, the care manifested in its shipments, are matters of acknowledged celebrity, possessions of the trade. This concern has brought added repute to New Brunswick and is one of the city's assets. The home office is located at 138 Franklin street, New York City.

### FACTS YOU SHOULD KNOW ABOUT WILLETTE STAE-FAST FIXTURES

The perfecting and development of the Willette Stae-Fast Fixtures has been consistent with the policy of producing vitreous china accessories that were at once beautiful, durable, convenient and adapted to the exacting sanitary standards of modern building practice.

*Sanitary*—The lustrous porcelain finish of Willette

Stae-Fast vitreous china accessories is lasting and durable and will not discolor, stain or develop any surface imperfections. A damp cloth is all that is needed to keep them spotlessly clean.

*Convenience*—In the construction of Willette Stae-Fast fixtures, every consideration has been given to the accessibility and convenience; spacious recess compartments and well proportioned arrangement for accommodating toilet requisites make Willette Stae-Fast fixtures a continued source of delight to the user.

*Permanence*—Exceptional strength has been built into every Willette Stae-Fast fixture. From the selection and testing of the materials to their design of construction, durability is made a factor of first importance.

*Color*—Their beautiful color harmonizes with the tile, adding a decorative effect and accentuating the pleasing designs of the fixtures themselves.

*Beauty of Design*—Willette Stae-Fast fixtures lend themselves admirably in securing a well balanced appearance. Their uniform designs enhance the tiled

walls and conform with the plumbing fixtures in connection with which they are used.

The finest fixtures for tile bathrooms and kitchens. Unsurpassed elegance in design and quality characterized each Willette Stae-Fast Fixture.



THE WILLETTE CORPORATION

Illustrated in one of the beautifully designed, and printed catalogs issued by The Willette Corporation, is reproduced a modern bathroom showing a number of the accessories placed in their proper positions, and throughout the pages of the book the various accessories are shown in half-tone reproductions with blue outline and background, which brings out in strong relief each accessory.

Shown are recess soap dishes—of the drain and lip type; projecting soap holders for bathrooms and kitchens, combination soap holders and grab rail—drain and lip type, an essential accessory to the modern bath tub and enclosed shower bath compartment.

Projecting tumbler holders, recess tumbler holders, combination fixtures for tooth brush, tumbler and dentrifice, combination tumbler and tooth brush holders, tooth brush holders of the projecting type.

Sponge holders of the recess type, recess paper holders, hood tap and for flat paper. Projecting holders—octagon posts and ball end posts—fixtures which will give gratifying service under the most exacting conditions. Towel bars, crystal and opal glass shelves, hooks, single and double, etc.

# MIDDLESEX GENERAL HOSPITAL

By R. W. JOHNSON, President

THIS institution is considered on an equal with the leading hospitals of the State, fully meets the requirements of the American College of Surgeons, and is placing at the command of the community a hospital service which merits confidence.

It keeps pace with every advance in medical and surgical science, and in equipment, appliances, medical and surgical supplies and skill is in the front rank of hospitals not only in this State, but throughout the country.

For 43 years its facilities have been at the disposal of the public and all of its resources have been used in the care of patients, in the providing of attendants, physicians, surgeons and nurses, in the purchase of food and medical supplies, etc.

It was the first hospital to be established in Middlesex County, and its inception dates from the year 1884, at which time it was known as the New Brunswick Hospital.

A very modest institution, indeed, as shown by its annual report for the year ending March 1, 1885, wherein its receipts for the year amounted to \$744.07, and that 19 patients were admitted and received care. In contrast, during 1926 2,180 patients were admitted, not including the out-patient department. In May, 1889, the hospital took possession of a new building on Somerset street, erected and given by Mrs. Grace Wells, in memory of her husband. The name was changed to John Wells Memorial Hospital, and many additions to the buildings and improvements to the equipment were made possible by the financial assistance of Mrs. John Wells.

The name was again changed in 1916 to the Middlesex General Hospital, and as such has been serving the people of this vicinity for 11 years. The most skilled physicians, surgeon and nurses and efficient attendants are in constant attendance to patients admitted.

During the intervening years additions to buildings have been made, enlarging departments, providing new ones, increasing of wards, baby nursery, nurses' home and training school, pathological laboratory, the orthopedic clinic, the X-ray department, operating room, etc., etc., and the very best equipment required in the various departments have been installed.

The first donation from Middlesex County was received in 1892, and these donations have been made annually ever since, increasing in size as the scope of the hospital activities has increased. At present the Board of Freeholders gives \$9,000 to the institution annually.

To some extent the institution depends upon gifts, endowments and donations from the charitable public. Whenever a special call is made business concerns, civic bodies, churches, lodges, clubs and citizens give prompt response. In March, 1923, responding to an appeal by the directors,

the friends of Middlesex General Hospital subscribed the sum of \$200,000 for the purpose of building extension, improvements in existing buildings, the addition of certain departments and to cancel the mortgage on the property.

A part of this sum was expended during that year for a pathological laboratory, an X-ray department, a new power house, laundry building and servants' quarters, etc.

Through gifts by friends of the institution, an addition has been made to the Nurses' Home, which provides a modern school room, an adequate study hall, a pleasant living and recreation room for the nurses, new quarters for the superintendent and an office for the resident physician.

Middlesex Hospital has its own ambulance—a Cadillac. An added efficiency to the service, it also was presented by a friend.

In 1924 the New Brunswick Lodge 324, of the Benevolent Order of Elks, gave \$10,000 for the construction and equipment of a special clinic for crippled children and general orthopedics, and \$1,000 additional to the general building fund. Much good has been accomplished since this clinic has been in operation, and the Elks are most generous in its support of the idea in behalf of crippled children.

Space prevents the enumeration of the many endowments and benefactions, but the management is very appreciative of everything done by Middlesex Hospital friends.

The number of patients to be treated is increasing each year, and most liberal donations are required to meet the running expenses and keep the equipment, supplies and service up to its present high standard. Every citizen in New Brunswick is interested in helping the officers and directors to hold to the ideal of a hospital service in the first rank of medical and surgical science.

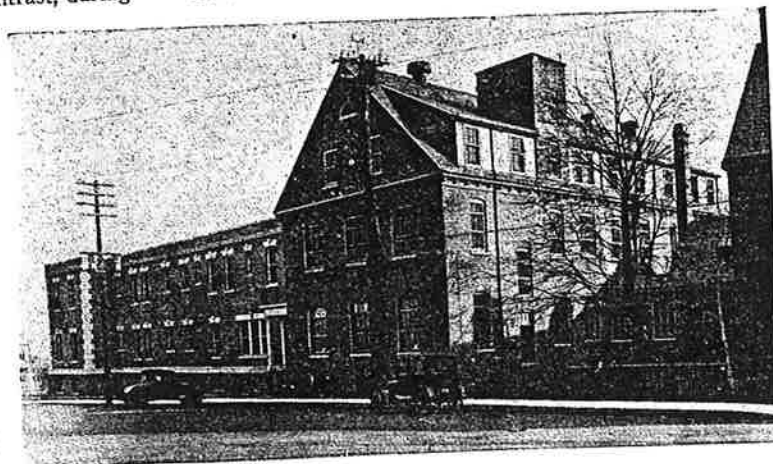
The officers of the Board of Directors of the Middlesex General Hospital are:

Robert W. Johnson, president; N. G. Rutgers, first vice-president; W. R. Reed, second vice-president; Charles Moses, secretary; A. R. Clapham, treasurer.

*Executive Committee*—Kenneth Robbie, chairman; Nich-



R. W. JOHNSON  
President



MIDDLESEX GENERAL HOSPITAL

olas Rutgers, Jr., Mrs. Lewis Hoagland, Dr. Lawrence Runyon, Dr. F. L. Brown, A. B. Nixon, Dr. A. L. Smith, Dr. Benj. Gutman, Dr. J. P. Schureman, Dr. R. L. McKiernan.

## KRAUSZER'S DAIRY

70-80 GULDEN STREET

**I**N 1910 John Krauszer began in a very small way to serve the citizens of New Brunswick with milk, in the loose form. In a very short time he was delivering about forty quarts per day to his customers, and constantly seeking more.

Each morning he harnessed up his two mules to a wagon, drove to the Runyon Farm in Stelton, N. J., and got his supply of milk. Some of his trade wanted bottled milk. He purchased a hand bottle filler and between using that and a dipper he met the demands of his trade. As the business grew Mr. Krauszer and his employees were kept busy washing cans and bottles, as all this had to be done by hand—the filling of the bottles as well.

The business grew so rapidly that additional horses and wagons had to be purchased, and, in succession, a one-ton Mack truck was added to the delivery service. At this time several hundred quarts per day were being distributed to customers.

John Krauszer continued to develop the business until 1917 in which year he sold it to his brother, Peter Krauszer. At this time the output was about seven hundred quarts of milk per day.

Peter Krauszer had a vision and determination away beyond seven hundred quarts per day, and he resolutely set about to build the business up to the delivery of thousands of quarts per day instead of hundreds. He realized, however, that he had hard work before him and during the intervening years until now had his courage tested to the limit and lost a lot of sleep, but, through the cooperation of his faithful employees, had the satisfaction of reaching the goal he set each year.

Day by day more customers were added to his growing list; more milk purchased to meet the increased demand; more horses and wagons and auto trucks purchased to enable him to make deliveries on time. Modern machinery was installed as required.

In the summer of 1925, eight years after Peter Krauszer's purchase of the business, it had been increased from seven hundred quarts per day to five thousand quarts per day, and every quart being delivered to New Brunswick citizens. Mr. Krauszer's hopes having been realized, he invited the public to visit his newly remodeled plant with its modern ma-

chinery, big glass lined tanks, special bottle washing machines, big can washers, new refrigerating plant (doing away with unsanitary ice) and many other devices to insure cleanliness, purification of the milk and to assist in prompt handling of this enormous business.

The process in which the milk is handled is under the most sanitary conditions. The milk is taken on the platform into sterilized weighing scales, then into a big receiving tank, through the filter into glass lined tanks where it is pasteurized. The milk goes through sanitary pipes over the cooler where it is cooled to a certain temperature, then goes into a filler and then into bottles. The bottles are capped by a capping machine, then put in the cases and sent into the big ice box from where it is put on the trucks and wagons and delivered to consumers.

From the time the milk is placed on the receiving platform it is not touched by human hands, thus, the manner in which it is handled is most sanitary and meets the State and City requirements.

About 500 feet away from the dairy a big sanitary stable houses the horses which are taken care of in the most sanitary and careful manner.

In September of 1926, Mr. Krauszer, who worked most

faithfully to serve his customers, sold this business to his three brothers—Jacob, Nicholas and George Krauszer, who will not only continue to serve the present customers faithfully, but also make a determined effort to increase the output many more thousand quarts per day.

The present output is in excess of six thousand quarts per day and new customers being added to the list day by day.

Four large trucks and five wagons are now being used constantly in delivery of milk and more will shortly be added.

Jacob Krauszer is the business manager and having been active at this plant for a number of years, is well qualified, in association with his brothers—all of whom are ambitious and hustlers—to carry on and develop the business as planned.

Peter Krauszer, for a time, will give his brothers the benefit of his experience, judgment and observations and until they have assumed control of the many details, incident to a business of this magnitude.



KRAUSZER'S DAIRY

## ST. PETER'S HOSPITAL

By JOHN W. NORRIS, Monsignor

**S**T. PETER'S General Hospital is observing its twentieth anniversary and in commemoration of that notable event, work will be started in the construction of a modern hospital on the site of St. Mary's Orphanage on



JOHN W. NORRIS

Easton avenue overlooking beautiful Buccleuch Park. The new hospital will cost approximately \$750,000, and within the course of 18 months the building will be ready for occupancy.

St. Peter's General Hospital was inaugurated in the year 1907. Its years of service count from 1908.

The original structure was the Russell Mansion, at the corner of Somerset and Hardenbergh streets. As the years passed it became necessary to enlarge and rearrange this old mansion several times. A new building for a Nurses' Home was erected and a maternity wing was added. These buildings now occupy all of the available land at this site, and no fur-

ther extension can be made.

Effective hospital work requires, wherever practical, pleasant and quiet surroundings, with grounds and air space. This is not possible in the present situation, with the buildings located on a busy thoroughfare, surrounded by and in close contact with other structures.

The notable advances made in medicine and surgery have called for the creation of new departments. The buildings have, as a result, become overcrowded, a condition which can only be relieved by a new hospital on a new site, as there is no opportunity for further enlargement or improvement at the present site.

These conditions were realized by the Board of Directors of St. Peter's General Hospital, which resulted in the inauguration of the movement for the new hospital, and it will be only a short time when the plans for a new hospital will be carried into effect. With the completion of the new hospital, the present hospital buildings will be abandoned.

Plans for the new hospital were drawn by Charles D. Maginnis and Timothy Walsh, of Boston, Mass., members of the firm of Maginnis & Walsh.

The new hospital will have a total length of 270 feet on Easton avenue, and will rise to an approximate height of 80 feet above the grade. It will be five stories high above the basement. The first floor, the level of which will be eight feet above the grade in the interest of providing a well-lighted basement, will be reached by an imposing flight of stairs on either side of the semi-circle portico, which will form the principal feature of the main approach.

Immediately adjoining the lobby, which will open directly from this porch, will be the various rooms of the administration. Directly to the rear of the main portion of the building will be built a wing 50 by 110 feet deep. This will be the principal wing, but four other wings running at an angle of 45 degrees from the main axis of the building are contemplated, two of them being so planned that they may be extended to provide future accommodations.

The rear wing of the first floor will be devoted to the outpatients, clinic and X-ray departments. This wing will

have a separate entrance, with waiting room, examination rooms, gymnasium, hydro and electric and therapeutic rooms, radiographic and fluoroscopic rooms, isolation and emergency rooms, as well as pharmacy rooms.

The St. Peter's General Hospital is incorporated under the laws of the State of New Jersey. Its Board of Directors is composed of citizens of the highest order, selected from various walks of life, representing all faiths and creeds. This board controls the property of the hospital, and, through a managing director and an executive committee, has general direction of the policy and management. The board also appoints the medical staff, upon the recommendation of the staff.

The actual work of the hospital is under the direction of the Grey Nuns of Montreal, with the Sister Superior in charge. The Sisters supervise the various departments, including the admission, nursing and care of patients, dietary, etc.

The chaplain's quarters, doctors' rooms, diet kitchens and private rooms will occupy the remaining wings. At the termination of each of the front wings will be provided an airing balcony and solarium. The ground floor will contain the kitchen and dining rooms for pupils, nurses, graduate nurses, employes and doctors and Sisters, as well as laboratories and autopsy rooms.

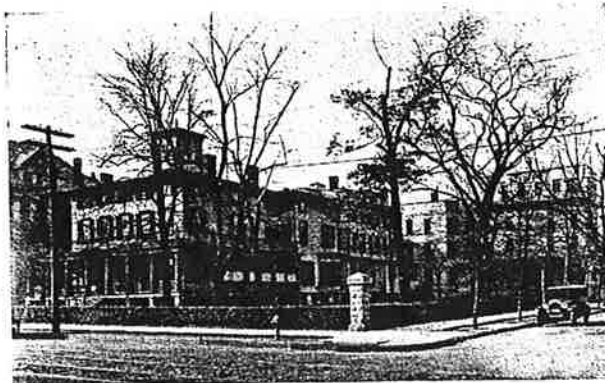
The rear central wing on the second floor will accommodate the Sisters. This will provide large community room, sun room, parlor and several bed rooms. The balance of the floor will be occupied by 15 wards, containing four beds each, as well as occasional single rooms, nurses' rooms, etc. Diet kitchens will be provided at each end of the building on each floor.

Provision will be made on the third floor for 26 private rooms, with additional rooms in the rear wing for the Sisters. The chapel will be located on the fourth floor of the rear wing; the front portion of the building will be occupied by private rooms and dormitories.

The arrangement of the fifth floor will be similar in general with those on the floor below, except that the major operating rooms will occupy one of the diagonal wings.

There will be facilities for 153 beds in the hospital. The present hospital has 98 beds, but frequently 118 patients are accommodated at one time.

Embodied in the interior of the building will be all modern ideas of hospital construction. A Harvard red brick



ST. PETER'S HOSPITAL

laid in Flemish Bond with trimmings of stone will be used in the exterior, and the roof will be covered with Spanish tile in varying shades of reds and purples. The styles will be a free rendering of Italian Renaissance.

*John W. Norris*

## HOAGLAND'S DRUG STORE

CORNER GEORGE AND PATERSON STREETS

**H**OAGLAND'S Drug Store exemplifies the growth of New Brunswick. Originally established by John H. Van Duersen at George and Albany Streets—this in 1872—that



*Van Duersen's Drug Store, at the corner of Hiram and Dennis streets, where Mr. L. H. Hoagland served his apprenticeship*

proved a poor business location; so in 1873, Mr. Van Duersen removed to the corner of Church and Neilson Streets, which then was more central. Thence he removed, nine years later (1882), to the corner of Hiram and Dennis Streets.

Mr. Van Duersen then removed his upper business at the corner of George and Bayard Streets, a few years later, 1894, he bought the property at George

and Paterson Streets, and erected a building on it. This is the present location of the business, and its only one.

Lewis H. Hoagland, who had entered Mr. Van Duersen's employ as an errand boy in 1885, had, meantime, become the head clerk. After Mr. Van Duersen's death, he continued for several years as manager for Mrs. Van Duersen. In 1905 he purchased the business, and in 1914 the property. There the business continues, Mr. Hoagland having associated his son, John H. Hoagland, as partner, and who is now in active management.

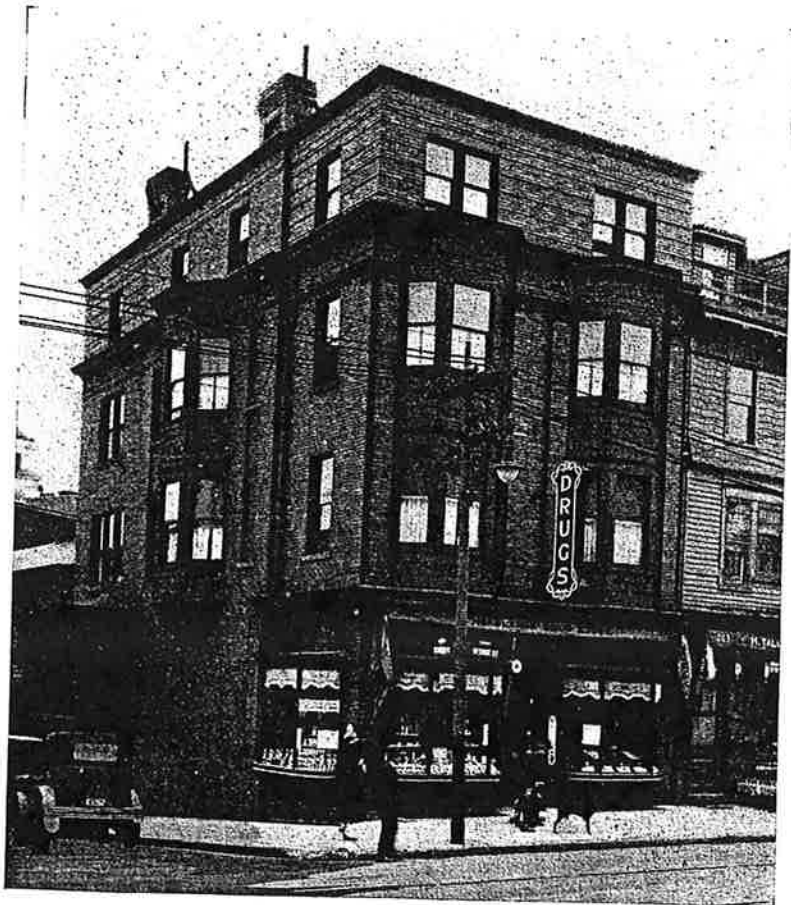
The business is a recognized part of the city's life and its associations, continued intimately for more than half a century; and more especially with the older families. Its associations are virtually civic history—having lost none of their flavor through keeping pace with later ideas and recent methods.

The present site of the business is virtually that from which its founder once removed as being too remote from the business centre of the city. Today it is in the very heart of the business district—a summary in a few words of the city's growth, as well as of its own.

The business thus carried on embodies a public or community sentiment, developed through several generations and never behind the most up-to-date requirements. A comparison of the old building shown at the left side of this page and the present building shown below illustrates more effectively than words the remarkable change which years have made.

Whatever demands the future may make, it may safely be said will be adequately met by this establishment. Hoagland's Drug Store is animated by the momentum of New Brunswick—it has lived with New Brunswick and New Brunswick has lived with it for upwards of a half a century, and the two have become inseparable. The city turns instinctively to Hoagland's for its needs in the line of drugs, perfumes, specialties and kindred articles. It has yet to be disappointed in its requirements in any of these particulars.

Lewis H. Hoagland takes a keen interest in civic matters and is a firm believer in New Brunswick's greater development possibilities and is always ready to cooperate in sound practical ideas. He also believes in giving the young men a chance to qualify for the future work in civic matters.



HOAGLAND'S DRUG STORE

# THE NEW BRUNSWICK PUBLIC SCHOOL SYSTEM

By FREDERICK SICKLES, Superintendent

## I. EARLY HISTORY

**E**ARLY and substantial recognition by the members of any community of the part that education must play in the development of life in that same community is indicative of the vision and foresight possessed and exercised by the founders of each section of this great Commonwealth. Many worth-while traditions and guiding principles have resulted from the constructive activities of the substantial men who have given the best they have had to the cause of education.



FREDERICK SICKLES

On October 23, 1812, the citizens of New Brunswick, recognizing the place of the schoolmaster in community up-building, purchased a lot on Schureman street. To this lot was moved the old college building, located on George street, which was also bought. From this beginning we may date the public school system of this city. By 1862, 29 classrooms were in use for public school purposes. Since that time there has been a steady growth in classrooms provided and pupil enrollment, until in November, 1926, we have in buildings, pupil enrollment and teachers the following numbers:

### 11. SCHOOL BUILDINGS

*Pupil Enrollments and Size of Teaching Force*

Name of School	Pupil Enrollment	Teaching Force
Senior High.....	820.....	45
Junior High.....	1158.....	49
Lord Stirling.....	699.....	24
Nathan Hale.....	620.....	22
Bayard.....	524.....	18
Livingston.....	670.....	23
Washington.....	945.....	30
Lincoln.....	686.....	22
Continuation.....	239.....	4
Supervisors and special Teachers.....		10
Total.....	6361.....	247

A glance at the above table reveals that the public schools of this city are organized under the six, three, three plan. This means that six of our schools are of the elementary class, made up of the first six grades and kindergarten. A Junior High School, consisting of grades 7, 8 and 9, together with a Senior High School, housing grades 10, 11 and 12, complete the eight regular schools of the system. A Continuation School for part-time pupils housed in the Lord Stirling Building, renders service to such pupils as are under 16 years of age, but working in factories and stores five of the six work days of each week. The one day of six hours, during which each pupil attends this Continuation School, is used to give to the students such education as best serves the particular needs of this class of pupils, whether it be practical or cultural, or both.

## III. IDEALS AND GUIDING PRINCIPLES OF THE SYSTEM

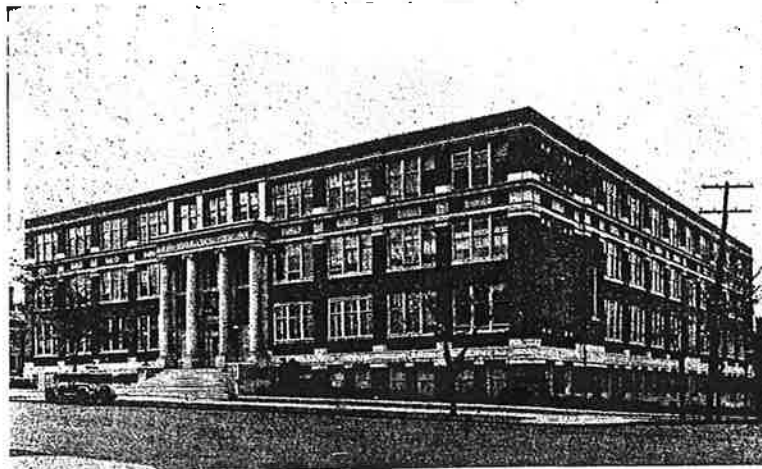
If a school system is to be modern in the best sense, the teaching force in charge of the instruction of the youth must be controlled by sound and progressive guiding principles and stimulated by forward-looking and constructive ideals. That citizens of this community and patrons of its school, both of the present and future, may know what are the main guiding principles and ideals influencing educational action of our classrooms, a brief but clear statement of the same is recorded below.

### IDEALS

- (a) We expect to provide a full-time classroom seat for each child of school age that applies for admission.
- (b) A well-trained individual, of broad experience in living and of a sympathetic nature, who is able to intelligently teach boys and girls, is sought for each classroom.
- (c) Sanitary school buildings, well lighted, heated and ventilated, reasonably artistic in construction, equipment and decoration, are demanded by the Board of Education and the city.
- (d) Growth in mastery of technique and in culture is required of each teacher and supervisor. Curricula and courses of study are continually in process of reconstruction, so that only the best of the past experiences of the race may be the tool materials of education for classroom use.

### GUIDING PRINCIPLES OF THE SYSTEM

In the past, knowledge which the world required was handed over to the child that he might be prepared for adult life. Such things as custom and tradition decided were correct for adults to know and do were given to children to memorize until they could say them by heart, whether they understood them or not. What was to be learned was the important thing—never was the child the center of interest. All children, when instruction was given, were treated as if they were alike and could be fashioned to a common pattern. Today we aim to have the child learn by re-living the



ROOSEVELT JUNIOR HIGH SCHOOL

process of discovery in a more condensed form, omitting all possible false movements. Knowledge is acquired by the child under teacher guidance as a personal experience. The nature of childhood determines the teaching. The interests and needs of the individual govern the teaching methods used. The aim is to develop the student's potential capacities to the highest degree.

These are also days when children in school are trained to investigate, experiment, choose, test, judge and discover



## THE NEW BRUNSWICK NATATORIUM CORPORATION

**C**LEANLINESS being next to godliness and no exercise being more beneficial than swimming, the New Brunswick Natatorium advances no other reason for its existence. Its concrete pool, at Livingston avenue and Elizabeth street, is 300 feet long and 75 feet wide, with a capacity of one million gallons—the water being filtered and made sanitary by modern methods.

Here are diving boards, a fifteen-foot diving tower, 1,920 steel lockers, private dressing rooms, shower baths. Life guards, swimming instructors, a nurse, and a superintendent of sanitation, constitute the personnel. Here, too, is a luncheonette for those whose appetites are sharpened by the swim. Easy to reach by public conveyances, buses, or, being in the centre of the residential district, even on foot. The swimming pool and grounds are brilliantly lighted at night, and afford a social centre of wholesome character, with healthful diversion and exercise. Swimming meets are arranged for the kiddies and even their seniors. All who have enjoyed the attractions of this establishment are loud in their praises.

Rather a new institution—it was organized in 1925—it had a wondrous patronage in 1926, when it was opened to the public. It met a distinct public requirement, met it well, and was welcomed by a liberal, satisfied, patronage, which will doubtless be largely exceeded during the present year and in years to come.

The directorate of the New Brunswick Natatorium Corporation lifts it, by the character of its members, above the level of a mere fugitive business organization. It includes J. H. Whitfield, Industrial Secretary of the city; W. E. Woodruff, of the Citizens' National Bank; Elmer B. Boyd, publisher, the *Daily Home News*; John G. Moore, of the Jordan Sales Company, Haddonfield, N. J.; H. R. Perkins, of the Joel Perkins Mill Supply Concern, Philadelphia; A. H. Hall, undertaker, Camden; J. M. Tatem, of the Charles K. Cook Company, Camden; Oscar O. Twitchell, of the Lee T. Ward Company, Philadelphia; D. A. Rogers, of Collins B. Rogers, Philadelphia; and C. D. Young, printer, Haddonfield; Harry J. Rolfe, president, Rolfe Building Materials Company; Joseph J. Feaster, city commissioner, Director of Streets and Public Parks; Frank A. Connolly, city commissioner, Director of

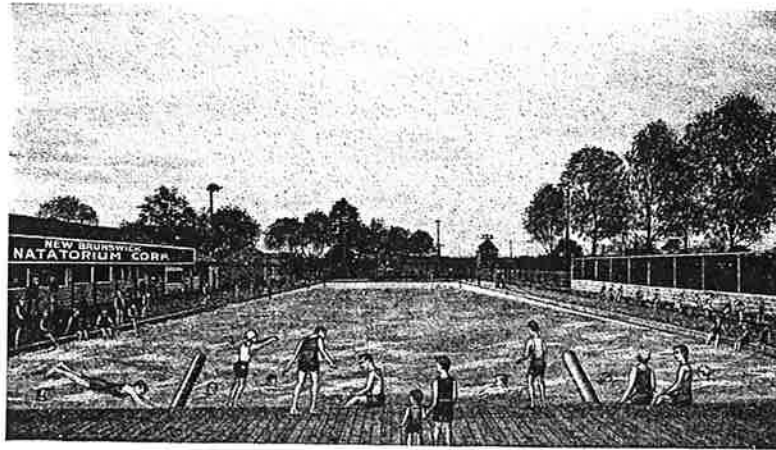
Revenue and Finance; Harry A. Richardson, vice-president and treasurer, Burns-Lane-Richardson Company, plumbing supplies.

These are all serious minded business men, who are not given to making failures, or falling short in the requisities of a project in which they engage. The property of the company applied to the natatorium is eligibly situated, with 980 feet of frontage on three streets. The natatorium has met with a delightful reception on the part of the public and in its case the hackneyed phrase, that it fills a long felt want, is no mere phrase, but a cheering actuality.

During 1926 the company made sufficient profit over and above all expenses to set aside dividends for 1925 and 1926 on its 8 per cent preferred stock issued and in addition set up a surplus of \$12,661.74 as of December 31, 1926.

To insure the permanency and success of an establishment of this kind necessitated the cooperation and supervision of capable and experienced business men.

The investment had to be made with proper care, having regard to providing adequate facilities on the one hand, and a careful eye to expenditures, on the other. Without losing sight of the material aspects of the venture it was essential that environment, equipment and accessibility should combine to bring the Natatorium to the very



NEW BRUNSWICK NATATORIUM

intimate presence of the community. This called for caution, scrutiny, and especial consideration of transit and kindred facilities. The property selected has been found to meet all these essentials.

The New Brunswick Natatorium exemplifies a curious law of population and enterprise, in relation to each other. The Natatorium has attracted a valuable class of residents to a district hitherto little occupied, with the result that numerous structures have arisen and continue to arise for their accommodation, so that it has contributed to the enhancement of land values and the increase of population in the vicinity, and these in turn have increased the pecuniary value of the Natatorium investment more rapidly than the projectors ever contemplated.

The season of 1927 has opened under the most favorable auspices. New ideas have been applied by the management which will materially add to the convenience, comfort and pleasure of patrons.

THE NEW BRUNSWICK PUBLIC SCHOOL SYSTEM—(Continued)

for themselves. Pupils are expected to ask questions, discuss topics of interest with their neighbors and make suggestions, so that after due practice they may be able to do these things wisely. Responsibility such as students are able to bear is given to them. The charge of recitations, the management of lunch rooms, controlling the traffic in corridors and school yards, are a few of the many types of such responsibility as are turned over to the modern student. This country needs strong, aggressive young men and women, who are equipped with the initiative and good judgment that our modern complex life demands. The schools must meet this need by teaching children, under supervision of the right sort, to do better those things that they will do any way. A teacher who is a guide, a helper of the right sort, an older brother or sister, is the type New Brunswick tries to place in each public school classroom.

IV. SUPPORT BY NEW BRUNSWICK CITIZENS

The type of support given the schools by citizens of the city is illustrated by the examples given below:

(a) During the last eight years practically a million and a half dollars have been spent in schoolhouse construction. Of this amount \$487,193.27 has been expended for alterations through additions and replacements to five schools. Three new school buildings have been built at a cost of \$831,424.15. Such construction would cost today about two millions of dollars.

(b) During the last three years the school budgets for the annual running expenses of the schools have been:

SCHOOL BUDGET

1924-25.....	\$594,450
1925-26.....	622,300
1926-27.....	675,745

These figures are exclusive of debt, interest and building construction costs.

(c) During Education Week of this year about 3,000 parents were present at the various night sessions that were held in the schools. Such sessions afforded a splendid opportunity for parents to come after work hours. Each year that has passed the interest of patrons and friends of the schools has been equally good.

(d) The five members of the Board of Education have always been representative of the highest type of ability and citizenship in New Brunswick. Their splendid work has given many vital improvements to the educational work.

(e) Very helpful, indeed, has been the strong support given the teachers by the several parent-teacher associations connected with the individual schools.

V. EDUCATIONAL FACILITIES SURVEYED

The efficiency of a school system depends not only upon the training and experience of the classroom teacher and the leadership ability of the supervisory and administrative force,

but also upon the variety and quality of classroom activities in which pupils and teachers alike engage.

To afford equality of educational opportunity to the children of the city through public school channels there have been established the following departments or educational facilities:

(a) Six elementary schools that furnish an integrating or common fund of knowledge in the form of habits, ideas, attitudes and ideals.

(b) Physical education and medical supervision departments that aim to secure and maintain at high levels the physical health of each student.

(c) An attendance division that does its work with effectiveness and dispatch. This last year the yearly percentage of attendance was 94.29.

(d) Student guidance at Junior High School levels that helps to start pupils on the right educational path.

(e) A manual training department that acquaints each boy in the course with the nature of industrial life and seeks to place him in the type of industrial life for which he is most fitted.

(f) A home-making department that develops intelligent consumers and appreciative home-makers, who will furnish through their home-keeping abilities that community stability that only good homes are able to give to the youth.

(g) Fine arts and music departments which seek to develop the appreciations that the recreational life of today demands, if mental and spiritual life are to be at their best. Also, such development is sought through the work of these departments as will give us the practical sides of such work.

(h) Opportunity classes that offer special assistance and help to children who are educationally retarded for various reasons.

(i) The teaching of students in homogeneous groups to best serve the interests of all.

(j) Evening school and Americanization work that give to the parents of the children a chance to make up neglected or lost opportunities.

(k) A visual instruction department in its best sense that reinforces through the eye the thoughts gained by the ear channel.

(l) Standard test and measurement facilities, together with psychological assistance, that helps to make more effective all departments of the school.

(m) Two high schools of junior and senior grade that prepare the adolescents of the community for college, technical and normal schools, as well as for the business of daily living and contributing one's share to the life of the community.

*J. J. Sickles*



HARRY W. CLAPP

JEWELER, 313 GEORGE STREET

DURING the year 1910, Harry W. Clapp came to New Brunswick to assume charge of the repair department of O. O. Stillman's jewelry store, where he remained until 1919, in which year he resigned. Very shortly afterward Mr. Clapp engaged in business. One year later the present building was secured and through careful management, courteous consideration in meeting his customers' desires, and exceptional service, the business has steadily increased.

Aside from carrying a large and diversified stock, Mr. Clapp makes it a point to secure for a customer what is wanted.

At the early age of fourteen, Mr. Clapp entered the employ of a jewelry manufacturing concern in Worcester, Mass., and over the years has applied his knowledge and experience to serve his customers along exceptional lines.

## GEORGE B. RULE, INC.

### BUILDERS

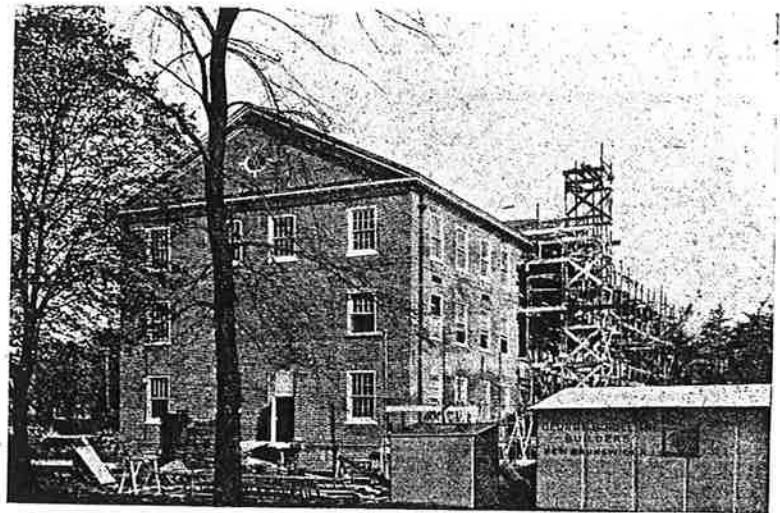
**T**HIS business was founded in 1852—seventy-five years ago—by George Rule, grandfather of the present George B. Rule. An uncle succeeded the founder. After working with his uncle for years, the present George B. Rule took over the business.

During this seventy-five years of continuous building work in this community, maintaining at all times a high standard of excellence the concern has established a most enviable reputation, and the many important public buildings, industrial plants, institutions and private homes constructed by them is the evidence of confidence reposed by citizens of New Brunswick and vicinity in the concern, and its work.

The business was incorporated in July, 1923, and the officers are: George B. Rule, President; Charles T. Rogers, Vice President and Secretary; Louis R. Gons, Treasurer.



N. B. SAVINGS INSTITUTE



NEW PHYSICS BUILDING, RUTGERS UNIVERSITY



B. P. O. ELKS



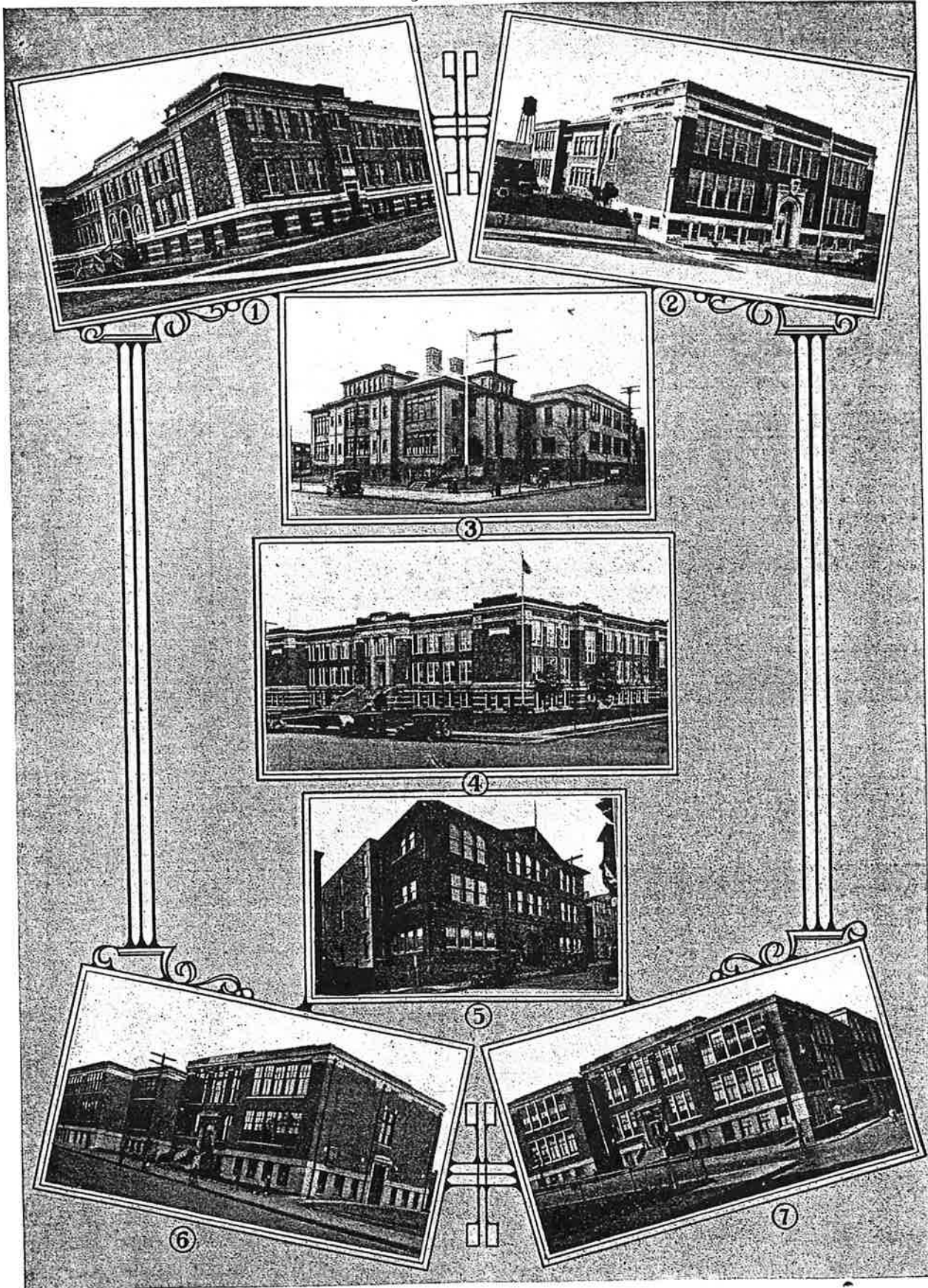
NEW CITY HALL

The concern has a modernly equipped mill and kilns, and do all of their own mill and cabinet work. Everything they use in the trim and finish is made at this mill, from only the best grades of lumber and kiln dried by them. All this is in keeping with their ideals and plans of high standard and efficient work.

Some of the many buildings erected by them in New Brunswick and nearby are as follows: New Brunswick Savings Institute, New Brunswick B. P. O. Elks, New City Hall, Hegeman Dormitory, Rutgers; Animal Husbandry, Agriculture College, Stelton Baptist Church, Nathan's drygoods store, Davidson Brothers' store, Bruns' restaurant, County Court House, Avel School, Armstrong Cork Works, in part, Johnson & Johnson, in part, Janeway & Carpenter plant, Highland Park; Sanatorium Dormitory at Glen Gardens, near Easton, Pa., and many other public and private buildings and residences.

The concern, however, specialize in the building of industrial plants and warehouses and public buildings, being especially equipped and qualified from a vast experience in this class of construction work to meet requirements.

The members of this company are engineers and practical and personally supervise all work.



1—LIVINGSTON 2—NATHAN HALE 3—WASHINGTON 4—SENIOR HIGH 5—BAYARD 6—LINCOLN 7—LORD STIRLING

## NATIONAL BANK OF NEW JERSEY

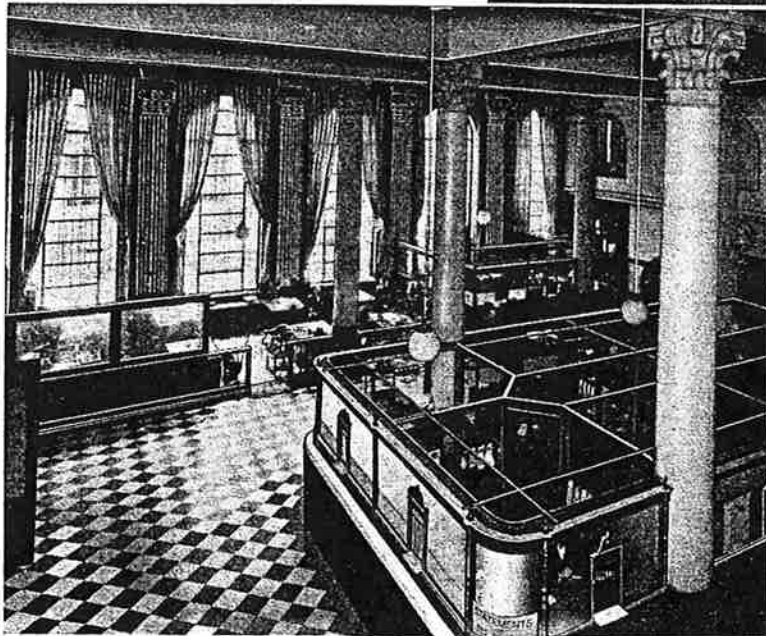
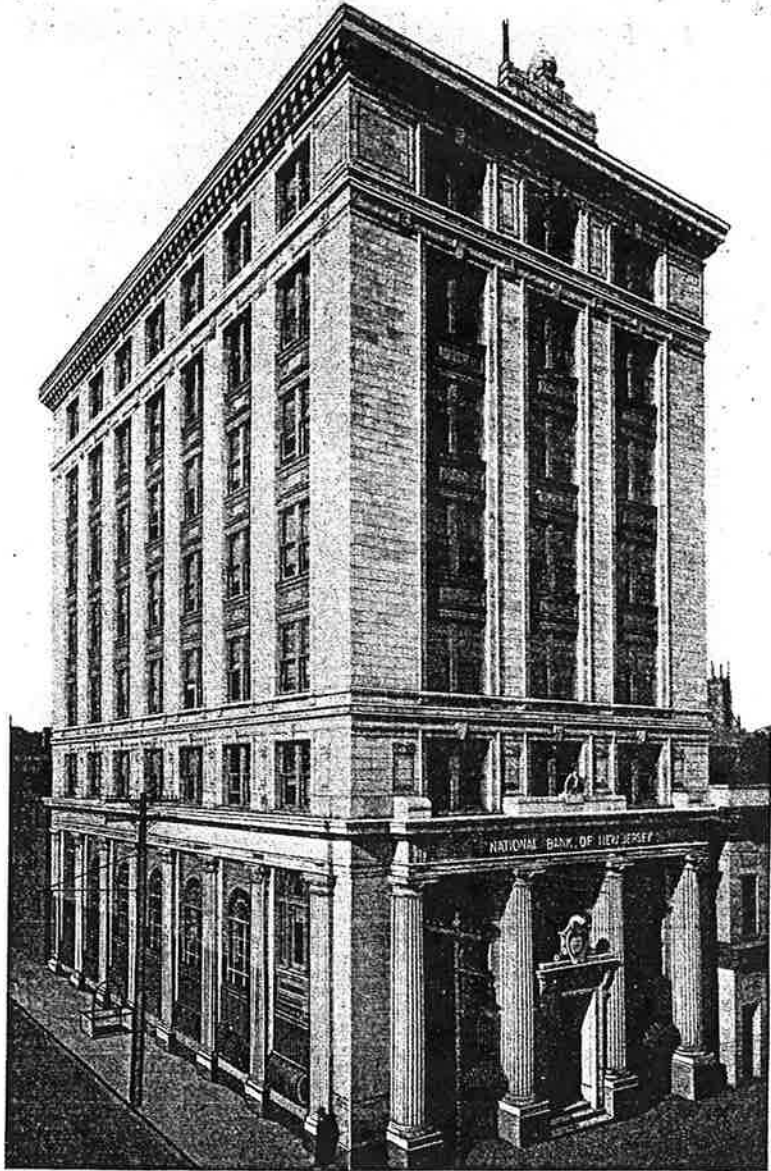
GEORGE AND CHURCH STREETS

**T**HE NATIONAL BANK OF NEW JERSEY is the oldest and largest banking institution in New Brunswick and Middlesex County and it has been closely identified with the development, prosperity and progress of both the city and county.

During its existence of 119 years—having been founded in 1808—it has never ceased to expand its facilities in step with, and usually in advance of, the needs of New Brunswick and Middlesex County. It has enjoyed an unbroken reign of leadership and prosperity.

Continuing business over this long period of time this institution has kept advancing until it now has resources in its banking department over \$16,000,000, a trust department with over \$8,000,000 and both increasing rapidly.

With the largest capital, surplus, deposits and resources of any bank in Middlesex County and for many miles around, the finest and most complete banking, investment and foreign exchange services and a thoroughly organized and experienced trust department, this institution provides the highest type of real service for every need of industry, agriculture, business and personal and fiduciary service.



### OFFICERS AND DIRECTORS

The officers are Henry G. Parker, president; W. E. Florance, William H. Waldron and W. Frank Parker, vice-presidents; Edwin V. Kent, cashier; S. Slonim, secretary. Assistant cashiers are George Barcalow, F. X. McDonough and E. A. Butler. Edward J. Reilly, Jr., is trust officer.

The directors are H. G. Parker, W. E. Florance, William H. Waldron, Robert C. Nicholas, Matthew Suydam, John Wyckoff Mettler and William R. Reed.

## BANKING FACILITIES IN NEW BRUNSWICK

By HENRY G. PARKER, President National Bank of New Jersey

THE consistent and sustained growth which New Brunswick has experienced in industry, education and home-building would have been impossible without ample banking machinery to mobilize credit and extend it



HENRY G. PARKER  
President  
National Bank of New Jersey

judiciously. The complexity of our modern civilization has created a real need for financial institutions whose operations were unknown a few generations ago; institutions which do more than safeguard funds and furnish a reservoir of credit for business purposes. The modern bank must be a financial department store, providing facilities for the prompt and efficient handling of business transactions, whether such transactions require the transmittal of funds to foreign countries, the safeguarding of insurance funds intended for the protection of widows and children the giving of expert investment counsel and advice, the administration of decedents' estates, the safekeeping of valuables, and the many

special classes of savings and other media for the inculcation of thrift, such as the School Savings System, Christmas Clubs, Vacation Clubs, Tax Clubs and similar enterprises. Other financial machinery is required to provide responsible guarantees of title to real estate, the financing of long-term mortgage loans and cooperative assistance in encouraging home ownership upon a sound foundation.

In each of these respects New Brunswick, together with Highland Park, which is socially and economically, although not politically, a part of New Brunswick, may be said to be admirably equipped. Our local institutions have the facilities, personnel and experience to handle expeditiously all of the classes of business which modern enterprise and development have allocated to banks and trust companies. There is no need to seek financial assistance in other communities, whether such assistance be required for industry, trade, agriculture or personal financial service. Our community has four national banks, two trust companies, of which one is also engaged in the business of guaranteeing titles to real estate; one State bank and one mutual savings bank. All of these institutions are sound, flourishing and equipped with adequate resources in funds, personnel and facilities to handle the classes of business to which they respectively cater. Their total deposits exceed thirty-five millions of dollars, with total resources in excess of forty-three millions. In addition, as an ancillary system of financial institutions intended for the promotion of thrift among their members and the purchase of homes on a sound and conservative basis, we have thirty building and loan associations, with total resources of eight and one-half millions.

That our financial growth has more than kept pace with our industrial and educational expansion, is apparent by comparing our present condition with that of other years. At the turn of the century our total banking resources were five and a quarter millions and there were not yet available many of the now essential facilities which we enjoy today. In 1910 our banking resources were somewhat less than ten millions. Today they are forty-three millions—an increase of more

than 400 per cent—while the per capita deposits in the banks exceed seven hundred and fifty dollars for every man, woman and child in the community.

Not only is New Brunswick distinguished in finance by reason of the aggregate deposits and resources of its banks and trust companies and the facilities they have to offer, but also by reason of the size and standing of its individual banks. The oldest and largest bank, National Bank of New Jersey, is the third oldest bank in the State, and traces its origin back to 1808—119 years ago. Only two banks in New Jersey are older, the National Newark and Essex Banking Company, of Newark, and the Trenton Banking Company, of Trenton, which are four years older than our local institution. Its total resources, in excess of fifteen millions, give to "The National Bank" the distinction of being the largest national bank in the United States in any city up to 50,000 population. Through its more than a century of intimate contact with the industrial, business and social activity of the community, it has become a highly important integral part of the community itself, and responsible in a large measure for its far-sighted development and progress. It has the facilities and personnel for world-wide banking service equal to that of any bank in any large community. In addition to its large resources as a commercial bank, it has a trust department organized to render effective and sympathetic service in all fiduciary matters, with resources of more than eight millions. Its banking room is one of the finest in the State.

Chartered in 1851, The New Brunswick Savings Institution, our only Mutual Savings Bank, is the second oldest bank in the city. It was originally organized on a purely philanthropic basis, to encourage habits of thrift among our citizens, to assist in building homes and to provide a safe place of deposit for funds under conservative management. Being a mutual bank, with no capital, no dividends are paid to anyone other than to depositors. Through the long years of its existence, it has played an important part in the development of the city, justifying the wisdom of its founders, who formulated a policy for its management which has continued to this day. "The Savings Bank," as it is popularly known now, has resources in excess of six and a half million dollars.

The Peoples' National Bank, the third oldest in the city, has long been a citadel of financial security, and today has resources of more than four millions. The Peoples' National Bank was the first local institution to extend the facilities of a Christmas Club to its depositors, and now the club collects more than four hundred thousand dollars each year for Christmas shopping—a truly large figure for a single institution in a community of less than fifty thousand souls.

The New Brunswick Trust Company was organized twenty-five years ago—the first trust company in the city—and today has resources in excess of eight million dollars. A vigorous and progressive management under the guidance of the present officers, is bringing the New Brunswick Trust Company rapidly to the fore. Its personnel is intimately identified with civic enterprises, which reflect the public spirit animating the institution.

The Middlesex Title Guarantee and Trust Company, with more than four and a half millions of resources, fills a peculiar place in our city's financial structure. Besides the usual banking facilities offered by other institutions, the Middlesex Title Guarantee and Trust Company does a large business in guaranteeing titles to real estate and engages in the business of providing a market for guaranteed mortgages on a broad scale. At present it has outstanding two million dollars in guaranteed mortgages.

The Citizens' Bank, although only three years old, has already two and a half millions in resources and has outgrown the banking room which was intended to accommodate it for many years to come. This institution, under capable and conservative management, is rapidly taking its proper place among the really influential banks in New Jersey.

The first bank established in Highland Park was the First

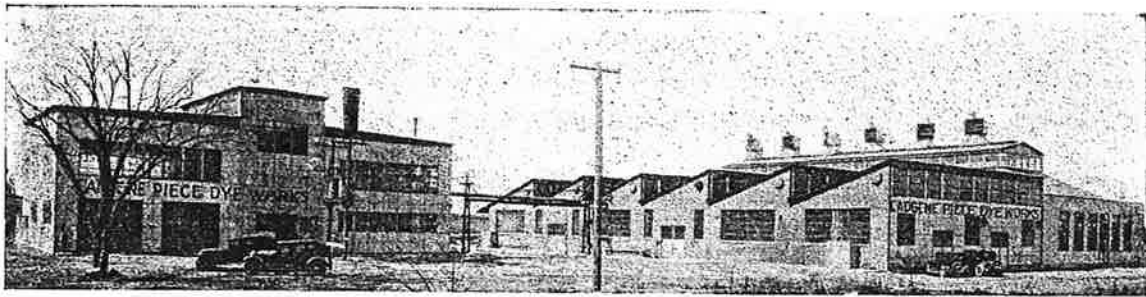
### CADGENE PIECE DYE WORKS

**I**N the development of New Brunswick's silk industry the Cadgene Piece Dye Works have performed no inconsiderable part. With a plant occupying seven and one-half acres, and the latest, complete and highly technical equipment, this establishment combines skilled and trained supervision with the utmost in buildings and operation. Principally, perhaps wholly, through its efforts New Brunswick has acquired an unquestioned and enviable position in the silk finishing field.

The Cadgene Piece Dye Works is one of the branches of the Lyons Piece Dye Works of Paterson, N. J. There is another branch factory at Oxford, N. J.

This gives it the advantage of an interchange of experience and of technicians of its own force. What this means in adding to the concern's efficiency will best be appreciated by those familiar with the industry. For more than a year the company has had its plant in operation with a constant increase in business, personnel, the commodiousness and equipment of its mechanism and the repute of and demand for its product. Louis Mees is in charge of the plant and his standing and past accomplishments carry a weight which is unsurpassed in the business.

The Cadgene Piece Dye Works is the latest in this line to take its place in New Brunswick. It deals extensively with silk production concerns, near and far, throughout the United States and Canada.



### PUBLIC SERVICE ELECTRIC AND GAS CO.

**A**PPROXIMATELY 34,000 primary horsepower of electric energy, an increase of almost 100 per cent in eight years, is used by industries in New Brunswick and 70 per cent of it is supplied by Public Service Electric and Gas Company.



WADE JOHNS  
Manager of New Brunswick  
Office

A substation in the downtown section supplies electricity for most of the city and for some of the industries. Other manufacturers get their electric power direct from the high tension lines of Public Service through their own substations. Electricity comes to New Brunswick through the northern distribution zone of Public Service from the three gigantic generation stations, Essex in Newark, Marion in Jersey City, and Kearny. The largest of these, Kearny, has a capacity of 205,000 kilowatts.

There are 16,000 gas meters in the New Brunswick district of Public Service Electric and Gas Company. Approximately two hundred miles of gas main

are tied in by means of pipe lines with the gas manufacturing plants of Public Service in Trenton in the southern zone and Harrison in the northern zone. In addition, the New Brunswick works is also equipped for the manufacture of gas in an emergency. New Brunswick district uses about 1,600,000 cubic feet of gas a day.

One of the outstanding features of the last decade in the gas industry has been the increasing use of gas for industrial purposes. While the total gas consumption during this period has increased 79 per cent, the amount of gas sold for domestic purposes has increased 185 per cent. Factories and industrial establishments are finding gas the ideal fuel. With industry in this country in a state of keen competition, alert factory managers are alive to the fact that fuel cost is but one of the items entering into the cost of production and in most cases it represents but a small percentage of the total cost. Such matters as continuity and increased production, saving in labor, higher quality goods with fewer rejects, better working conditions, low fixed charges, simplicity, permanency and stability of fuel supply and prices are becoming of increasing importance in the execution of the modern factory production system. The proper application of heat to industrial processes is also being recognized as a problem of first importance.

Public Service Electric and Gas Company has a staff of trained experts in the application of heat in industry who will be glad to consult with factory managers on any of their heat problems. The company's four thousand miles of main are so interconnected with its various plants to make possible an effective assembling of producing resources.

A special optional wholesale demand rate is available to industrial customers using an average of not less than 300,000 cubic feet per month.

connect with two holders, having a combined capacity of over 2,000,000 cubic feet, where gas is stored. These holders

BANKING FACILITIES IN NEW BRUNSWICK—(Continued)

National Bank of Highland Park, organized about three years ago. Its assets exceed three quarters of a million, and its capable management is particularly to be commended by reason of the fact that it is one of the few banks in the country which has been able to show a profit at the end of the first year of operation. Its business has grown so rapidly that an increase in capital became necessary recently.

Our baby bank—a baby in age, but not in vigor—is the Liberty Bank, established but a year ago. This institution was organized to bring to the fast-developing business area on French street banking facilities adequate for the community's needs. The bank has a capital and surplus of

ninety-five thousand dollars, with resources of more than four hundred thousand dollars.

Our New Brunswick banks offer services to the community which assure accommodations to industries of the first magnitude, financial assistance to home-owners and other thrifty people, personal New York service for shoppers and theatre patrons, fiduciary services as executor of estates and trustee of insurance and other trusts, world-wide foreign exchange service—in short, a quality of service such as only the most up-to-date and progressive banks can offer.



POSTAL MATTERS

By JAMES A. MORRISON, Postmaster

THE record of the Post Office of New Brunswick has been one of steady progress throughout its existence, and has always reflected the business conditions of the community. The expansion of mail delivery is regarded as a reliable index of business conditions in a city.



JAMES A. MORRISON, Postmaster

In a comparison of the growth of the local business one needs only to look back to a period of a quarter of a century, when the Post Office was located at George and Paterson streets, when the annual receipts amounted to \$40,000, and the mail was delivered by nine carriers.

The gross receipts for the year 1926 amounted to \$335,000; there are thirty-one clerks employed in the main building—two in the sub-station at Highland Park, and it takes

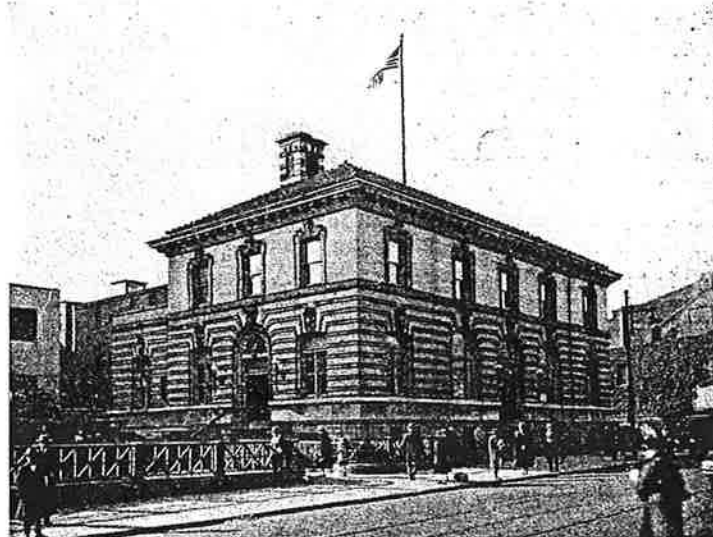
tion how long it will be necessary to handle the mail in so crowded quarters.

As I look forward I visualize in the course of the next ten years a building of twice the present size, situated on this or some other suitable site, and picture our city making wonderful strides forward, owing to its excellent location near the great metropolitan district, which in time will be one unbelievable great city extending from New York, here and beyond. Owing to its natural advantage of location on the Pennsylvania Railroad and its closeness to the great shipping ports of the United States by way of the Raritan River, which will be dredged to give an open outlet to those great bodies of water surrounding our country and the world, there will be built great factories along this waterway. I look forward to great expansion of our new factory districts along the Pennsylvania Railroad. I might add, this will depend partly on the administration of city affairs; that we continue to have a reasonable tax rate and liberal concessions are made to present and prospective responsible manufacturers. I can only picture the greatest of all in growth for the Post Office and the city in general ten years hence.



thirty carriers to make the deliveries. Also, there are six rural carriers, who daily cover surrounding country in a radius of 25 miles.

The present home of the Post Office was built in 1901. The Third District had the good fortune prior to the erection of the building, to have as Congressman, Benjamin F. Howell, of this city, who was a member of the Committee on Buildings and Grounds. He secured an appropriation of \$125,000 and the building was started in 1901. Before it was completed in 1903 it was apparent it was going to be inadequate for the requirements of the business, and in 1911 and 1923 it was enlarged by the addition of 2,470 square feet in one-story additions at the rear of the main structure. This was helpful for a time, but at present the working space, which is utilized to the last square inch, is inadequate for the volume of business transacted daily in handling the immense amount of mail matter that passes through the office. So it is a serious ques-



NEW BRUNSWICK POST OFFICE



## P. J. YOUNG DRY GOODS COMPANY

CORNER GEORGE AND PATERSON STREETS

**Y**OUNG'S dry goods store is the leading one in New Brunswick and the company has been serving its citizens and many others in surrounding towns, for upwards of thirty-four years under its present title. The business, however, was originally started eighty-seven years ago—1840—and has been in continuous operation during these years.

The firm name, at the beginning was Dunham, Hagaman & Van Cleef, and the store was located at 27 Church street. Upon the retirement of Mr. Dunham some years later, the firm name was changed to Hagaman & Van Cleef. After Mr. Hagaman's death J. H. Van Cleef conducted the business in his own name. Later Mr. Van Cleef sold the business to A. L. Mundy. At the death of Mr. Van Cleef, Mr. Mundy carried on the store in his own name until 1893 when he sold the business to the Young Dry Goods Company.

Associated with P. J. Young at the time of taking over the business were Jacob Nevius of Somerville, and Austin G. Nevius of Flemington, N. J., Mr. Young's home town.

From the very beginning the store was the leading one in New Brunswick and that position is still maintained.

In the spring of 1908 the Young Company moved to the present commodious store and distributed its

large stock of goods under departmental arrangement and placed capable and efficient managers in charge of each.

A full and complete line of dry goods, carpets, mattings, rugs, household utensils and accessories, gents' furnishings, cloaks, suits, etc., and everything that is to be found in a high-class department store, is available to citizens in Young's. Three floors and basement of this building are now used and very soon the entire building will be utilized by the company. More than thirty-two thousand square feet of floor surface is occupied by the various departments.

It is the policy of the company to offer only the most carefully selected articles and goods, in each department, to the end that the citizens of New Brunswick will not find it necessary to go outside of this city to satisfy the desire for the latest ideas and

modern things, as they all are available in this store.

Young's is a down-to-the-minute department store and can please and satisfy the exacting customer in value, styles and prices.

Mr. Young speaks with considerable pride in the continued serving of several generations of customers and takes pleasure in keeping in close personal touch with those he has served since he assumed control of the business in 1893. He is equally proud to know the children, grandchildren and even great-grandchildren of families who dealt with the concern from its beginning in 1840.

Young's is essentially a family store and aside from Mr. Young's desire to maintain that close personal relation with his customers, every member of his large organization is required to treat all customers with courtesy and consideration at all times.

Few stores can boast of such an attentive, courteous and intelligent sales organization and departmental organization as is found at Young's. While it is a busy store, there is no bustle or excitement—just a peaceful, restful and harmonious condition prevailing at all times.

Public desires and interests are ever uppermost in the minds of the management, buyers and sales force, and the wish and effort is to please the customer.

It is a real pleasure to shop at Young's Dry Goods Store because of the enthusiastic interest displayed and effort made to meet one's wishes. Customers are placed at perfect ease because of the cordial manner in which each is greeted, whatever the department. The lines and assortment of each are most complete.

Mr. Young keeps in close personal touch with his organization, the regular customers and plans and directs the policies of this constantly increasing business, along the most modern lines.

Mr. Young takes much interest in civic affairs, is a past president of the Board of Trade, and is a member of other organizations. He is a firm believer in the greatness of New Brunswick, under the proper plan of development, and is ever ready to join in, and help in carrying through practical ideas in the greater development of the city.



YOUNG'S DRY GOODS STORE

## RUTGERS UNIVERSITY

**R**UTGERS UNIVERSITY, the State University of New Jersey, was chartered as Queen's College, November 10, 1766, by Governor William Franklin of the Province of New Jersey by the authority of George III



JOHN MARTIN THOMAS, *President*

of England. The college opened for instruction at New Brunswick in 1771, and since that time its fortunes have been closely interwoven with those of the city in which it is located.

In 1825, its name was changed to Rutgers College in recognition of the benevolences of Colonel Henry Rutgers, of New York City. In 1864, Rutgers was made the Land-Grant College of New Jersey, and a year later courses in agriculture, engineering, and chemistry were offered for the first time. In 1880, the New Jersey Agricultural Experiment Station was established at the College Farm, and in 1887 the College Agricultural Experiment Station was founded. In 1902, a Department of Ceramics was created by the State; in 1917, Rutgers was designated the State University of New Jersey. In 1924, Rutgers University was adopted as the name of the entire institution, its separate colleges and departments. In 1925, shortly after the inauguration of John Martin Thomas as President, a Division of Industrial Extension was established; in February, 1927, the Trustees voted to take over the New Jersey College of Pharmacy, located at Newark, and to make it an integral part of the University.

Such, briefly, is the history of Rutgers, closely identified with the City of New Brunswick for more than a century and a half. It is the only State University in the United States which traces its beginnings to Colonial days; and upon that splendid

foundation of past traditions rests the promise of an even more glorious future.

In the century and a half of its existence, there are many names which have been written indelibly upon the pages of Rutgers history: Frelinghuysen, Hardenbergh, Livingston, Milledolor, Cook, Campbell, Scott, Demarest, and others. To the whole-hearted devotion of these men, the University owes its present position of leadership in the field of education.

But on June 13, 1924, the Trustees turned a new page in the Rutgers book of history, and wrote upon its unmarked surface the name of John Martin Thomas, President. Dr. Thomas had, for the past four years, been President of the Pennsylvania State College, and previous to that time had filled the presidential chair of Middlebury College for thirteen years. And at his inauguration in October following his election, the new leader pledged the University to the service of the State.

"The historic college must be preserved," he said, "but if anywhere there is to be a State University in fact as well as in name, it must be here at Rutgers. We have preempted the field of higher education in New Jersey; as men of conscience we must go forward and cultivate it with all our strength and skill."

One of his first official acts was the establishment of a Division of Industrial Extension, by means of which employees of New Jersey industries were offered correspondence and classroom instruction in such subjects as foremanship training, shop arithmetic, steam engineering, shop mechanics, public utility economics, radio, shop organization, and many others. Five months after the establishment of the Extension Division, more than six hundred workers were enrolled in the various courses; before the end of the second year, the number had grown to four thousand.

Meanwhile, the new President put other plans into effect. Short courses in highway engineering, in sewage plant operation, and in other technical subjects were established at the College of Engineering; the number of short courses in agriculture were increased; an engineering experiment station and a psychological clinic were established. Tuition at the College of Agriculture was cut in half, making advanced training possible to many young men who could not otherwise attend college. A professor was added to the School of Education whose duty it is to visit the schools of the State and offer advice on vocational guidance to pupils.



QUEEN'S COLLEGE BUILDING—1771

## HIGHLAND PARK BUILDING COMPANY

BUILDING CONTRACTORS—REALTY DEVELOPERS

**H**IGHLAND PARK BUILDING COMPANY was incorporated in 1914, succeeding Livingston Manor Corporation. The early work of this company consisted in the development of that section of Highland Park between North Fifth and North Eighth avenues known as the Viehmann Tract. The company was very successful in this operation until the death of George A. Viehmann, which necessitated a change in policy.

From 1918 until the present time the activities of the company have been confined largely to contracts, since successfully executed, among which are: Federation Hall, N. J. College for Women, additions to Cooper Hall, dormitories on Douglas Campus, dormitories on Gibbons Campus, Lodge on Gibbons Campus, Dramatic Arts building, N. J. College for Women; gymnasium, N. J. College for Women; Antilles Field, N. J. College for Women; additions to Zeta Psi house, renovations to Chi Psi lodge, Field House at Neilson Field, factory building, Armstrong Cork Company; addition to LaMont School, Bound Brook; Charles S. Van Nuis residence, Franklin Park road; C. F. W. McClure residence, Princeton, N. J.; renovation to residence of Mrs. Edward W. Hall, renovation to Hertzog Hall, New Brunswick Theological Seminary, F. C. Schneider residence, Livingston Avenue Reformed Church, Voorhees Chapel, N. J. College for Women. Many residences in Highland Park.

The officers of this company are: H. R. Segoine, president; R. A. Lufburrow, vice-president; P. L. Van Nuis, secretary and treasurer.

All members of this company are keenly alive to opportunities—have surrounded themselves with a splendid organization of capable and willing workers. By reason of their intercontrol of lumber, supply and millwork relations, their ability to serve clients well and promptly is admitted.

### HIGHLAND PARK LUMBER CO.

BUILDERS' SUPPLIES

**T**HE HIGHLAND PARK LUMBER COMPANY was incorporated in 1905. Officers: H. R. Segoine, president; R. A. Lufburrow, vice-president, and P. L. Van Nuis, secretary and treasurer.

This company is engaged in the retail lumber and building material business.

### CRONK MANUFACTURING CO.

MILLWORK

**T**HIS COMPANY was incorporated in 1902, succeeding Lyman Cronk, who had been in the millwork and packing box business since 1868.

The company is engaged in the manufacture of house

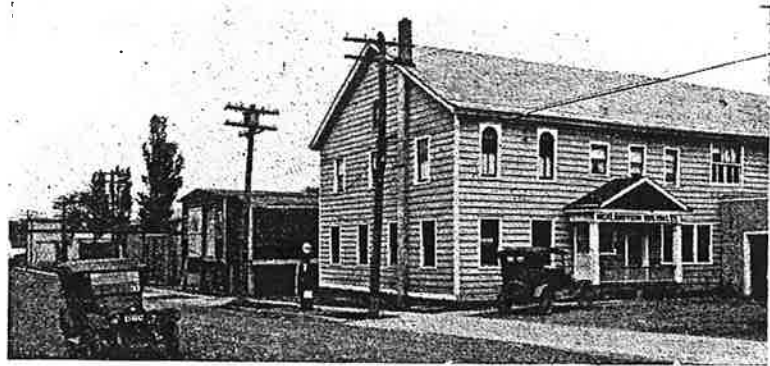
and cabinet millwork and much of its product has been used in local buildings, in whole or part.

Having a modernly equipped plant and efficient workers, and a large supply of material in their warehouse and kilns, makes possible the prompt filling of orders.

The present officers are: H. R. Segoine, president; R. A. Lufburrow, vice-president; P. L. Van Nuis, secretary and treasurer.

Millwork was furnished in part or whole for the following local buildings:

HIGHLAND PARK—Hamilton School addition, Junior High School.



MAIN OFFICE AND YARDS

NEW BRUNSWICK, N. J.—Lord Stirling School addition, Vocational School, North Brunswick School, Reade's Theatre, East Brunswick School, Workmen's Circle, Poile Zedech Synagogue, Nurse's Room, Middlesex Hospital; factory building, Armstrong Cork Company; Slonim store building, Y. M. H. A. Building, Livingston Avenue Reformed Church, Ebenezer Baptist Church, Delevan Street School, National Bank of N. J. stores, Rice residence, Grant avenue; Livingston Apartments, Ceramic Building, Rutgers University; Headmaster's residence, Rutgers Preparatory School; Dairy Barn, N. J. Agricultural Experiment Station; Federation Hall, N. J. College for Women; Science Building, N. J. College for Women; Dormitories, Douglas Campus, N. J. College for Women; Dormitories, Gibbons Campus, N. J. College for Women; Lodge, N. J. College for Women; Dramatic Arts Building, N. J. College for Women; Voorhees Chapel, N. J. College for Women. Chi Psi Lodge, Rutgers University; Merchant Building, Paterson street; Addition to Zeta Psi House, Rutgers University; Charles Van Nuis residence, Franklin Park Road; Stelton School.

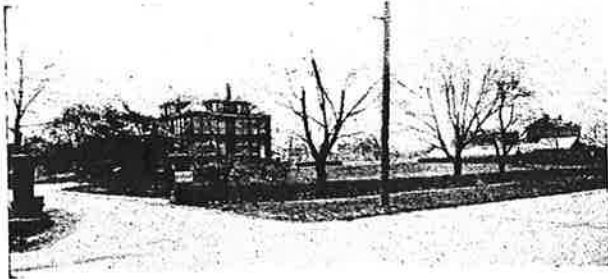
OUT-OF-TOWN—Grafton Pyne residence, Bernardsville; Asbury Park High School, Park Ridge School, Huntington, L. I. School, 20 Nassau street building at Princeton, N. J.



GROUP OF HOMES BEING ERRECTED IN HIGHLAND PARK

## RUTGERS UNIVERSITY--(Continued)

A Dean of Men was secured to give his full time to questions of undergraduate discipline, spirit and morale; a College Chaplain was engaged to take charge of Chapel services and to act as adviser on matters of religion and to oversee the activities of the Y. M. C. A. A special course was devised for members of the freshman class who would ordinarily have "flunked out of college." The new plan gave them a chance to maintain their self-respect, to "make good" after initial failure. An Executive Committee of the Board of Trustees was organized; and



THE COLLEGE OF AGRICULTURE

a University Council, consisting of the Deans of the separate colleges, the Dean of Men, and the Registrar, succeeded the former Faculty Advisory Committee.

Now, less than two years after his inauguration, Dr. Thomas, as President of the University, exercises supervision over its six distinct colleges and schools.

*The College of Arts and Sciences*, of which Dr. Walter T. Marvin is Dean, offers courses in liberal arts, economics, business administration, journalism, chemistry, and biology, in addition to pre-medical, pre-law, and pre-theological courses. It is in this college that the students receive training in the fundamental branches of education, and are prepared for the technical courses, for preparation for business and the professions.

*The College of Engineering*, which was established on April 4, 1864, is organized to train men for the profession of engineering. Under the direction of Dean Edward H. Rockwell, its curricula have been so arranged as to include balanced programs of general and scientific subjects which are regarded as fundamental in the education of an engineer. Courses are offered in civil, municipal and sanitary, mechanical, and electrical engineering, leading to the degree of Bachelor of Science. An Engineering Experiment Station, established in 1925, is directed by Dean Rockwell.

*The College of Agriculture*, of which Dr. J. G. Lipman is Dean, is located at the College Farm consisting of some 750 acres. It offers eight curricula; general agriculture, dairying, pomology, vegetable production, poultry husbandry, landscape gardening, floriculture, and economic entomology. In the winter of each year the College offers six short courses, twelve weeks in duration, including general agriculture, dairy farming, dairy manufactures, fruit growing, vegetable gardening, and poultry husbandry. In addition, a number of shorter courses of from one to three weeks' duration are given at the College. *The Agricultural Experiment Stations*, connected with the College of Agriculture, have been functioning for more than thirty-five years for the benefit of practical and scientific agriculture in the State of New Jersey. The Experiment Stations conduct an extensive correspondence on agriculture, averaging about 100,000 letters a year, besides giving personal advice to numerous visitors and through the visits of members of the staff to farms in all parts of the State.

*The School of Education*, established October 12, 1923, organizes and administers the University program for the training of teachers. It provides resident instruction during the academic year, an extended program of courses in the Summer Session, and a program of extension courses for teachers given at the University and at different centers in the State. The purely resident undergraduate courses are three in number: (1) preparation for high school

teachers, (2) for superintendents, principals and supervisors, and (3) in agricultural education. Dr. Charles H. Elliott, the Dean, is also Director of the Summer Session.

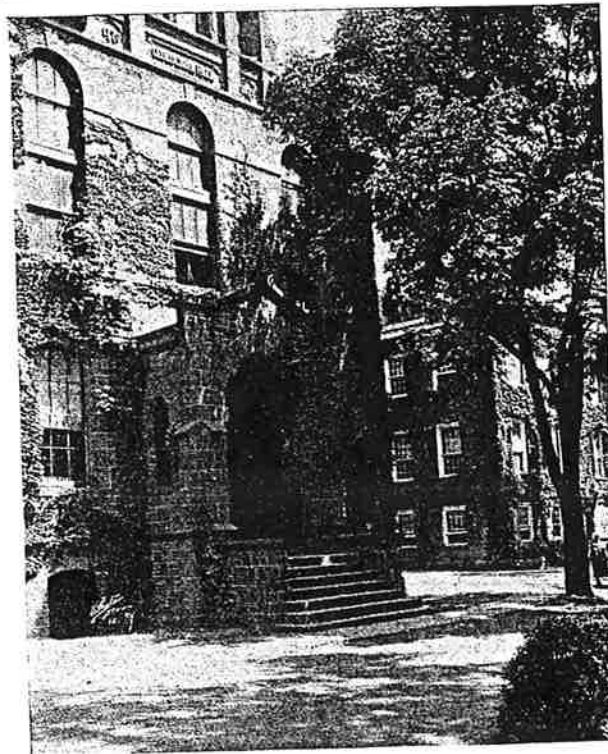
*The New Jersey College for Women*, of which Mrs. Mabel S. Douglass is Dean, was established by the Trustees of the University, April 12, 1918. It is located on property acquired for the purpose, adjacent to the College of Agriculture. Two distinct courses of undergraduate instruction are offered; the liberal arts course, and the practical arts or home economics course. The degrees of A.B., Litt.B., and B.Sc., are awarded to all students completing the four-year curricula. The story of the establishment and growth of the Women's College will be found on other pages of this publication.

*The New Jersey College of Pharmacy*, of which Dr. Ernest Little is Acting Dean, is located at Belleville, Lincoln and Arlington Avenues, Newark, N. J. It was incorporated August 17, 1894, and is a member of the American Association of Colleges of Pharmacy. The course of study extends over three years of the unusual academic length, leading to the degree of Ph.G.

*The Department of Ceramics*, under the directorship of Professor George H. Brown, offers a four-year course in ceramics, designed to prepare students for places of leadership in the ceramic industry. *The Department of Military Science and Tactics*, under the command of Colonel Samuel E. Smiley, U. S. A., offers basic courses in military training for two years, required of all freshmen and sophomores; and advanced elective courses during junior and senior years. The Corps of Cadets is organized as a battalion of infantry forming a unit of the Reserve Officers' Training Corps.

Connected with the University, in addition to the schools and colleges mentioned above, are several extension divisions and bureaus, including the *Extension Service in Agriculture and Home Economics*, *Extension Courses for Teachers*, the *Industrial Extension Division*, and the *United States Bureau of Mines Experiment Station*.

Intercollegiate athletics are conducted at the University under the direction of the Athletic Association, with a



GEOLOGICAL BUILDING

## J. HEIDINGSFELD COMPANY

PRINTERS AND PUBLISHERS

**I**N 1814, a job printing business was established in New Brunswick by one John Terhune, who was succeeded by Terhune and Dear as partners, who were again succeeded by Terhune and Letson, then by Terhune and Van Anglen, who eventually sold to Johnson and Bergen.

This is the history of the business up to about 1875.

A few years previous to 1875—the exact dates and records do not show—Julius Heidingsfeld established a private bookbindery on Hiram street. From there he moved to a small building behind 57 Albany street, and while there, he purchased the legal blank printing business from Johnson and Bergen. The equipment consisted of a small job press and a few fonts of type. This business was eventually moved to 42 Albany street, which building had been purchased by Mr. Heidingsfeld about 1885.

In the years that followed, machinery was added so that the printing of books and catalogs could be added to the already increasing legal and commercial business.

Mr. Heidingsfeld entered the publishing field when he took over the New Brunswick City Directory from J. B. Fitzgerald. The dates of this transaction are not in the company records, but it was probably sometime in the eighties.

The growth of this printing and publishing business eventually crowded out the bookbinding until Mr. Heidingsfeld became known more as a printer than a bookbinder.

Mr. Heidingsfeld died on December 6, 1915, leaving an honored name, a flourishing business and a wealth of good will.

On January 3, 1916, the business was incorporated under the name of J. Heidingsfeld Company. The officers elected and who are the present officers, are as follows: A. C. Heidingsfeld, President; Ralph Heidingsfeld, Vice-President; Ernest Heidingsfeld, Secretary-Treasurer.

The firm continued the old established policy until 1920, when sales offices were opened in New York and the building at 1-3 Peace street was purchased and remodeled.

The installation of more and modern equipment enabled the company to handle the increase in business which followed. The company now employs a personnel of sixty, and draws business from New York, Newark, Trenton and the surrounding territory.

The plant is operated in two shifts in order to maintain the service which has built the concern's reputation.

This, the OFFICIAL BOOK of New Brun-

wick, N. J., published by the Junior Chamber of Commerce, was printed by the J. Heidingsfeld Company.

### AN IMPORTANT MISSION

Printing has always been classed with the arts and the concern electing to serve the large users of printed matter has an important mission. To make attractive, impressive and properly register the message in the minds of readers is very frequently the printer's part in the publicity scheme. The printer must know and advise the stock, set-up, color and presswork combination to be used to register the strongest impression in behalf of his printing client and reflect credit upon the printing art of which he is the exponent as well.



A good printer can frequently make an attractive piece of work out of the poorly prepared copy submitted, but when properly written and laid out the results are always satisfactory.

This company specializes in Good Printing Service and have exceptional facilities for taking care of fine publication work, doing all the work in its own building. Its management gives sincere personal attention to the printing problems of its customers and solves them in a practical way. The concern employs only the most skilled workers in the art of printing that there shall be at all times par excellence in typography and press work.

It now serves many publishers of illustrated weekly and monthly publications, advertising agencies and other large users of printed matter, in one and more colors, and have enjoyed their confidence and patronage over a long period of years.

The concern is equipped to take on very large work and long runs and are able to do all the work in their own building.

## RUTGERS UNIVERSITY—(Continued)

Graduate Manager of Athletics in active charge. Varsity teams are maintained in football, basketball, swimming, baseball, track, lacrosse, tennis, and cross country. A number of intramural tournaments in several sports are directed by the Department of Physical Training for students who are not candidates for varsity teams.

The grounds, buildings and equipment of the University are valued at more than six million dollars; the campus includes more than eight hundred acres; the undergraduate enrollment in 1926-27 was between nineteen hundred and two thousand. But the total number of persons receiving in-

struction by the University, including the Summer Session, the Industrial Extension Division, the Short Course in Agriculture, and the Extension Courses for Teachers, was well over seven thousand.

So, during the past quarter century, the old Rutgers College, with its two hundred-odd students, has grown to be Rutgers University, the State University of New Jersey, with an enrollment measured in the thousands. And if President Thomas' vision of the future is realized, it will continue to grow, in size, in influence, in prestige—but most of all in *service to the State* of which it finds itself a part.

## VOCATIONAL SCHOOL

By C. E. PARSIL

THE late Dr. H. Brewster Willis, who for thirty-eight years was Superintendent of the Public Schools of Middlesex County, was the man who first saw the possibilities of County Vocational Schools. The law providing for the organization of the County as a unit for vocational education was scarcely on the books when Dr. Willis began to lay plans for taking advantage of the provision of the new law.



C. E. PARSIL

It was at a County School Board Association meeting held in Perth Amboy in 1914 that Dr. Willis, Dr. Lewis H. Carris, then Assistant State Commissioner of Education, and Mr. Samuel E. Shull, City Superintendent of Schools at Perth Amboy, spoke in favor of vocational education and as a result, after much careful investigation and consideration, the Committee appointed by Dr. Willis made, in October, 1914, an application to

County Judge Peter F. Daly for the appointment of a County Vocational School Board. Three of the original members are still serving: Mr. A. Clayton Clark, of Perth Amboy, who has been President of the Board ever since its organization; Mr. John V. B. Wicoff, of Plainsboro, and Mr. Douglas J. Fisher, of Sayreville. Two of the original members, Dr. Willis and Mr. Howard V. Buttler, were removed by death. Their places are now filled by Dr. Millard L. Lowery, County Superintendent of Schools, and Mr. Harry J. Rolfe, of New Brunswick.

In September, 1915, the first school was opened on Guilden Street, New Brunswick. This was the first Industrial Vocational School to be operated under a county organization. The following year the second school was opened at Perth Amboy and two years later the original school on Guilden Street being outgrown, the Freeholders appropriated over \$100,000 for the land and present No. 1 School on Easton Avenue.

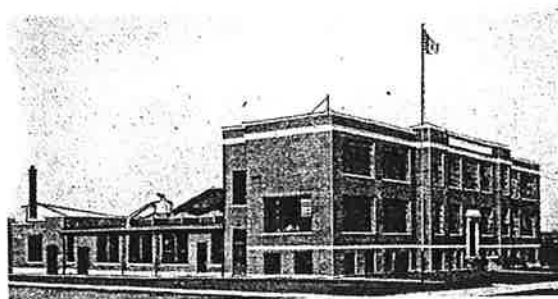
For several years the building at Perth Amboy has been entirely too small to accommodate the boys who desire to pursue the vocational courses and the Board has under erection at the present time a splendid new building on

New Brunswick Avenue. It is expected that the new school will be opened for the September term. It will accommodate 250 boys and is capable of providing for 300 when completely equipped. The building will be a model of vocational school construction. Of brick and reinforced concrete construction, it is practically fireproof. Shop spaces are large, light and airy and the drafting rooms and academic rooms are modern in every respect. In addition to class room and shops, the building will be equipped with a generous size combination auditorium and gymnasium, spacious locker room, lunch room, showers, etc.

These schools offer a course of study made up of half shop work and half related drawing, Mathematics, English and Science and this type of work is very attractive to boys who find abstract book courses irksome. Boys completing a two-year course in these schools are placed in good positions and the schools have now been in operation a sufficient length of time to prove that these boys made good in industry. Though the schools are but twelve years old, some of the graduates of their first classes are now in responsible positions in drafting rooms, print shops, automobile repair shops, machine shops and the manufacturing chemical industry. The electrical department in the New Brunswick School has not yet completed its second year, but boys who are about to graduate from this shop give promise of great success.

The Vocational Schools of Middlesex County rank with the best of their kind in the country both as to quality of work accomplished and to standard of graduates.

The men who compose the Vocational School Board and for so many years have given unstintingly of their time

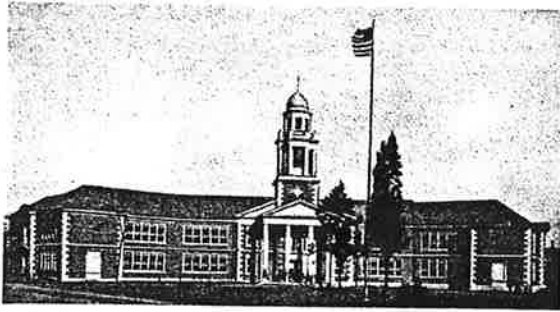


and best effort without remuneration of any kind, and the Freeholders who have provided so generously for the establishment and expansion of vocation education in Middlesex County are entitled to the gratitude of every citizen.

## ALEXANDER MERCHANT

**T**HOUGH a lifelong resident of New Brunswick, Mr. Merchant's training was acquired principally in New York, where he spent twelve years in the offices of eminent architects, coming here to establish his own office in 1906. His repute, acquaintance and skill secured an almost instant success. He has been mostly engaged in the erection of public buildings. In the list of edifices erected under his supervision are schools, business buildings, office buildings, residences, and industrial structures.

Aside from his professional activities, Mr. Merchant



HIGHLAND PARK JUNIOR HIGH SCHOOL

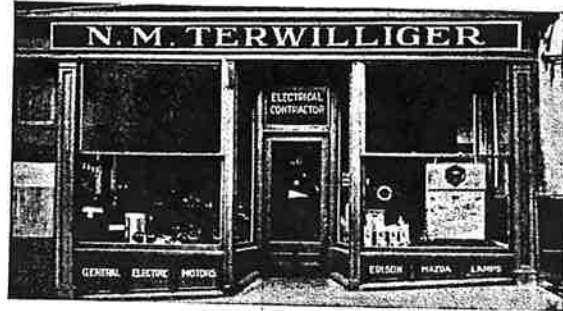
is one of New Brunswick's most active citizens, enlisted in any movement for civic welfare or improvement; holds membership in important local organizations, and, his residence being in Highland Park, has served for years as a member of the Board of Education of that borough. It is illustrative of his energy and standing to note his directorship in the Middlesex Title Guarantee & Trust Co., also in several building and loan associations, his membership in the F. and A. M., the Elks, the Jersey Club and the New Brunswick Boat Club.

New Brunswick's Senior and Junior High Schools, also Highland Park's Junior High School, erected under Mr. Merchant's supervision, are pictured as exemplifying the type of his professional activities.

## N. M. TERWILLIGER

**N.** M. TERWILLIGER started in business on Bayard Street in March, 1914. He admitted to partnership Mr. James H. Warren, in May, 1919, and moved to 45 Paterson Street in November, 1921, one year later moving to 28 Liberty Street, his present address. The partnership with Mr. Warren was dissolved in April, 1925—Mr. Terwilliger continuing in his own name.

Aside from electrical construction work, he is agent for General Electric Motors and Edison Mazda Lamps.



28 LIBERTY STREET

Following are some of the buildings in which Mr. Terwilliger has installed electrical equipment: Nathan Hale School, Lord Stirling School, Livingston School, New Brunswick Savings Institution, Nathan's Department Store, Masonic Temple, Highland Park; American Incubator, Stelton Baptist Church, New Brunswick Natatorium, Hegeman Dormitory, Rutgers University; and other important buildings.

Mr. Terwilliger specializes in industrial work.

Mr. Terwilliger believes in the future of New Brunswick and is a willing worker in the establishment of a Greater City.



301 BURNET STREET

## THE BURNS, LANE, RICHARDSON COMPANY

PLUMBING, HEATING, SHEET METAL CONTRACTORS

**T**HE BURNS, LANE, RICHARDSON COMPANY was incorporated January 1, 1921. One year later they took over McFadden's, which was one of the oldest established plumbing, heating and sheet metal shops in New Jersey. Burns, Lane, Richardson, Company have continued to have a steady growth, having done work in some of the largest structural buildings in the State.

Just how important the work done by this concern is, can best be understood when one knows their lines. They are sanitary, heating and ventilating engineers, and plumbing, heating and sheet-metal contractors. It carries a complete line of factory and mill supplies, stoves, ranges and pumps.

The increasing growth of this company is due to the unusually prompt and efficient services rendered by their skillful workers. Officers of the company are: Leslie C. Burns, President; Harry A. Richardson, Secretary and Treasurer. Both of these gentlemen take an active interest in making New Brunswick a big industrial centre.

## NEW JERSEY COLLEGE FOR WOMEN

By DEAN MABEL S. DOUGLASS

HOW may one briefly tell the story of the faith, the courage, the enthusiasm, the sacrifice, the labor that have gone into the creating of the New Jersey College for Women, and of the progress



MABEL S. DOUGLASS  
Dean

during the eight eventful years of its existence? Founded during the latter days of the World War when hearts and minds the country over were centered in that gigantic struggle, when money was scarce and prices high, what had the new college to its credit back in the spring of 1918 when the Trustees of Rutgers College took action to create it? The privilege to exist and to develop, if friends might be found, in the shadow of an old and honored college for men, the cooperation of a little group of professors, a lease upon a beautiful estate with no funds for the payment of rent, the prayers and benedictions of club women who had plead for its establishment—such were its assets.

Not the usual tangible gift or bequest, not an endowment or an income from any source, but belief in the need of a college for women in New Jersey and faith in the forthcoming support when that need should be known.

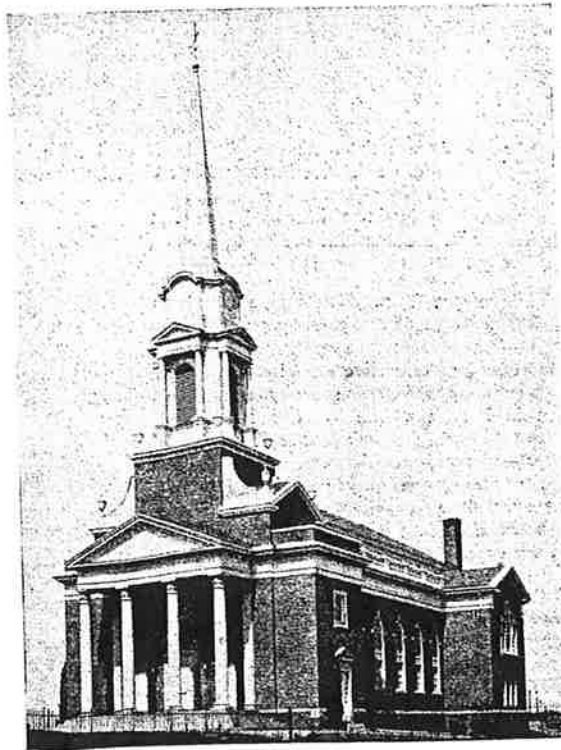
The New Jersey College for Women opened its doors in September, 1918, to fifty-four students. The faculty numbered sixteen, of whom eleven were men of the Rutgers College staff, five were women. The John N. Carpender home, named College Hall, housed the offices of the dean and the registrar, the library, and classes in all subjects except those requiring laboratory space. It furnished, also, dormitory accommodations for the Dean and sixteen students, two, three, and four occupying one room, an apartment for the janitor and janitress. Classes in botany, chemistry, and cookery were held in buildings on the College Farm. The Cooper homestead, called Cooper Hall, was utilized as a dining hall and as a dormitory for eighteen students. Equipment and furnishings were of the simplest. Funds for maintenance were small and uncertain. The year was a year of privation and struggle. Faculty, dean, and students were not unlike a band of missionaries. Things of the spirit were more real than material possession. No one could safely prophesy from day to day whether or not the little college would prosper or would cease to be.

In March, 1919, the State Legislature, after investigation of conditions prevailing, appropriated \$50,000.00 to cover maintenance of the College for Women during its second year. This appropriation, together with the gift of Mr. Neilson making possible the purchase of the John N. Carpender estate, and the gift of the New Brunswick City Committee of Women making possible the purchase of Cooper Hall, put the new institution on its feet. A larger freshman class enrolled for the second year, preparations were made to care for it. The old brick barn on the Carpender estate was turned into a science building, a gymnasium was built of packing boxes originally constructed to ship Liberty motors to American airmen in France, an extension was put to the dining hall and a lease taken upon residences near the campus to serve as dormitories. Additions were made to the faculty, and the Board of Managers,

consisting of five trustees and five women members, was organized. But still the life within the college was one of struggle, of extreme simplicity, thrift, self-sacrifice, of high endeavor and moral courage. No gifts were large, no funds were certain, the students and the college were on trial.

Since those early days eight years have passed, the student body has grown in number from fifty-four to eight hundred seventy-five; the faculty from sixteen to eighty, fifty of whom teach women students only; the lands, buildings, and equipment of the College for Women have increased in value from zero to two millions and a half. There has been a correspondingly development in the courses of study offered, and in the life of the student body on campus. This attainment has been the result of various cooperating forces. In the beginning, it took courage and optimism upon the part of the president and trustees of Rutgers College to respond to the pleadings of the women of the state. No funds were in their hands nor in those of the women, nor were any being guaranteed from any other source for the new college. There was the possible, nay, almost probable, chance of running old Rutgers into debt and of accomplishing nothing under the circumstances for the young women of the state. Still the step was taken. Of inestimable value to the new institution was the privilege of using the old library and the possession of an excellent teaching staff from the opening day.

Nor should anyone ever forget or underestimate the contribution to a new college of the self-control and loyalty of a student body willing to study and to live smilingly, courageously, within an income when that income was practically nil; an unselfish student body disinterested in creature comforts, but inspired with the idea of creating a college for the future and determined in the present never to do anything that the older college, the town of New Bruns-



CHAPEL NEW JERSEY COLLEGE FOR WOMEN



## NEW STATEN ISLAND DYE WORKS

**T**HE NEW STATEN ISLAND DYE WORKS was established here during 1916 by the proprietors, Louis Hozore and Samuel Meyerson. They came here from Rahway, N. J., where they had conducted a similar business on a small scale.

In fact, their first plant in New Brunswick was a small one, but by close personal attention to the development of the business, skillful and prompt service, their list of customers has grown to include tailors and dyeing and cleaning concerns throughout the State of New Jersey, between Trenton and New York, and along the coast to Asbury Park.

The present two-story plant, 50x100 feet, is fully utilized on a twenty-four hour basis of production. Plans, however, are now on foot for the prompt building of another two-story building alongside of the present one, to be of the same dimensions, giving them a building 100x100 feet.

The present plant is replete with labor-saving machinery, devices and other equipment. Both Mr. Hozore and Mr.

Meyerson gives personal supervision of the plant, inspecting all work. The business is being developed through their own sales organization.

Fifteen Dodge automobiles, with specially designed and finished bodies are in constant use in the collection and delivery of work. More cars of the same type and design will shortly be required.

All work is completed within each twenty-four hours and deliveries made the following day.

This concern has a well earned reputation for high class of skill and unusually prompt service. The main office is at 16-18 Harvey street, and branch house at 14 Spring street, New Brunswick, N. J.

The owners have a pride in their work and are insistent that their workers execute every order with the utmost skill and promptness. The concern's standard in high class of work must be maintained by each employee or his services are no longer desired.

Upwards of 75 skilled workers are constantly employed and at times a greater number are required to take care of the rush of orders.



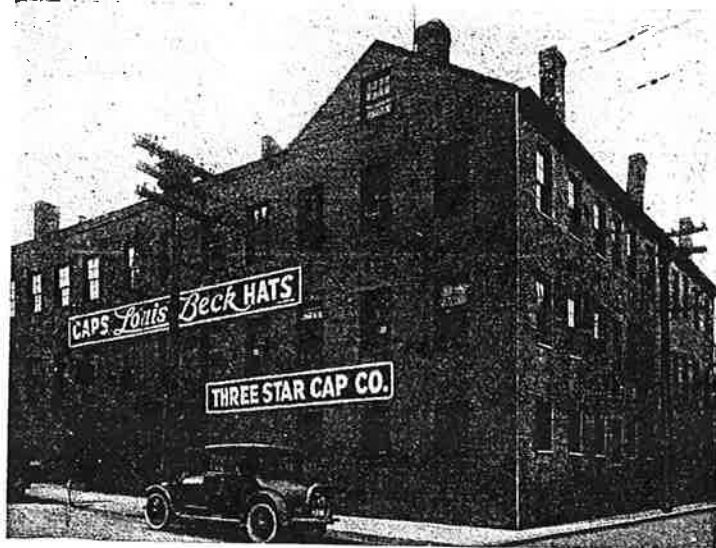
PLANT OF NEW STATEN ISLAND DYE WORKS

## THREE STAR CAP COMPANY

**T**HIS concern dates its organization from 1918, when it came into existence in New York City, its sponsors being Louis Beck, Morris Aledort and Benjamin Kirschner—the business having its modest beginnings in the manufacture of men's and boys' caps.

The company's product was retailed to dealers throughout the country and speedily attained extraordinary repute, its sale being fostered by extensive mail campaigns. Larger quarters were speedily needed, so that in 1926 it moved to New Brunswick, where it acquired the plant at 49 Washington Street—pictured on this page. In this, modern, efficient machinery was installed and has ever since been kept busy meeting the requirements of the company's great and constantly expanding business. This building is of three stories and in it 17,000 square feet of floor space are devoted to the concern's requirements—the mail business being supplemented by the demand of local and territorial agents in all parts of the country as well as by those transmitted by a corps of traveling salesmen. The concern has lately extended its activities to the wholesaling of felt and straw hats. Fifty or more hands are employed in the factory the year round.

Mr. Beck and his associates, being practical in their line, give close personal attention in the conduct and development of this business.



49 WASHINGTON STREET

NEW JERSEY COLLEGE FOR WOMEN—(Continued)

wick, or the academic world outside might be ashamed of.

Upon the Board of Managers there have been friends of inestimable worth to the College for Women. Mr. James Neilson's generous gifts of land have made possible the creating of a unique cottage dormitory system of exceeding charm and the development in the future of one of the most beautiful campuses in the country. Mr. Leonor F. Loree's unstinted ardent service has placed at the disposal of the growing institution his wisdom and years of successful experience in the railroad world. His gifts have made possible the purchase of land, the development of an exceptional athletic field, the purchase of books as a foundation for a separate library for women students. The other members of the Board, both men and women, have been no less loyal. Each has given of his best that the college might grow and prosper.

The State Federation of Women's Clubs has never forgotten the child of its love. Many students are in college through scholarships which it has provided. The biological sciences are housed in a building which it has erected, and the spare hours of students are made pleasurable and profitable by the books which it has placed in the Browsing Room. Even now the Federation is about to give another evidence of its esteem in the form of a \$150,000.00 Music Studio Building.

And the friends of the college outside, in the world at large, what may be said of them? Many have given and to each deep gratitude is due. Here there is space to mention in particular but two, Mr. William Leupp, who bequeathed a substantial sum of almost half a million, and Mrs. Elizabeth Rodman Voorhees, who made possible the erection of the beautiful Georgian chapel now standing on

the heights of the campus, like a cameo clear cut against the sky, whose tapering spire shall forever call to the soul of youth to look up, to strive for truth, to give only one's best.

Lastly, we come to our beloved state whose honored name we are privileged to bear. What of her? For many long years when she was doing much for her sons, it would seem she did not realize that in the schools she had daughters eager-eyed, ardent, bright, worthy of her support and interest, capable of further training, potential powers for good in the future of the race. But when once New Jersey did realize her short comings, she nobly made every effort to atone for the past and to give encouragement for the future. Too much could not be said in appreciation of the generous state appropriations to the College for Women in the past seven years, making possible the rising upon its campus of splendid halls of learning and giving opportunity to hundreds of New Jersey girls to receive at minimum cost the higher training which they, their parents, and their teachers so earnestly desired.

The New Jersey College for Women thus exemplifies a cooperation of incalculable value between the state, private citizens, and those participating in its benefits. The students themselves pay a considerable share of the cost of their education, private citizens have found happiness in furthering the work by generous gifts, and the state has been relieved of the burden of providing all the essentials of an institution worthy of carrying on the education of the youth of our splendid commonwealth.

*Mabel S. Douglass*

LIONS' CLUB—NEW BRUNSWICK, N. J.

FRED GOWEN, President

(Meets at Klein's Hotel, Wednesdays, 12.15 P. M.)

LIONS' organized in New Brunswick, April 6, 1921; charter banquet and presentation, Tuesday, October 25, 1921. Presidents: Norman Smith, 1921-1922; Walter C. Sedam, 1922-1923; Charles A. McCormick, Jr., 1923-

1924; James A. Harkins, 1924-1925; Dr. E. I. Cronk, 1925-1926; Fred Gowen, 1926-1927.

Christmas presents to St. Mary's Orphanage and Children's Home every year.

Actively interested in the State Home for Boys at Jamesburg—making yearly visits. Gave them fireworks display in 1924 and yearly since; presented equipment for athletic teams, radios and phonographs for the cottages, and a piano.

Backed Boy Scouts, Girl Scouts, Red Cross, Kiddie Keep Well Camp, Elks' Crippled Kiddies Fund and other charitable organizations. Furthering the High School

Stadium Campaign, giving \$1,000. Active in civic affairs.

Inaugurated movement in 1926 for state-wide interest of Lions' Clubs in Jamesburg Home.

Officers—President, Frederick Gowen; First Vice-President, Frank A. Connolly; Second Vice-President, Wade H. Johns; Third Vice-President, Luther H. Martin; Secretary, J. Joseph Connor; Treasurer, Raymond P. Wilson; Tail-Twister, C. Arthur Seele; Trustees, Lester Mott, George W. Miller, Philip H. Bruskin.

Calvin Cunniss, Jr., E. I. Cronk, M.D., Joseph D. Marcus, Harold E. O'Neill, Lawrence Suydam, William Woodruff, Arthur J. Hamley, Emil E. Brass, John Dalrymple, Peter Klein, Dr. Lawrence Mundy, Charles Schafer, Walter C. Sedam, Henry Madden.

The Lions' Club, of New Brunswick, makes a sincere attempt to improve the lives of the young, the deserving and less fortunate. It has not sought any notoriety, but has not curtailed its interested activity in civic affairs whenever occasion called them into play. This policy has been pursued from the beginning of the organization, and is destined to continue throughout its existence.

The Lions' Club membership is composed of representative business and professional men of New Brunswick, who are also identified with the civic and social activities of the city.



FRED GOWEN  
President

*Frederick Gowen*

## HOWELL LUMBER COMPANY

DOWNTOWN OFFICE AND YARD, 265 BURNET STREET  
 UPTOWN OFFICE, YARD AND MILL, SANFORD STREET AND RARITAN  
 RIVER RAILROAD

**A**LUMBER yard at Albany and Water Streets was operated about the year 1870 under the direction of De Mott & Howell; John De Mott and Lewis T. Howell. On April 1, 1873, they sold it to Lewis T. Howell, Stephen Howell, and Henry De Mott, under the firm name of Howell, De Mott & Co. They then moved to 291 Burnet Street.

In 1881 the business was taken over by Howell, Totten & Co.; Stephen Howell, Benjamin Totten and William E. Mettler. About 1888, it was again sold to Howell, Mettler & Co.; Stephen Howell, William E. Mettler and Lewis A. Howell.

In 1896 the business was owned by Howell & Howell—Stephen Howell and Lewis A. Howell. After the death of Stephen Howell, Lewis A. Howell, his son, took possession under the name of L. A. Howell & Co., this in 1901, and remained in possession until December, 1904. The business was then incorporated under the name of Howell Lumber Co.; Lewis A. Howell, President; Lewis Stryker, Vice President, and John L. Suydam, Secretary and Treasurer. A tract of land of about three (3) acres at Sanford Street and Raritan River Railroad was purchased and developed, buildings erected and a railroad siding right through the yard, making it convenient for unloading materials. The company now carries a full line of lumber, mason materials and millwork.

Just a little later the present property at 265 Burnet Street was purchased and the business moved from the Strong yard, where it is now.

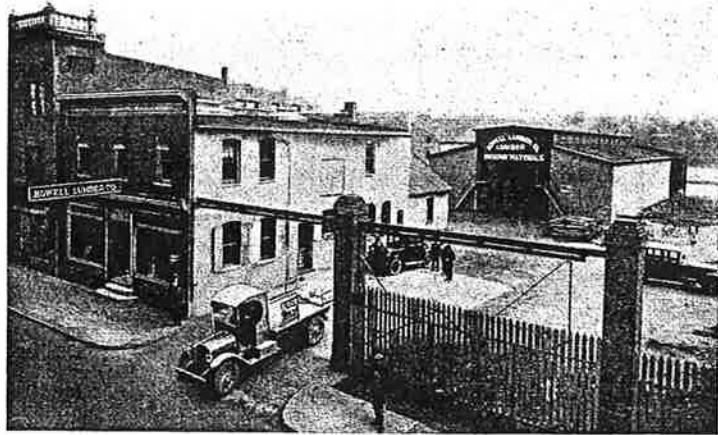
In 1925 and 1926 an up-to-date mill at Sanford Street yard was built and equipped to take care of millwork.

On April 1, 1926, Lewis A. Howell disposed of his stock to the present owners. The officers of the company are: Lewis Stryker, President; John L. Suydam, Vice President and Treasurer; R. B.

Howell, Secretary, and Edwin F. Metlar, Assistant Secretary and Treasurer.

The Howell Lumber Company carry a full line of lumber in stock: white pine, fir, spruce, cypress as well as hardwoods, oak and chestnuts, etc.

They have recently added to their plant a new up-to-date mill equipped to take care of mill work in a most satisfactory manner.



DOWNTOWN OFFICE AND YARD

A full line of window and door screens are also carried in stock.

They supply all needs for brick of the various kind, and have on display face brick of most attractive designs for the better class of buildings.

All demands for beaver board, bestwall and insulate can be met promptly from stock. Insulate is meeting with considerable favor from those who are anxious to have a well insulated house.

Shingles of all kind are carried in stock, but the demand is for stained ones, which can be had in a variety of colors.

This concern also carries a large stock of cement, lime, plaster, laths, and metal lath. When waterproofing is to be done they recommend Adensite.

"Build a Home First" plan service is being exploited by this company with considerable success, the materials being supplied by them.

A modern idea and service, which has been recently added to their several departments, is in the supply of builders' hardware for the convenience of their customers.

The officers of the Howell Lumber Company give close personal attention in the management and development of their business.



UPTOWN OFFICE YARD AND MILL

## RELIGIOUS INFLUENCES

By DR. CORDIE J. CULP

WHEN John Adams, afterwards the second President of the American Republic, visited the colony of New Jersey in the year 1774, he wrote in his diary: "Went to view the village of New Brunswick. There is a church of



REV. DR. CORDIE J. CULP  
Pastor

England, a Dutch church and a Presbyterian church in this town." He went on to speak briefly of other matters, but it seems that the first thing to catch his attention was the evidence of the religious life of the village. This may be taken as characteristic of New Brunswick from the beginning of its history. It was founded largely by Dutch settlers and French Huguenots, and the very mention of these sturdy pioneers speaks of deep religious convictions.

We are not surprised to learn that there was a Dutch church, now the First Reformed, established in the community within a few years after the beginning of the settlement and within

three years after the name New Brunswick was given to the village. This church had a building on what is now the corner of Burnet and Schureman streets, and in 1717 had a membership of 78.

Clergymen were scarce in the New Jersey colony, and some of the early correspondence of the Holland settlers with the mother country reveals the desire for more adequate religious leadership. These appeals finally brought the Rev. Theodorus Frelinghuysen to this section in 1720. He was a remarkable man, and through his influence this region came to be known as "The Garden of the Dutch Church."

In 1726 the Presbyterians were numerous enough to organize a church, and called the Rev. Gilbert Tennent, another outstanding religious leader of the day, to be their pastor, and a church edifice was erected in the following year on Burnet street, north of Oliver.

With the presence of two such leaders as Frelinghuysen and Tennent, who were devoted friends and had much in common, the religious life compared favorably with that of any part of the New World. This life was deepened by the visits of the celebrated George Whitfield in 1739. He tells us in his diary that he spoke frequently in the town of New Brunswick, and on one occasion to an audience of 8,000 people.

The Church of England occupied Piscataway as early as 1704 and New Brunswick Episcopalians attended there until the erection of a church building in the town in 1745. The plot of ground given by Philip French, and is the same upon which Christ Church now stands at the corner of Church and Neilson streets. The first stated missionary was Rev. William Wood, who took up his duties in 1747. In 1757, "Christ Church became a body corporate under the name of 'The rector, wardens and vestrymen of Christ Church of the City of New Brunswick.'" It is under this charter bearing the great seal of his Majesty George II, that this church still elects its vestrymen and wardens and holds its corporate power. Missionaries set out by the "Venerable Society for the Propagation of the Society in Foreign Parts" continued to serve Christ Church until after the

Revolutionary War, when separation from the Church of England was a necessity and the Protestant Episcopal Church of the United States was established. It is of particular interest to New Brunswick to note that the meeting of the clergy of New York, New Jersey and Pennsylvania that organized this American church and gave it its name, was held in Christ Church in this city. The Diocese of New Jersey was formed in 1785, and Christ Church had its first rector, Rev. Hamilton Rowland, in 1786.

These three churches above named looked after the religious interests of the community until the beginning of the nineteenth century, which opened with the Methodists on the field. Rev. Francis Asbury, the famous missionary bishop, visited New Brunswick in 1800. He states in his journal that on the 15th of June of that year he held a meeting in the town. However, a charter had been granted the year previous and the first minister installed, the Rev. J. Totten. The progress of the denomination was slow for the first ten years, but in 1811 a brick church was erected on Liberty street. It was destroyed by a tornado in 1835 and the pastor so severely injured that he died. A new church was erected at the same site, which was occupied until 1876, when the present structure, known as the First Methodist Episcopal Church, on the corner of Liberty and George streets, was dedicated. Today Methodism is served by four churches. Besides the First, sketched above, there are Pitman church, corner George and Oliver streets, organized in 1852; St. James Church, Easton avenue and Hamilton streets, organized 1866; Trinity Church of Highland Park, organized 1925.

The early Baptists residing in New Brunswick attended the church at Stelton, which was founded in 1683, one of the oldest religious associations in the country. In 1813, a church edifice was erected on the corner of George and Somerset streets, on a lot donated by Mrs. Gertrude Parker, and in 1816 the First Baptist Church of the city was organized. In 1838 the site was changed to the present location, corner George and Bayard streets. The church thrived from the start, and has sent out two vigorous colonies in the city life—the Livingston Avenue Baptist Church, founded in 1872, and the Highland Park Church, established in 1925.

The German population of the city is served by two churches—the Third Reformed Church, was organized in 1851, now the Livingston Avenue Reformed Church, corner Livingston avenue and Suydam street, and the Evangelical Lutheran Emanuel Church, established in 1878, with a house of worship at the corner of New and Kirkpatrick streets.

The three original churches of the city formed branches as the years went on. The Second Reformed Church was organized by members of the First Reformed Church in 1843 and occupied for many years at the corner of George and Albany streets, which was sold in 1925 and a new house of worship is being erected on College avenue. This denomination further extended its influence by organizing, October 30, 1884, the Suydam Street Reformed Church, with a house of worship at the corner of Suydam and Drift streets. In the year 1890, a Reformed Church was organized in Highland Park, which is both actively and efficiently serving the people of the neighboring borough.

A Second Presbyterian Church was organized in 1840, and for 67 years served the community mostly in the Sixth Ward, and then united with the First Presbyterian Church in 1907.

In 1852 a movement was started among the congregation of Christ Episcopal Church to establish another parish in the city. This movement increased until the Church of St. John the Evangelist became an independent parish in 1866. The church edifice stands on George street, south of the intersection of Throop avenue.

An important interdenominational work is carried on by the Wray Memorial Chapel, which began its work on Burnet street in 1908, and after 12 years of valuable service in that section of the city, its location was changed to Plum street,

## TRANSPORTATION FACILITIES

By K. L. HICKMAN

ONE of the most important factors in modern civilization is transportation. The greatness of this country is undoubtedly due to the development of its transportation systems.



K. L. HICKMAN

Transportation means the quick and economic removal of goods from the place of manufacture to markets.

The City of New Brunswick is ideally situated almost midway between New York and Philadelphia. Two railroads run through the city: The main line of the Pennsylvania Railroad which furnishes 74 passenger trains daily, 10 freight trains and two trucks which move both passengers and freight to and from the city.

The Raritan River Railroad has four passenger trains daily to South Amboy, where connections are made over the Central Railroad of New Jersey for points East and West.

In addition to this, a large portion of the American Express matter is handled over its lines, as well as local freight.

The Middlesex Transportation Company trucks freight to all parts of the country and into New York via boat.

Two motor bus lines operate between New York and Philadelphia. The P. R. T. Inter-city Motor Bus Service, which furnishes six busses in each direction daily, and the American Motor Coach System, which also furnishes six busses in each direction daily.

The Public Service Company of New Jersey operates seven bus lines and five trolley lines to the following cities: Somerville, Westfield, Plainfield, Morristown, Highland Park, South Amboy, Jamesburg, Metuchen, Fords, South River, Sayreville, Parlin, Hightstown, Old Bridge, Trenton, Newark, Raritan, and Bound Brook.

There are also four privately owned bus

lines operating between Trenton, Princeton, Franklin Park, Kingston, Millstone, and Dunellen.

New Brunswick is the eastern terminus of the United States Air Mail Service, Hadley Field being located just on its outskirts.

The Colonial Air Mail Service operates between this city and Boston daily, carrying passengers and U. S. mail. In addition, United States Government planes arrive and depart at frequent periods with United States mail for Cleveland, Chicago, St. Louis, Omaha, Denver, Salt Lake City, Los Angeles, and San Francisco. This mail is all handled by Government trucks between the field and the baggage room of the Pennsylvania Railroad.

New Brunswick is on the Lincoln Highway and easily reached by a number of excellent roads. In addition, there are two very fine roads leading to famous seashore resorts, one by South Amboy and the other via Freehold.

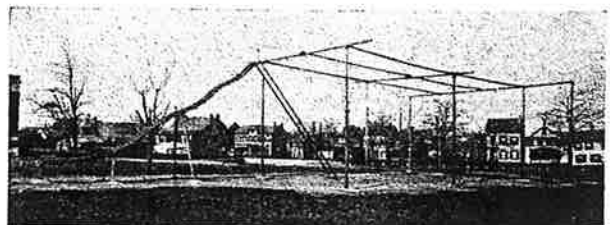
*K. L. Hickman*



RARITAN RAILROAD STATION



PENNSYLVANIA RAILROAD STATION



THROP PARK AND PLAYGROUND

RELIGIOUS INFLUENCES—(Continued)

where a much larger work is being done, both religiously and socially.

The first Catholics came to New Brunswick from the Province of Ulster, Ireland, in 1814. The first Mass was celebrated in the city in 1825 and the first church erected on Bayard street five years later, and was called St. Patrick's, a name which was later changed to Sts. Peter and Paul. This structure was partially destroyed by the tornado of 1835. In 1845 the church was enlarged, and in 1876 the location changed to Somerset street, where St. Peter's Church now stands. In addition to this very vigorous church, the Catholic population is served by Sacred Heart, established in 1883, corner of Throop avenue and Suydam street; St. John the Baptist, on Neilson street, near Carman, and St. Paul's, on Raritan avenue, in Highland Park.

The Catholics among the people of foreign speech are served by the following churches: The Hungarians by St. Ladislaus Church, on Somerset street, organized in 1905 under the auspices of St. Peter's Church; the Italians by the Church of St. Mary of Mt. Virgin, founded in 1905 under the direction of Sacred Heart Church, and is located on Sandford street; the Church of St. Joseph, corner of Somerset and Laurel streets, serves the Polish people, and was organized under the direction of St. Peter's Church about 20 years ago.

The Greek Catholics among the Hungarians established St. Joseph's Church, on High street, in 1915.

The Protestants among the foreign-speaking people are served by the following churches: The Hungarian Protestants by Magyar Presbyterian Church, on Bayard

street; the Magyar Reformed Church, on Somerset street; the Hungarian Baptist Church, on Somerset street, and the Evangelical Lutheran Church, on Plum street. The work among the Protestant Italians is carried on by a mission of the Presbyterian Church.

The first congregation for the religious needs of the Jewish people was organized in 1861 and was called Anshei-Emeth, and for a time met in a hall on Peace street. Later a synagogue was built at 51 Albany street. Other congregations were organized, until today the Jewish population is served by the following congregations in addition to the one mentioned above: Ahawas-Achin, at 33 Richmond street; Poile-Zedek, at 145 Neilson street, and Ohav-Emeth, for the Hungarian Jews, at 71 New street.

The colored population of the city has not been neglected religiously. In 1827, Mount Zion A. M. E. Church was founded, and has served the colored people for a century. The Ebenezer Baptist Church was organized by a group of colored people belonging to the First Baptist Church in 1876. The latest addition to the church life of this people was the establishment of the St. Alban's Episcopal Mission some five years ago.

This brief resume of the religious life of the city indicates that it is universal, embracing all portions of the population. It is also vigorous and a mighty dynamic for the moral and spiritual welfare of the community.

*Cordie J. Culp*

NEW BRUNSWICK, NEW JERSEY

By ALEXANDER MERCHANT

AT first sight New Brunswick principally impresses the beholder as a beautiful city, its homes assembling themselves before the eye and speaking eloquently of domestic life and cheer. These homes are the expanding



ALEXANDER MERCHANT

embodiment of a spirit which from the beginning sought tranquillity and comfort, a spirit that has continued untarnished in the two centuries or more of the city's life, remaining conspicuous in all its change and growth down to the present moment.

Year by year the homes of New Brunswick have grown more spacious and elaborate, adequate and important, yet have kept pace with every device for inward and outward sufficiency. A profusion of trees—some even remnants of the primeval forest, of gardens with shimmering and colorful flowers, of fruits and plants, of lawn and hedge, greets the eye. Streets range broad and carefree, unbound by

preconceived or otherwise artificial arrangement. Great business structures project out of the landscape. Wide avenues, cozy, homelike streets, squares and parks, elbow one another in friendly concourse.

By the side of the city flows the Raritan river, dividing yet not separating New Brunswick from its younger neighbor, Highland Park. The two go hand in hand. Suburbs grow apace, in all directions, as homeseekers translate the livelihoods secured by their industry into homes. Children play and prattle, schools, public and private, afford them instruction, church spires rear their heights; businesses flourish; factories hum; banks guard the city's treasures; hills, with their verdure, greet the eye.

Business speeds, but does not overshadow the homes. New Brunswick lies midway between New York and Philadelphia, drawing sustenance from both, giving to both. Sails dot the river, craft and railways carry its handiwork to all quarters of the globe; suburbs, miniatures of the greater sister yet differing in detail, abound. Great highways pass and invite the venturesome newcomers to new homelands.

Come to New Brunswick! You'll stay in New Brunswick, if by any chance you can.

*Alexander Merchant*

CHAMBER OF COMMERCE

THE officers and directors of the Chamber of Commerce of New Brunswick are as follows: *President*, Robert Carson; *First Vice-President*, William Van Nuis, Jr.; *Second Vice-President*, John A. Manley; *Third Vice-President*, Theodore Whitlock; *Treasurer*, E. A. Brower; *Secretary*, C. S. Atkinson; *Directors*, Robert Carson, Dr. John F. Anderson, William T. Bearman, S. S. Cohen, Walter L. Molineux, John J. Monigan, Charles W. Moses, Joseph L. Matthews, Russell D. Clayton, Harry J. Rolfe, Jesse Strauss, Harry Simon. Mr. Simon is also chairman of the Retail Merchants' Division.

## ABRAHAM WOLF & CO., INC.

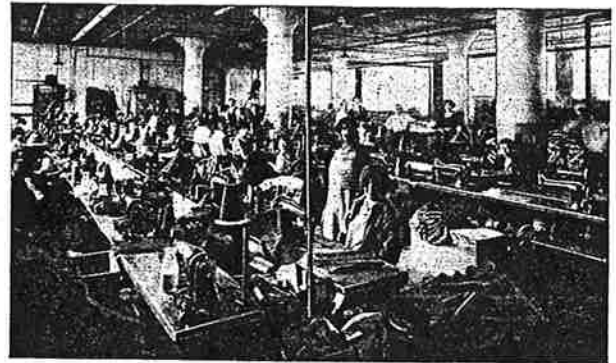
MANUFACTURERS OF CLOTHING FOR THE TRADE

**F**OR THIRTY-THREE YEARS Mr. Abraham Wolf, president of the Abraham Wolf & Co., Inc., has been manufacturing men's and boys' suits and overcoats for the trade.

Mr. Wolf is one of the best known men in the clothing business, and enjoys not only the respect and confidence of the largest buyers of clothing in the United States, but their continued patronage as well, and these relations have been maintained over practically the whole of his business career.

There has been a steady growth of this business from its inception and plans are under way materially to increase the size of the present plant in New Brunswick so as to meet the ever-increasing demands of the clothing trade for the company's production.

One can better appreciate the importance of this industry when it is known the present weekly output consists of seven thousand five hundred (7,500) complete suits. A five-day schedule is maintained the year



VIEWS OF WORK ROOMS, NEW BRUNSWICK PLANT

round on this basis. The plant is, however, equipped for twenty-four hour service and at frequent intervals during busy seasons this is put into effect.

Manufacturing proceeds under a modern operative and progressive plan, the company having, from time to time, provided the very best equipment so that the highest degree of efficiency might be obtained. This makes possible the success of their plans, not only speed and production, but perfection in finished work.

The company's plant at Perth Amboy is also equipped and operated under the same progressive plan and schedule, and is also equipped for twenty-four hour service.

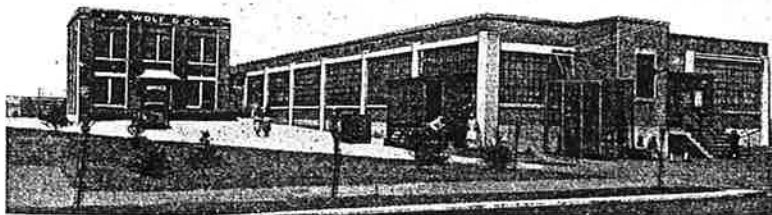
The total floor space used in the two plants owned and operated by the Abraham Wolf Co., Inc., is in excess of 50,000 square feet and when their proposed building additions are carried out it will very materially increase the square footage for manufacturing purposes, in fact, nearly double it.

Upwards of 750 persons are employed the year round in the manufacture of men's and boys' clothing and overcoats.

During a visit through the New Brunswick plant accompanied by General Manager B. F. Spencer, the writer was strongly impressed with the perfect equipment, efficient and smooth-working of mechanical and human agencies, and particularly the atmosphere of human interest.

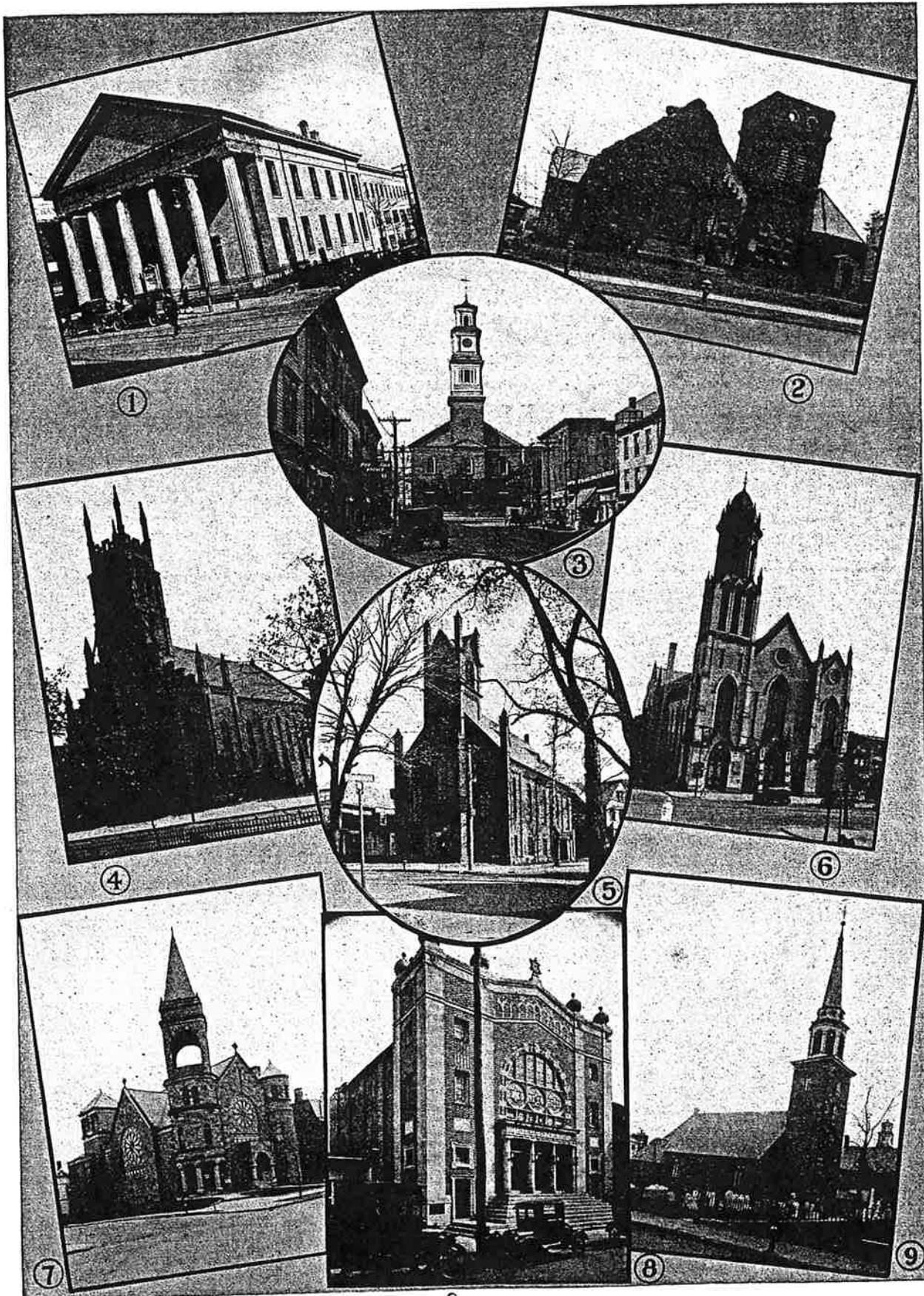
General Manager Spencer states that their business for 1926 totalled over two million (\$2,000,000) dollars.

The budget for this year, 1927, is based upon two million, seven hundred and fifty thousand (\$2,750,000) dollars. Thus far in the first quarter of the year orders to the amount of one million, five hundred thousand (\$1,500,000) dollars, have been booked. Each day's mail brings additional orders.



THE PLANT IN NEW BRUNSWICK

Mr. Abraham Wolf is in close touch with the development of his industries and keeps constantly before him the vision and elements which will contribute to his company's greater growth.



1—PRESBYTERIAN. 2—ST. JOHN'S EVANG. 3—FIRST REFORMED. 4—ST. PETER'S R. C. 5—GERMAN LUTHERAN. 6—FIRST M. E. 7—BAPTIST. 8—SYNAGOGUE. 9—EPISCOPAL



## ROLFE BUILDING MATERIALS COMPANY

MAIN OFFICE AND MILL, 181 BURNET STREET  
BRANCH OFFICE AND YARD, JERSEY AVENUE AND HALE STREET

**T**HE business of the Rolfe Building Materials Company was established by Isaiah Rolfe in 1853. He was succeeded by John H. Rolfe, and the latter, in turn, by Harry J. Rolfe, the present President of the corporation. Thus the family's civic and business influence in New Brunswick extends over a considerable part of the century, and has been an acknowledged factor in the city's growth and importance. J. Castner Rolfe, Vice President, is of the fourth generation in the concern's active management.

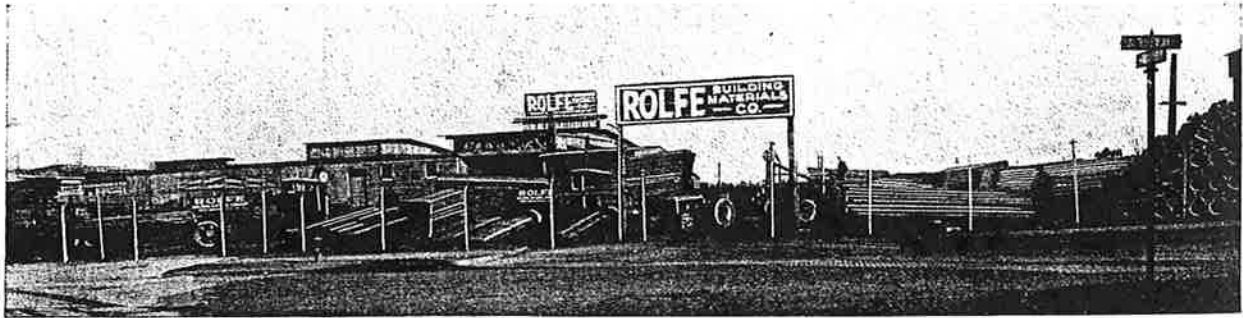
The concern's incorporation dates from 1906. At present the officers are: President, H. J. Rolfe; Vice President, J. Castner Rolfe; Secretary and Treasurer, E. L. Flanagan.

From the beginning the business grew very rap-

ments of factories, promptness in supplying which is one of the company's conspicuous qualifications.

In addition to millwork the company handle a full line of lumber and masons' material.

The company is preferred agent in this territory for "Trim Pak," which is the *highest grade interior finish*. It is a packaged trim, already cut into necessary lengths by automatic machinery. The necessary pieces to complete each window or door opening are packed, ready for use, in two cartons, one for the horizontal parts and one for the vertical parts—each carton being plainly labeled to show contents. "Trim Pak" eliminates waste of money, time and material. Picture the ease in getting out trim for a window and a door—four cartons would be all that is necessary. Compare this with your present method



BRANCH OFFICE AND YARD, JERSEY AVENUE AND HALE STREET

idly, so in 1907 it was found necessary to provide increased space—and a plant at Jersey Avenue and Hale street was added to the original. At the present time a space equal in area to one and a half city blocks is needed to accommodate the business—and still it grows. A view of this plant is shown on this page.

The main office and original yard is located at 181 Burnet Street, and the rear of property is on the Delaware and Raritan Canal. Preparatory to the erection of a new office building, plans for which are now being drawn, the ancient home owned by Commodore Cornelius Vanderbilt in his early days, has been razed. The original deed to this historical landmark has been placed by the Rolfe Company in the archives of the Rutgers University Library, New Brunswick.

The Rolfe Building Materials Company's equipment consists of extensive mills, enabling it to specialize in trim and millwork to specifications—besides which it carries an ample stock of millwork and trim. Thoroughly equipped to meet the require-

of getting out trim for this same window and door. All we ask is that you give "Trim Pak" an initial trial. Your complete satisfaction and pleasure is assured we know.

The Rolfe Building Materials Company are taking considerable interest in the "Build a Home First" idea and have on display, the illustrations showing the many types of houses from which a selection can be made. The plans and specifications are available to all who may be interested. All material required will be furnished by the concern. The "Build a Home First" idea is being nationally advertised and is resultful.

The Rolfe Building Materials Company supply everything required in the construction of any type of building from the cellar to the chimney.

A full line of lumber, inclusive of white pine, spruce, fir, cypress, hemlock, and hardwoods, are carried in stock to meet all demands of contractors and the trade.

In addition to bricks, cement, lime, sand, plaster, shingles, laths, metal laths, etc., the company carry a full line of builders' hardware.

## YOUNG MEN'S CHRISTIAN ASSOCIATION

By BERT H. STOWELL

THE New Brunswick Young Men's Christian Association was organized December 18, 1867. This was only sixteen years after the first Young Men's Christian Association was organized on the American con-

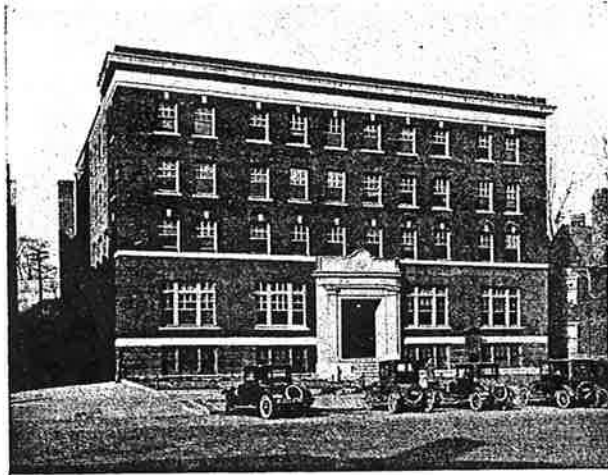
1918, entirely free from debt and dedicated to the service of men and boys. Each year this excellent record has been maintained and the Association has always closed its year with all bills paid.

The New Brunswick Y. M. C. A. is one of the recognized agencies in the city for the development of the right type of citizens. It seeks to cooperate with the evangelical churches of the city in the development of Christian character, and is controlled and administered by laymen of these churches. It endeavors to promote the spiritual, social, educational, and physical welfare of men and boys, both within and without its membership, without regard to faith or creed.

It will be necessary for the Young Men's Christian Association to develop and expand to meet the future needs of the men and boys of the community. There is great need for a regular Y. M. C. A. program to be promoted among the negro people. This will receive attention in the near future. Our city has grown and extended until it would seem advisable to consider the possibility of a branch building program for boys in Highland Park. The New Brunswick Young Men's Christian Association will endeavor to completely occupy its field in extending its program of Christian character building to all the men and boys within its reach.

The officers and directors of the Association are among the industrial and civic leaders of New Brunswick. They are: William R. Reed, President; William G. Bearman, Vice-President; Sydney B. Carpender, Treasurer; Leonard S. Webb, Assistant Treasurer; Dr. George F. Leonard, Recording Secretary; John J. Bradley, Irving D. Buttler, Henry B. Carpender, Elmer E. Dunham, Benjamin W. Erickson, J. Seward Johnson, Robert A. Lufburrow, Alexander Merchant, Alanson D. Prentiss, and H. Richard Se-goine. The Secretarial Staff is composed of Bert H. Stowell, General Secretary; Frederick R. Johnson, Assistant Secretary; W. R. Balentine, Membership and Social Secretary; R. Royle W. Eddy, Boys' Secretary; J. Myron Waldorff, Physical Director, and Joseph Kreisell, Jr., Assistant Physical Director.

*Bert H. Stowell*



continent. Its record is one of constant growth and achievement throughout its nearly sixty years of Christian Service.

Dr. David Murray was elected the first President and the following influential citizens have also served in that important position: Frank L. Janeway, Dr. David C. English, D. F. R. Runyon, James P. Langdon, Col. Jacob J. Janeway, F. R. Stout, C. B. Stout, H. B. Zimmerman, S. C. Gowen, F. A. Wilber, E. S. Campbell, W. R. Janeway, F. E. Kilpatrick, Charles V. Gulick, Dr. E. L. Stevenson, M. L. Snyder, John L. Duryea, and William R. Reed. Mr. Reed was elected in October, 1912, and has had the honor of seeing the Association come to its present position in the city.

The campaign for funds for the erection of a new building was inaugurated in 1916 and the splendid new building located at 9-11 Livingston Avenue was opened March 21,

## HARRY G. BACH ARCHITECT

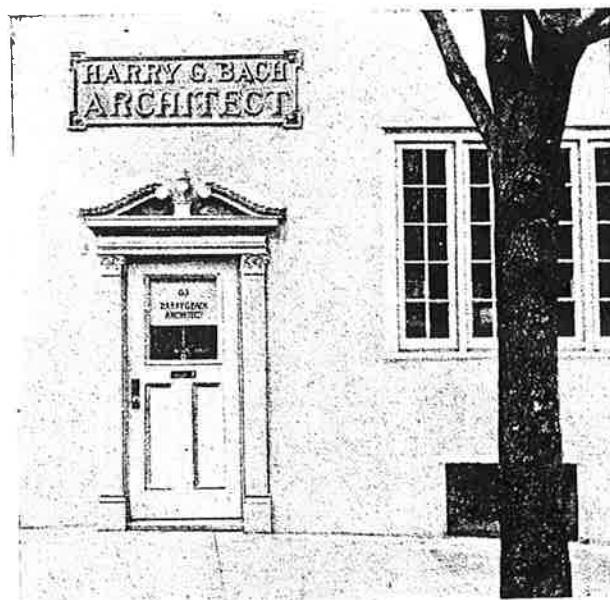
DURING 1925 Harry G. Bach started his office at 65 Schureman street, and in association with other architects prepared plans for the New Brunswick City Hall Building. This was recently completed and is now occupied by the Mayor, Commissioners and other members of the city organization. A view is shown on another page.

Mr. Bach also made plans for the following now completed buildings and residences: Fire Headquarters (in association with other architects); Workmen's Circle, Poile-Zedick Synagogue, Liberty Bank, Solomon's office building, Paszaman store, residences: Dr. Kahn, Lawrence Rice, Castner Rolfe and M. Wallon.

Plans for other buildings, in association with other architects and along individual lines are being prepared.

Although a young man, Mr. Bach has had a broad, practical experience in the projection and erection of most types of buildings to which he has contributed the artistic ideas. He is a member of New Brunswick Lodge, B. P. O. Elks; Woodmen of the World, Royal Arcanum, American Legion.

He saw active service in the late war, was on the other side and was one of the twenty architects from New Jersey who were in the A. E. F.



## NEW BRUNSWICK CORNICE WORKS

**I**N the early part of 1913 Joseph Friedberg and his sons, Louis, Abraham, Emanuel and Alexander, formed the New Brunswick Cornice Works and started in a small store on Hiram street. The business increased so fast that within two years larger quarters were needed. They moved to Burnet street, remaining about two years, the business continuing to increase.

At the end of this two-year period the concern moved into their own building on Jelin street, which had been planned and built to enable them to take care of a very large business, and which they now have and is growing in volume.

New Brunswick Cornice Works are recognized as one of the largest combination shops in the state. They have done the roofing and sheet metal work on 75 per cent of the best buildings in New Brunswick, among some being: New City Hall, Elks' Building, Congregation Poile Zedek, Telephone Company's

new building, the Chapel for College for Women, and Rutgers University buildings.

They have also done work on groups of U. S. Government buildings at Lakehurst and Edgewater, Md., Philadelphia, Pa.; Quantico, Va. For the State of New Jersey buildings at Paterson, Morris Plains, Skillman and Jamesburg. For the State of New York—Thiessa, Ward's Island; West Point Hotel, N. Y.; Cornish Arms Hotel, New York City, and many private operations in several of the eastern states.

The company are busy the year round and have a well earned reputation for doing good work, promptly and for square dealing.

A. B. Friedberg is the business manager. Each member of the concern is actively identified with

several of the civic, social and fraternal organizations of the city and as a unit are believers in New Brunswick's greater growth and contributing boosters to that objective.



OFFICE AND WORKS, JELIN STREET

## JANEWAY & CARPENDER

**T**HIS concern was originally founded by Belcher & Nicholson in 1863 and the business was conducted in a factory on Neilson street, just north of the railroad. In 1870 Charles J. Carpendier bought out the interest of Belcher, and in 1872 Jacob J. Janeway bought out the interest of Nicholson and a co-partnership was formed under the name of Janeway & Carpendier. This continued for a number of years until Mr. Carpendier retired, when a corporation of the same name was founded.

The large factory of this company on the corner of Schuyler and Paterson streets was destroyed by fire March 13, 1907, and the present plant, view of which is shown, was built in Highland Park. It is a matter of record that before the close of the day on which the fire occurred the owners purchased the present site and awarded the contract for the building of the new plant, and it will also be recalled that the building was completed, machinery installed, the plant in operation and shipments being made to customers before the smoldering embers of the old fire were actually cold. The old ruins smoldered for a period of twelve months.

Colonel Jacob James Janeway, President, was the active head of the enterprise until his death in 1926. Associated in the management of the concern for many years were Lucius Porter Janeway, Vice-President, and Charles Scudder, Secretary.

This concern is one of the largest manufacturers of wall papers and its products are known throughout the world.

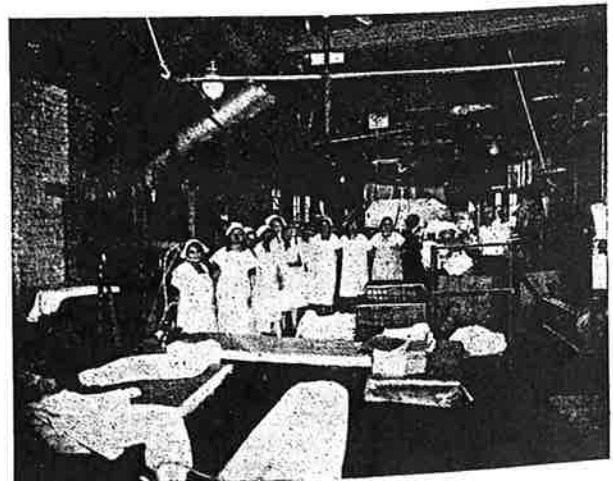


## ENTERPRISE LAUNDRY

316 SUYDAM STREET

**T**HIS business was established in 1917 by Harold S. Ward. Their customers are New Brunswick citizens, who are served in all classes of general laundry work, and catered to exclusively, and among the patrons of this concern are the leading families.

Only the most careful and efficient help is employed, and a number of these workers have been with the concern since its beginning. The delivery and collection service is second to none. Personal supervision of all work, in the several departments, is given by Mr. Ward and members of his family.



## YOUNG WOMEN'S CHRISTIAN ASSOCIATION

### PURPOSE

The purpose of the Association shall be to associate young women in personal loyalty to Jesus Christ as Saviour and Lord; to promote growth in Christian character and service through physical, social, mental and spiritual training; and to become a social force for the extension of the Kingdom of God.

THE growing demand for a Y. W. C. A. in New Brunswick culminated in its organization in June, 1921, its incorporation in May, 1922, and its affiliation with the National Y. W. C. A. in October, 1923. Its



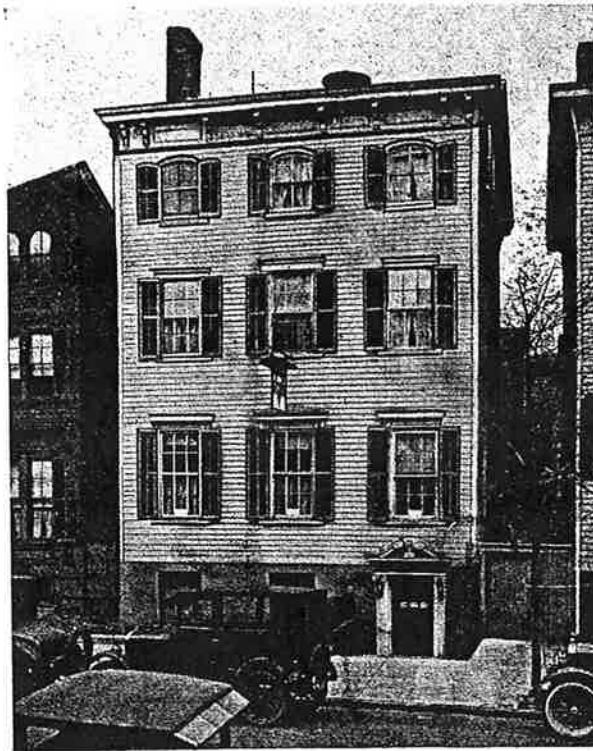
first General Secretary arrived in January, 1922, rooms were rented over a store in the busy part of George Street, and we began to try to meet the needs of the women and girls. With no equipment, it was a difficult task, but within a few months the Y. M. C. A., to encourage the new organization, and to be of still greater service to the community,

gave us the use of its gymnasium and pool one day each week. We grew by leaps and bounds, or rather swims and dives. But quality of service is always of most importance to us. Soon a club secretary was engaged, and a full program of summer activities planned. Later a secretary for our industrial and foreign girls became necessary. We outgrew our small quarters and moved to the present location, 49 Bayard Street, the next year and now in our fifth year, even these quarters have been enlarged. Meantime, the Girl Reserve Department has been organized and has had sturdy growth among the High School girls.

From the beginning, the finding of suitable rooms for the girl that is employed or the transient visitor has been our constant care. A list of investigated rooms is always available. One recent step forward in service to the community is the addition of a full-time employment secretary to our staff. Fitting the girl to the job is of more importance to us than merely finding a job for a girl, or filling a vacant place.

The administration is vested in Trustees, both men and women, a Board of Directors of 21 women, Committees of business, professional and home women, and a paid staff—a General Secretary, Office Secretary, a Secretary for Foreign and Industrial Work, for Rooms Registry and Employment, and for Girl Reserves. The Board meets monthly and feels its full responsibility to the community. Some fifty or sixty women serve on the various committees.

The Health Education Department is of no expense to the Association, and the Business Girls' Club carries itself. There is no income-producing department and the financial support, therefore, comes from membership fees, annual subscriptions and bequests. Already a few people of far



Y. W. C. A. HEADQUARTERS

vision, seeing the permanent need of the service we would render the community, have remembered the Association in their wills. Unless otherwise designated, such bequests are set aside for the building which we hope may be realized in the near future. Until we can devise some means for income-producing departments, or receive funds for endowment, we must depend upon the annual subscriptions of the interested and loyal citizens, who appreciate the value to the city of the efforts put forth and results obtained by the group of women and girls devoted to the purpose of the Y. W. C. A.

FOR THE BOARD OF DIRECTORS.

*Mr. John H. Paven*



### MUNICIPAL DOCK AND WAREHOUSES

NEW BRUNSWICK has appropriated \$250,000 for the construction of a municipal dock and the building of a warehouse.

A modern concrete dock and the terminal facilities have been planned at the outlet of the Delaware and Raritan Canal on the Raritan River. Warehouses will be built and leased to private interests, who will operate two large vessels between New York and New Brunswick. A view of the site where the dock and warehouses will be built is herewith shown.



**T**HIS firm began business in 1912 in New Brunswick, under the name of the Remnant Shop. The individual members are Joseph Kun and Harry Simon. Both are practical in the line and indefatigable workers not only

in the development of their department store, but in anything that helps to advance the growth and attractiveness of New Brunswick.

Kun & Simon became the title of the firm at the time that they purchased Posner's Drygoods Store, one of the oldest houses in its line in the city, its establishment dating from 1872.

This store contains more than 4,000 square feet of floor surface and every foot of space for display is utilized at all times. Through their modern methods of advertising and sales promotion the turn-over during the year is very frequent. It is one of Church Street's most active marts.

Mr. Harry Simon is president of the Down Town Lighting and Improvement Association and has been continued in this office for more than five years. Mr. Simon has also been chairman of the Retail Merchants' Division of the Board of Trade for five years.

### J. SLOBODIEN & BRO.

**M**IDDLESEX County's foremost shoe firm is the inseparable catch-line phrase tied in with the attractive trade mark name. It expresses a belief and defines an ideal.

This business was established in 1888 in Perth Amboy, N. J., by Joseph Slobodien, father of the members of the present firm, who is now a resident of Los Angeles, Cal.

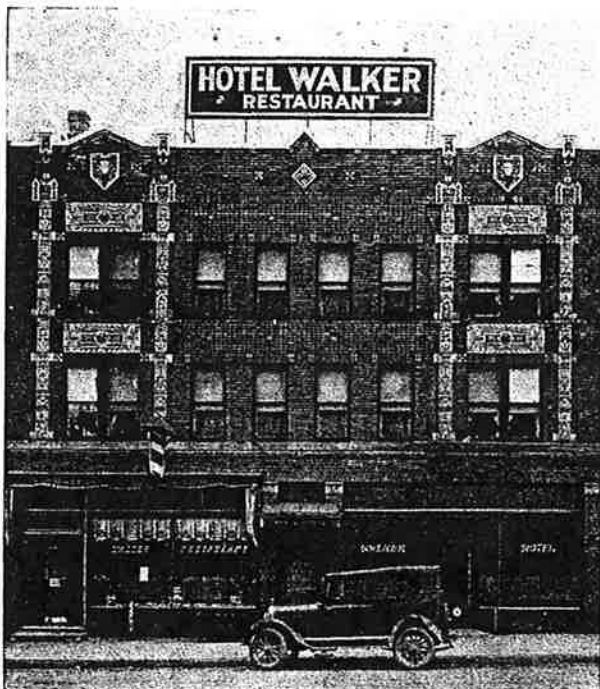
Jack and Leo are the individual members. Jack manages the Perth Amboy store at 143 Smith Street, while Leo manages the New Brunswick store at 343 George Street. This store was opened April 5th, 1924.

The firm's method of advertising high class of shoes offered, the individual interest and service rendered to their customers, explain their success and growth. The merchandise carried in both stores is of the best grades only, including the county agency for Johnston & Murphy and Dr. Reed Cushion shoes.

The firm has membership in the Perth Amboy Chamber of Commerce, New Brunswick Jr. Chamber of Commerce and also the National Shoe Retailers' Association.

Mr. J. Slobodien is a graduate of Columbia University, class of 1916, and Mr. L. Slobodien from New York University, class of 1919. The latter is a member of B. P. O.

Elks No. 784, Prudence Lodge No. 204 F. & A. M., New Brunswick Kiwanis Club, Tau Epsilon Phi Fraternity, and a "booster" resident of New Brunswick.



### HOTEL WALKER

OPPOSITE PENNSYLVANIA R. R. STATION

**T**HE WALKER BROTHERS, in 1914, started the Pennsylvania Lunch Room on the present site of the hotel. They were successful from the beginning.

A few years later they decided to build a modern hotel and restaurant, and it was opened on April 20, 1920. Every room is tastefully furnished and has a telephone, bath and shower, and is in constant demand by the traveling public.

The restaurant is of commodious size, with down-to-the-minute equipment and furnishings. The viands are exceptionally well prepared and served. Popular prices prevail and meals are served a la carte from 7 A. M. to 2 A. M. The restaurant specializes in a 75-cent business men's luncheon, and its increasing patronage attests to its popularity. A table d'hote dinner is served every Sunday at \$1.25. This is, also, well patronized.

Plans have been drawn for another story to the hotel to double the available rooms. A view of the hotel, as it will appear with another story, is shown on this page.

The owner of the hotel and restaurant is the Hotel Walker, Inc., and the officers and managers are Isham G. Walker, President, and Charles H. Walker, Secretary and Treasurer. The Walker Brothers are members of the New Brunswick Lodge B. P. O. Elks, F. and A. M., Board of Trade, and Junior Chamber of Commerce.

## DEVELOPMENT OF THE LOCAL Y. M. H. A.

A NEW movement is under way for the establishment of an ideal Jewish Community Center, which, with modern equipment, will be able to take care of the increasing and changing aspects of the Jewish community toward the social problems confronting it. Although the Jewish Community Center will be a new institution in this city, still the parent organization—the Young Men's Hebrew Association—is somewhat of an old institution. In order to understand the changes that is taking place, it is necessary to bring forward the important factors connected with the progress of the local organization, and then explain the change of policy that is being pursued.

On the evening of November 22, 1911, ten men gathered in the Temple Anshe Emeth for the purpose of founding a Y. M. H. A. in New Brunswick. The following were present: Harry S. Feller, Jesse Strauss, J. D. Marcus, Marks Levine, Henry Landsberg, Harold Solomon, Harry Strauss, Abram Jelin, Hyman Mann and the late A. S. Marcus. Harry S. Feller was elected as the first president, ably assisted by Jesse Strauss. Although the Y. M. H. A. has been in existence for sixteen years, the majority of these men, who today are leaders in local business activities, are still active members of the association.

A room was hired in the present United Cigar building on George street and equipped with a pool table, games and a library. The organization grew, due to the hard work of the organizers and officers. They soon found it necessary to look for larger quarters. To satisfy their need, they purchased the former home at 62 New street. With larger quarters, more activities were started, and it was here that the present Hebrew School of New Brunswick started under the careful guidance of the Y. M. H. A. and the care of the late Abraham S. Marcus.

Jesse Strauss succeeded Harry S. Feller, who had held the office for two terms, as the next president. During this period the Board of Directors was established, with Abram Jelin, present State Highway Commissioner, as chairman.

Abram Jelin, as the next president for 1916, devoted much of his time toward an increased membership and the general care of the association, as there was no paid executive in those days.

Jesse Strauss was recalled in 1917 by the membership as the next president. During this year the Ladies' Auxiliary of the Y. M. H. A. was established.

The late Abraham S. Marcus became president in January, 1918. To him everything Jewish was very dear. He gave liberally of his money and time to aid the Y. M. H. A. Hebrew School. During October, while engaged in refuge work for the victims of the Morgan explosion, he contracted pneumonia, to which he succumbed on November 1. His was a great loss to the Jewish community, but left the memory of a faithful worker toward the uplifting of his fellow members.

Philip H. Bruskin, vice-president during Mr. Marcus's presidency, became the next president, and held office for two

succeeding terms. The desire for better quarters resulted in the purchase of the present home on Kirkpatrick street during 1920, and the turning over of the former home to an organization which was formed to continue the Hebrew School. In March of 1920 the need for a paid executive was realized.

Samuel I. Hoddeson, a very active officer of the association, became the next president in 1921. The outstanding features for that year were a very successful membership drive and the unveiling of a War Memorial Tablet to our members who had served in the war.

Louis Friedberg was the next president for the year 1923, during which time the beginning of the building of the addition, which appears in the rear of the house in the photograph, started. It was on October 21, during the reign of Philip M. Brenner, the next president, that the building was dedicated. This was a great occasion in the lives of the men who had worked faithfully, for it meant a real home for the community.

The next president of the association, Arnold B. Rosenthal, devoted his efforts toward the maintenance of the proper activities which would appeal to the older members of the association. Several bazaars, shows and dances netted the association considerable revenue, and also appealed to the membership.

The next and present president is Samuel G. Cohen, a young attorney of this city. During the past two years the local organization has experienced the same changes that are taking place in every Jewish organization of this sort—the stepping aside of the older members from their part in the carrying out of the activities. The reasons for this change will not be discussed, for they are the same as those of other communities undergoing the same stage of development. However, the Board of Directors, to cope with this situation, have decided to enlarge the sphere of activities of the Y. M. H. A. by making it the "Jewish Community Center" of New Brunswick—a place where all the organizations which have no building can meet—a place for the children of the members who support the organization financially.

The present policy of the organization in reference to business matters is taken care of by the Board of Directors under the chairmanship of Abram B. Friedberg. The other officers of the board are: Arnold B. Rosenthal, vice-chairman; Joseph E. Zar, Jr., treasurer; Sadye Umansky, secretary. The following constitute the members of the Board of Directors: Samuel I. Hoddeson, Philip M. Brenner, Philip H. Bruskin, Samuel G. Cohen, A. Harry Freedman, Louis Friedberg, Samuel D. Hoffman, Abram Jelin, Harry Karnal, Herman Klein, A. D. Kleinrock, Maxwell B. Kunis, Gus Lang, Alex E. Levin, Frank Mainer, Charles Pott, Jacob Ratner, Abram



JOSEPH LEVITAN  
Executive Director



Y. M. H. A. BUILDING

## RAYMOND P. WILSON

**R**AYMOND P. WILSON, upon graduation from Rutgers University Engineering Department, Class of 1907, was associated with the late Josiah Tice until 1917, in which year he opened his office and engaged in private practice as a surveyor and engineer.



RAYMOND P. WILSON

During the last ten years he has been frequently in court as an expert.

He has assisted in the development of several large tracts of land in and around New Brunswick. He has had the engineering supervision of pavement, sewer and water work for the Borough of Sayreville, the Township of Raritan, and the Township of North Brunswick.

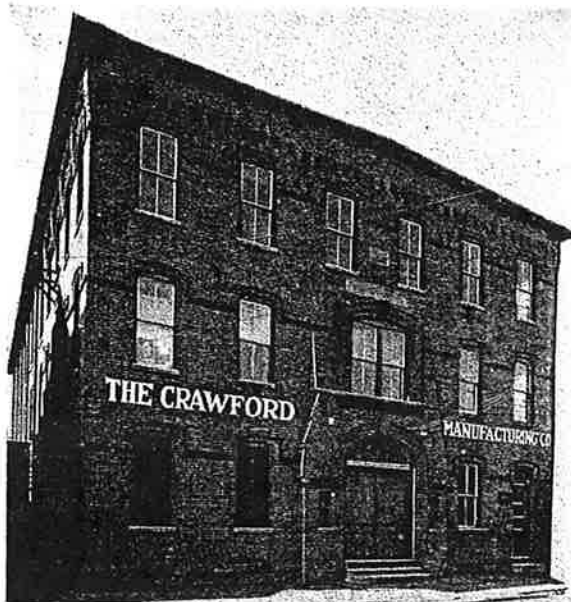
Mr. Wilson's professional services are in constant demand. He is a man of pleasing personality, keenly alive to the practical interpretation

of his clients' needs. His insight, skill and vision place him in the forefront of his profession. His quick analysis of a problem and in making it clear to interested parties, are out of the ordinary.

He has decided views, faith and visions of New Brunswick's greater growth, industrially and territorily, and in its beautification, and takes a special interest in its civic affairs.

## CRAWFORD MANUFACTURING CO.

**I**N the manufacture of automatic stop-motion machinery for knitting underwear, hosiery, neckties, etc., the name of the Crawford Manufacturing Company is known



## KLEIN'S HOTEL

**T**HIS hostelry, modern, complete and comfortable, dates back to 1842, when Martin Klein, Sr., father of the present proprietors, came to New Brunswick. It overlooks the romantic and picturesque Raritan River—was a recruiting depot in the Civil War, and the abode of German singing societies and the Turn Verein. Mr. Klein, Sr., was an officer of the New Brunswick Artillery Company. From 14½ Albany Street, its original site, the hotel, recon-



structed and newly equipped, was transferred (1872) to 12 Albany Street. Thereafter it was known, for a time, as the Raritan House, and had a state-wide reputation. The present modern building and equipment date from 1912, include 50 rooms and 20 baths, and maintain a reputation among the leaders of the State's smaller hotels. Between twenty and thirty motor bus lines make it a stopping place; it is the city's banqueting hall; Rotary, Kiwanis, Lions and Exchange clubs were organized and meet here. Klein Brothers, H. G. and P. F., own the adjoining property and are prepared to extend their accommodations as the city's needs require.

throughout the entire industrial world—not confining the term to the American Continent. The concern had its inception under the name of March & Crawford, in 1894, the original partners being Alfred March and Frank Crawford, Sr. Later it was converted into a corporation under the title of the Crawford Manufacturing Company.

The building in Dennis Street, now the company's quarters, was purchased in 1909 and, is adequately equipped with the mechanical arrangements requisite for the company's product. The company maintains direct selling agencies throughout the United States, as well as in Canada, England, Sweden and Norway, and employs a large and increasing number of highly skilled artisans to meet the demands of its trade.

Its officers are, President, Frank Crawford, Sr.; Vice-President, Mrs. Anita Crawford; Secretary and Treasurer, Alfred Crawford.



LIVINGSTON APARTMENT HOUSE

## DEVELOPMENT OF THE LOCAL Y. M. H. A.—(Continued)

Rocker, Nat Rose, Morris Sauber, Ed Shapiro, Harry Silverstein, Benjamin Spritzer and Jesse Strauss. The honorary members are Rabbi Samuel Baskin and Rabbi Joseph Saracheck. The Y. W. H. A. representatives are: Rebecca Barnett, Sadye Umansky and Tillie Frankel. The Ladies' Auxiliary delegates are Mrs. P. H. Bruskin, Mrs. G. Lang, Mrs. A. E. Levin, Mrs. H. Singer and Mrs. A. Jelin.

The local organization is fortunate in having a group of men who have been with the organization for many years, and are, therefore, well experienced in the work necessary for a successful center. Building upon this past experience, they are now expanding the organization into "The Jewish Community Center" of New Brunswick, which will be able to provide a home for the entire community.

The following represent the various organizations, institutions, and religious centers which the Y. M. H. A. desires to receive support from in the establishment of the ideal "Jewish Community Center": Congregations—Ahavas

Achim, Poile-Zedek, Ohavei-Emeth, Anshei Ungarin, Temple Anshe-Emeth; institutions—United Hebrew School, Workingmen's Circle, No. 208, Independent Order Brith Abraham Lodge 480, Y. M. H. A.; charitable organizations—Hebrew Ladies' Benevolent Society, Ladies' Aid Society; auxiliaries—Poile Zedek, Y. M. H. A. Temple Anshe-Emeth, Ohavei-Emeth, Anshei Ungarin.

It is the cooperation of the above-mentioned organizations that will make for a successful center. The present Y. M. H. A. executive director, Joseph Levitan, is planning and looking forward toward this cooperation, and if successful, New Brunswick will have a "Community Center" which will rank with the best in the country.

*Joseph Levitan*

## FREE PUBLIC LIBRARY

By JOHN B. FOGG, Secretary

THE Free Public Library and its recent annex, the Guest House, take their place as two essential and worthy links in New Brunswick's exceptional chain of educational institutions. We are justly proud of its attainments in the supplying of books not only for recreation but for educational and inspirational purposes. The library circulated 138,793 books in 1926.

Considerable emphasis has been placed the past few years on providing the classics and books on educational and scientific subjects in "readable" form, i.e., edited or written for the layman who in most instances finds it difficult to master the style of the professional. This is one of the first steps taken toward the enlargement of our Adult Education service. The library service extends over the entire span of an individual's life and to all stations of life. Therefore, we believe, with the other libraries in the country, that books should be provided, not only for school reference work and for those of the various professions, but also for the layman who desires to pursue his education beyond the high school. The statistics for 1926 have proven that this emphasis has been appreciated as the non-fiction circulation has been increased 2,061 over that for 1925.

As the above statement might be a little misleading, I wish to mention the fact that every effort is being made to make available the popular fiction as soon as it has been published. Advance publication lists are checked and orders placed for the "standard authors" often before the books

themselves are in the book stores. Although it is practically impossible to supply the first rush for a new title, this library feels that it is in line with the average in supplying the demand. As soon as there are more than five reserves per copy in the library, another copy is in most cases, purchased.

## REFERENCE DEPARTMENT

This department of the Library is located in two spacious, and well-lighted rooms to the left of the main entrance. The reference collection is being built along lines best suited to the needs of New Brunswick as an industrial and educational center, with up-to-date general reference books and, as far as possible, business reference books. It is hoped that in the near future the Library will be able to develop a large Special Business Collection in order that it may become a live tool in the hands of the business interests of the city. Such a development is particularly appropriate as the schools draw less each year on this department due to the ever-increasing expansion of the work of the School Libraries under the Board of Education.

A full time reference librarian is in charge of this work and is on duty every day and also one night a week to



JOHN B. FOGG  
Secretary



FREE PUBLIC LIBRARY



## MILES ROSS & SON

WHOLESALE COAL—ANTHRACITE AND BITUMINOUS

**M**ILES ROSS & SON was founded in 1850 by Miles Ross, who in addition to conducting this business, successfully served as Mayor of New Brunswick three terms, and later as Congressman for more than nineteen years.

Millard Fillmore Ross was the son, and the reason for the firm name.

At the death of Miles Ross in 1903, Harry and Robert E. Ross became members of the firm. In 1920, Mr. M. F. Ross retired, but both Harry and Robert E. Ross continued the business until 1925, which year both of them died.



OFFICE SECOND FLOOR FRONT  
PEOPLES' NATIONAL BANK BUILDING

The Miles Ross & Son firm is now being conducted by Robert E. Ross, 2nd, and Harry Ross, Jr., who serve the large manufacturing concerns in the vicinity of New Brunswick and several plants in other states.

Back of the present owners are more than 77 years' uninterrupted service and honorable business dealing, and a name linked with the early history, power and progress of New Brunswick.

## DAVIDSON BROTHERS

**T**EN years ago Mr. H. Davidson and Mr. A. H. Davidson, under the firm name of Davidson Brothers, opened a grocery and vegetable store at 150 Smith Street, Perth Amboy, N. J., Mr. H. being in charge of the vegetable department and Mr. A. H. in charge of the grocery department.

Each of the brothers being specialists in their respective departments, and offering to their customers only the choicest goods, prospered from the very beginning.

Six years ago they also opened a store in Red Bank, at Broad and Monmouth Streets.

Twelve years ago Davidson Brothers opened their New Brunswick store at the present site, 359 George Street, and in keeping with their business policy, carry only the choicest of groceries and vegetables. The same departmental management also prevails in this store.

Here they have a large force of exceptionally polite, considerate and efficient clerks, who serve, as their permanent customers, the very best citizens of New Brunswick. The store is one of the most attractive in the city.



## RARITAN RUBBER COMPANY, INC.

MANUFACTURERS RARITAN SOLID RUBBER TRUCK TIRES

**"R**ARITAN TIRES meet the requirements of today—and set the standard of tomorrow," is the catching phrase adopted by this concern, and expresses the basis of their business. While on the market few years, this product has met with wonderful success, and the concern's distributors are to be found from coast to coast, and their orders and re-orders establishes the value of Raritan solid rubber truck tires in constant use.

Every member of this organization has a knowledge of the solid tire business, its manufacturing problems and the problem of every truck owner who uses tires.

Raritan Solid Rubber Tires were designed and built to meet the requirements. They do not break down or separate at the base. They do not break down *because* they are made from the right materials (first-grade rubber and zinc oxide 90 per cent by volume), *because* of the skill and experience with which these materials are scientifically compounded, and *because* of the supervision and control exercised in milling, building and vulcanizing. The cause of base separation has been entirely eliminated in the manufacture of Raritan Tires by a special process that we have perfected. This concern builds solid tires exclusively, and assure truck owners that while their tires do wear out—but they wear out after rendering full and satisfactory

service. They back their statements and claims with a guarantee in the following words: "Every tire bearing our name and serial number is warranted by us against defects in material or workmanship which are disclosed within one year from date of first road work."

The officers of Raritan Rubber, Inc., are: Alfred Foster, President; Maxwell M. Kahn, Vice-President; William Dudge, Treasurer; Russell E. Watson, Secretary.

The plant of this concern is located on Jersey Avenue, in a daylight constructed building of cement and steel, 8,000 feet of floor space, size 50x160 feet. Built on four and a quar-



RARITAN RUBBER CO.

ter acres of land, with Pennsylvania Railroad siding. There is ample room for expansion, and from indications expressed in demands for their product, need for more floor space is only a question of a short time.

The chief executives of this company are men of broad and practical experience in the manufacture and distribution of tires.

President Alfred Foster was formerly President of the Metropolitan Truck Tire Company, one of the largest distributors of solid tires in the country, and Vice President Maxwell, was formerly Technical Director Overman Cushion Tire Company and Assistant Chief Chemist of the Kelly Springfield Tire Company.

## FREE PUBLIC LIBRARY—(Continued)

take care of the various questions of research requested. When this person is not on duty, questions readily answered are taken care of at the circulation desk.

The Library receives 210 magazines and 15 newspapers. Some of the magazines are duplicated and circulated. The recent numbers are kept on file in the reading room directly opposite the reference department. The back numbers of several of the magazines are bound and those not preserved in this manner are kept on file for several years in the periodical room. The material from these files may be readily obtained by application at the reference desk.

The Government Document division continues to grow each year as the department publications selected by this library, to be received as published, are added to the back numbers already on file. During the past year the files have been thoroughly gone over and arranged by departments and bureaus so that they may be readily used. In the organization of this invaluable material the Library makes available a great wealth of data and subject matter otherwise practically lost to any use. These documents will supplement to a great extent the material to be found not only in bound magazines, but reference books as well.

New Brunswick's historical material is located in a special case in the reference department and due stress is being placed on the accumulation of a wealth of rare and interesting historical facts about the city, and to a limited extent, the state.

## CHILDREN'S DEPARTMENT

The Children's Department is the special pride of the Library; its bright, cheery, well-lighted and modernly equipped room stands as a fitting background to the service provided there for the children throughout the city. Co-operation with the schools has been, and continues to be, one of the first considerations and only by such cooperation can the department hope to maintain a high calibre of service. During Children's Book Week each year the children of the fourth, fifth and sixth grades of the public schools are brought to the Library for the purpose of acquainting them with the department, instructing them in its use and encouraging them to take advantage of the opportunities offered.

Beginning with the story hour for the small tots, conducted each week by the children's librarian, and continuing through the Intermediate Department, recently instituted, careful consideration is given to the development of "good reading habits." The reading habits formed in this department are carried to the Adult Department when the child has reached the age to be transferred. Therefore, it can readily be seen that habits formed here will be of considerable help to the child when he continues his reading after leaving the schools.

In 1926 this department circulated 46,665 books, 873 periodicals, and 6,839 pictures from its Picture Collection, to say nothing of the reference work accomplished within the room. This gives some idea of the scope of the department and of the work it is doing.

In conjunction with this department an Intermediate Department for children of the Junior High School age was opened during September, 1926. It was thought that this department would help to bridge the gap between the Children's Department and the Adult Collection. In the selection of books for this new collection several adult books of particular interest to children of this age were included along with especially edited editions of the classics and books representing many practical subjects. Although only open for three months, this department has 400 children registered and an average daily circulation of 27.

## HISTORY

We are not only proud of the present attainments of the Library, but of the historic facts that in this city the first Free Circulating Library of New Jersey was established in 1883. The Free Circulating Library, however, was not

the first library in New Brunswick's history as there were two subscription libraries much earlier, namely: Union Library Company and the New Brunswick Library Company. The first was organized January 15, 1796, and the other about 1820. In May, 1868, the books of the two companies, which had finally been deposited in the Rutgers College Library and consigned to the care of the trustees, were by them given to the Y. M. C. A. as a foundation of its library. In May, 1888, the Y. M. C. A. donated its library to the Free Circulating Library, then five years old, and with other books came 643 volumes which formerly belonged to the Union Library Company. Naturally when the Free Circulating Library became the nucleus of the New Brunswick Free Public Library in 1892, the books became the property of the present library of the city. These books are still a part of the library and are kept together in a special book case. Many of them are of considerable value, at least historically.

## GUEST HOUSE

The Guest House was built in 1760 by Henry Guest, a tanner at that time in New Brunswick. Many historically interesting events took place here during colonial and Revolutionary times.



Under the leadership of the Rotary Club the building was bought and moved to the library grounds in 1925 to be reconditioned and used as a museum. The work of reconditioning was completed by the library in the summer of 1926 and the dedication exercises took place September 30 of that year.

The trustees of the Library have practically decided to begin development of the museum along lines followed at Newark in its new museum. The idea there is to have a workable museum, i.e., to display things that may be of use in the schools in illustrating the school work. Work along this line will begin in the near future.

Following are the officers and trustees of the Free Public Library of New Brunswick:

President, John J. Morrison; Treasurer, W. Frank Parker; Secretary and Directing Librarian, John B. Fogg; Trustees: John J. Morrison, Mayor; Frederick J. Sickles, Supt. of Public Instruction; John P. Wall, W. Frank Parker, Ralph G. Wright, Mrs. Eliot R. Payson, Angelina W. Wray.

*John B. Fogg*

## JET WHITE LAUNDRY

**T**WENTY YEARS ago—April 1, 1907—John M. Arniel and George G. MacPherson founded the laundry business in New Brunswick by purchasing a small plant from R. W. Hughes. Knowing the advertising value of a startling idea, the two delivery wagons they purchased were ordered lettered in bold red, "Jet White Laundry." The effect was electrical and the development of the business rapid. From time to time modern machinery was installed, more delivery wagons provided to take care of the increasing custom, motors gradually taking the place of wagons.

Jet White Laundry has the reputation of being the biggest and best laundry in Middlesex County. Ten motor trucks are constantly on the go in delivery and collection of laundry from customers. Three other motor trucks are held in reserve for special work.

This concern serves New Brunswick, Bound Brook, Somerville, Milltown, South River, Jamesburg, Cranberry, Hightstown, Old Bridge, Matawan, Keyport, Keansburg, South Amboy, Woodbridge, Perth Amboy and Staten Island, and the territory and customers are being increased through the recommendation of satisfied patrons.

Mr. John M. Arniel died May 21, 1926, and the enterprise is being conducted by the surviving partner, Mr. George G. MacPherson, along the same lines of good business in management and development that have characterized its past activities. In the capacity of business manager, Mr. MacPherson has guided the business from its foundation.



## MID-COUNTY MOTORS CO., INC.

**M**ID-COUNTY MOTORS COMPANY, INC.—meaning Chevrolet—organized April 5, 1926, has for its president, P. W. Brakely; its vice-president, T. C. Brakely, and secretary-treasurer, F. G. Ford. Its headquarters is at 101-109 Paterson Street.

This concern is the authorized Chevrolet dealer for the western half of Middlesex County and the eastern half of Somerset.

P. W. Brakely has had thirteen years' association with General Motors, the past eight with Chevrolet. Messrs. Brakely and Ford are members of the Elks and conspicuous in social and business circles. Prior to their taking the territory, it contracted for 125 cars—now it sells 400 annually. The company organized the first used-car department in New Brunswick, to be operated as part of, though in a separate location from, the new car sales department. This is at 171-175 Church Street, and is a proven success.

Every member of the Mid-County organization is enthusiastically interested in every plan devised by the officers and work energetically for its success—which explains why the business is growing so rapidly.



101-109 PATERSON STREET

## PHILIP H. BRUSKIN

**S**INCE 1918, Mr. Bruskin has devoted his energies to realty and insurance matters and has put through some very large deals. He is President of New Brunswick Real Estate Board and Chairman of the Fire Insurance Division of the Board; Secretary of the Lucas Realty Co., organizer and Secretary of the Welfare B. L. A.; Past President of the Y. M. H. A.; First Vice-President of the New Jersey Federation of Y. M. H. A. Associations; member of the Loyal Order of Moose, Lions Club, and Exalted Ruler of the New Brunswick B. P. O. Elks.

Mr. Bruskin has resided in New Brunswick since 1910, and has always been an active worker in civic, fraternal and other matters. He is an ardent believer in New Brunswick's future.



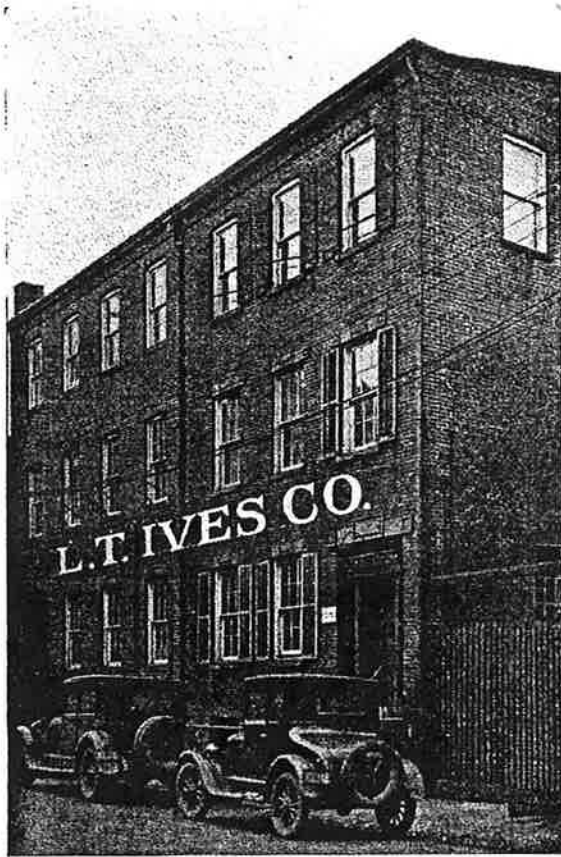
86 CHURCH STREET



No. 2—WALTER G. QUAKENBUSH  
 No. 3—GEORGE S. APPEGATE  
 No. 4—CLARENCE M. HAIGHT

No. 1—WILLIAM S. DEY  
*Director*

No. 5—ROBERT R. VANDENBERGH  
 No. 6—J. FRED ORPEN  
 No. 7—KLEMMER KALTEISSEN



**T**HE distinction of being the oldest and largest manufacturers of Spring Beard Knitting Needles in the United States belongs to the Loyal T. Ives Co., Water Street, this city, and they have maintained that position ever since the business was founded in 1874.

This company ships its product and supplies exclusively to the manufacturing trade—those who manufacture from natural silk or artificial silk, the latter known under the trade name of Rayon, silk made from wood fibre—all over the world.



**E**IGHTEEN years ago Harry Rein came to New Brunswick from Perth Amboy and started a butcher shop at 8½ Church Street. The size of this store was only 3x10 feet. Within six months his trade increased to such extent that a larger store had to be secured. He moved to the corner of Hiram and Neilson Streets. The retail business grew very rapidly and by reason of handling only the choicest of meats he built up a splendid reputation. To meet the demand for Rein's Beef he opened a wholesale department under the title of New York Beef Co., and has for years supplied many of the restaurants of New Brunswick and a radius of about 25 miles. The retail store is still in operation at Hiram and Neilson Streets.

In addition to a branch store at 139 Albany Street (view of which is shown here), Mr. Rein has a branch meat market in Bound Brook, N. J., at 311 Main Street.



THE ARMORY



PARKER MEMORIAL HOME

## A SHORT REVIEW OF MIDDLESEX COUNTY

By FREDERICK F. RICHARDSON, County Counsel

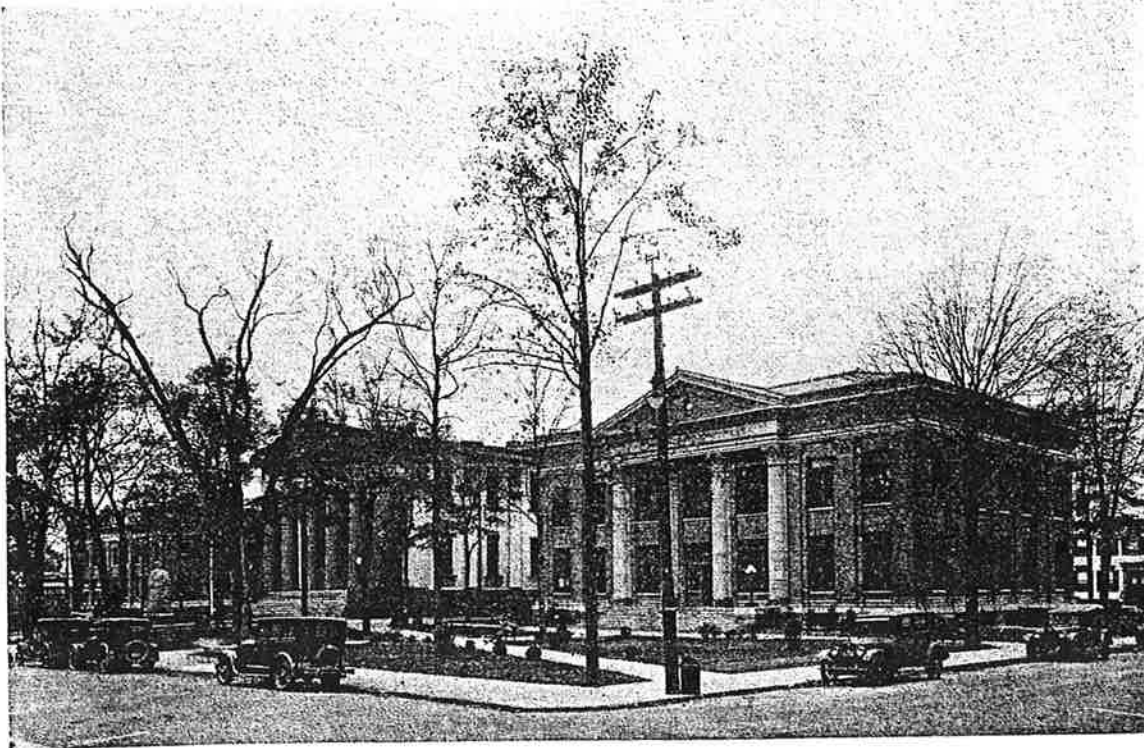
**M**IDDLESEX COUNTY is probably the most centrally located county in the entire State of New Jersey, and is embraced within the Port of New York District and through it run the highways of commerce on a direct line from New York to Philadelphia. Its geographical location, from an industrial standpoint, is unquestionably the most advantageous of any county in the state. Intersected by the navigable Raritan River, which connects with the Delaware and Raritan Canal, and fronting on the Raritan Bay as well as the Staten Island Sound, it affords economical transportation by water directly to the greatest commercial market in the world, namely, the City of New York. Bi-sected by the national arteries, such as the Lincoln Highway, the lines of travel, traffic and commerce in and out of New York City are practically all through Middlesex County. It is an area of compelling economic advantages and supplies the controlling factors of business location, namely, the transportation, the handling and the cost of power. It is less than thirty miles from New York City, and its development is increasing by leaps and bounds. During the past ten years, up to 1925, the banking resources of Middlesex County showed a gain of nearly 300 per cent. The average tax rate, always of interest to industrial managements, is quite low.

Historically, Middlesex County is one of the oldest counties in the state, having been incorporated in 1682. It saw many stirring scenes during the Revolution and is rich in traditions and historical connections associated with our War of Independence, and the leaders of the Federalist Party in those days were well known to the citizens of Middlesex County. Washington had his headquarters within its confines on several occasions and it was frequently visited by national figures including Alexander Hamilton, President John Adams, General Lafayette, and many other notable characters. It furnished under the leadership of Brigadier

General Heard and Brigadier General John Neilson, troops which were placed at the disposition of the Provincial Congress of the Committee of Safety. It is on record that the efforts of these and a few other brave men, at a critical time in the Revolution, and the patriotic response of the State Militia, made possible the brilliant victories at Trenton, Princeton and Monmouth which turned the scale from deepest despondency and finally resulted in the establishment of American independence. Lord Howe, commander of the British troops, made his headquarters in New Brunswick on several occasions until finally driven out of the confines of the county by the Colonial troops. Colonel Anthony White and Colonel Bayard were distinguished Middlesex County sons during this trying period. In the war between the states, Middlesex County answered the call of the President for her quota of troops, and the quota was filled almost before the thunder of Fort Sumpter's guns had died away. Again in the Spanish War and in the late War, Middlesex County has continued its splendid record of response in patriotic duty.

Within its confines are located Rutgers University, originally called Queen's College, which was founded by Royal Charter, November 10, 1766, only a scant twenty years after the founding of what is now known as Princeton University. Rutgers College has grown until it is one of the leading educational institutions in the country, and associated with it is the New Jersey College for Women, attended by girls and young women from practically all over the State of New Jersey. Its system of public, private and parochial schools has been under the most careful kind of management and today compares favorably with the best in the country.

In the line of social service, Middlesex County enjoys an enviable reputation; has a number of first class hospitals, a number of churches, and a number of charitable institu-



MIDDLESEX COUNTY BUILDINGS

## A SHORT REVIEW OF MIDDLESEX COUNTY—(Continued)

tions where a splendid work for humanity is inconspicuously but constantly being carried on.

The manufacture of clay products has always been one of the most important industries of the county and several millions of dollars is invested in this work. The nationally known plant of Johnson & Johnson, the great tire factory of the Michelin Rubber Company, the brick plant of Sayre & Fisher, the National Musical String Company, the Raritan Copper Works of Perth Amboy, the Raritan Smelting and Refining Company, and a host of other large plants are located within its confines.

The agricultural development of the county has been carried on, favored by a natural fertility of soil conditions which has yielded abundant crops and supports large farm areas now under cultivation.

In population, Middlesex County has approximately 175,000 people and a taxable valuation of nearly \$200,000,000. Its net debt is well within the statutory limitation, and financially it is in a very flourishing and healthy condition.

Its main arteries are state highways maintained by the State of New Jersey through its State Highway Commission, and supplementing these, the county authorities have built a coordinated system of improved roads which make all parts of the county readily accessible.

Its transportation facilities, which are furnished by a network of railroads including the Pennsylvania Railroad System, the Raritan River Railroad, the Port Reading Railroad, the Jersey Central Railroad, the Lehigh Valley Railroad, and other railroads, together with water transportation, provide quick and convenient access to other parts of the state and country. The newly proposed State Canal will traverse Middlesex County, thus increasing transportation facilities. Middlesex County is conveniently located close to Newark and New York on the one hand for business purposes, and close to the Jersey shore for health and recreation purposes. It has a number of golf links within its confines and adjacent to the county are some nationally known links which afford many hours of healthful recreation.

Middlesex County's seat of county government is in the City of New Brunswick. It is interesting to note that New Brunswick was selected as a result of an election in which Perth Amboy and New Brunswick both contended for the honor of being the county seat, New Brunswick winning early in January, 1793, by eighty votes out of approximately 2,000 cast. The Court of Common Pleas was held in 1778 in New Brunswick in the building known as the Old Barracks, situated on the west side of George street, near Paterson street. This was destroyed in 1794 by fire and the Union or Old City Hall at the corner of Neilson

and Bayard streets was then built and used as a Court House, while the County Jail was changed to what is now the site of the Bayard Street Public School. About 1840, the present Court House was built, since of course, entirely renovated and reconstructed, making it now a commodious and substantial building for the official business of the county. It is located on the block bounded by Bayard, Paterson, Spring and Kirkpatrick streets, and is flanked on either side by the County Jail and the County Records Building. The County Jail and the County Records Building are of comparatively recent construction, and architecturally, are splendid buildings. In the County Records Building is quartered the County Clerk's Office under the personal charge of County Clerk F. William Hilker, the Surrogate's Office under the management of Charles F. Forman, as well as the offices of the Board of Chosen Freeholders, the County Treasurer's Office under the management of Arthur J. Hamley, the Naturalization Bureau, the County Tax Board Offices, and the Superintendent of Public Schools, M. L. Lowery, recently appointed to succeed H. Brewster Willis, deceased. The County Jail is under the management of Sheriff William S. Hannah and Warden Puerschner, and the County Workhouse, located just out of the city limits, is presided over by Warden Masterson. The County Courts are presided over by Hon. Samuel Kalisch, Hon. Peter F. Daly and Hon. John P. Kirkpatrick. The Court House also quarters the Prosecutor's office, conducted by John E. Toolan, Prosecutor, as well as the New Brunswick District Court, presided over by Judge William F. McCloskey.

The management of the different county offices reflects a very careful and efficient administration, and the cooperation and loyal help of the county employees contribute to a large extent to this condition.

The county affairs are administered through its Board of Chosen Freeholders elected by popular vote throughout the county. The Board is presided over by Director William S. Dey of South Amboy, and is composed of Freeholder J. Fred Orpen, Freeholder Robert R. Vandenburg, Freeholder Klemmer Kalteissen, Freeholder George S. Applegate, Freeholder Clarence M. Haight and Freeholder Walter G. Quakenbush. These men have conducted the affairs of the county for a number of years and are thoroughly versed in municipal administration and have given the county a progressive business government which has contributed in a large measure to the advancement of the county.

The officers of this Board, are without exception, experienced and capable officials, and consist of the Clerk of the Board, Thomas J. Mulvihill; County Treasurer



VIEW OF CITY FROM ALBANY STREET BRIDGE

## A SHORT REVIEW OF MIDDLESEX COUNTY—(Continued)


Arthur J. Hamley; County Counsel, Frederick F. Richardson; County Physician, Dr. John L. Suydam; Road Supervisor, John H. Leisen; County Engineer, W. Franklin Buchanan; Custodian of Buildings, Charles E. Blue; Manager of County Farm, Charles H. Herbert; County Adjuster, Charles M. MacWilliam; Master of Workhouse, Walter H. Masterson; Sealers of Weights and Measures, Joseph Fertig and Nathan Robins; Superintendent of Bridges, Louis J. Belloff.

The civic pride of the different Chambers of Commerce and Boards of Trade throughout the county, assisted by such organizations as the Kiwanis, Lions and Rotary Clubs and other organizations, has materially assisted Middlesex County in developing the way that it has, and there is no question but that with this present municipal teamwork the hand of destiny is lifting the county to an industrial pre-eminence that its natural geographical advantages entitle it to.

It is only a question of a short time when Middlesex County will be one of the most populous and prosperous counties in the State. New industries are constantly locating here, some twenty-five or thirty industries having been added to New Brunswick within the last few years, not to mention Perth Amboy and other municipalities. It still has a large acreage suitable to manufacturing and industrial

development, and with the advent of the new bridges over the Staten Island Sound and the opening of the vehicular tunnel under the Hudson, there is bound to be reflected in the growth of Middlesex County within the next few years an unprecedented development from a commercial standpoint.

Recently there has been created by the Legislature a commission known as the Port Raritan Commission, which, in conjunction with the Port of New York Authority and the State Board of Commerce, is engaged in the furtherance of plans to deepen and widen the Raritan River, with the ultimate view of not only increasing the commerce on the river, but to afford factory sites along its banks and reclaim some of the waste meadow land adjacent thereto. The labors of this commission are bearing fruit, and within a few years a development boom is confidently predicted along the river all the way to Perth Amboy, which will undoubtedly bring to Middlesex County a large number of industries.



## WATERWAYS

By RUSSELL E. WATSON, Chairman Port Raritan District Commission

NEW BRUNSWICK is the eastern terminus of the Delaware and Raritan Canal, which is a connecting waterway between the Raritan River and the Delaware River. During the latter part of the nineteenth century water-borne commerce to and from New York City and other Atlantic seaports passing through the Delaware and Raritan Canal was considerable, and New Brunswick was the center of such commerce. It was an important phase of the business life of the city. For a variety of reasons, this traffic has gradually diminished, until now it is relatively insignificant. One of New Brunswick's principal natural advantages, through a combination of circumstances, has not been utilized as it should have been.

The municipalities having an economic interest in the Raritan River are, besides New Brunswick, Perth Amboy, South Amboy, South River, Woodbridge Township, Sayreville and Raritan Township, all in Middlesex County. The development of the river and its revival as an important artery of commerce has been discussed without substantial, tangible results. In 1925 these municipalities, together with the Board of Freeholders of Middlesex County, joined together and organized the Port Raritan Survey Commission. The members of the commission were Russell E. Watson, of New Brunswick, President; W. S. Dey, Director, and George Applegate, representing the Board of Freeholders of Middlesex County; John J. Morrison, Mayor, and Edward J. Houghton, representing New Brunswick; William C. Wilson, Mayor, and Richard J. Galvin, representing Perth Amboy; Harold G. Hoffman, Mayor, and C. Lee Cozzens, representing South Amboy; William A. Allgair, Mayor, and Asher Bissett, representing South River; Lewis Neuberg, Mayor, and William D. Hoy, representing Woodbridge Township; Frank Hartman, Mayor, and Charles J. Englehardt, representing Sayreville; Peter Knudson, and Edward Meeker, representing Raritan Township.

This Commission, with funds contributed by Middlesex County and the municipalities mentioned, engaged Mr. C. W. Staniford, a consulting engineer of New York City, associated with the New Jersey Board of Commerce and Navigation, to make an industrial survey and report of the Raritan District. This report was submitted on October 1, 1925. It described in a comprehensive manner the commercial and industrial importance of the Raritan District, and shows the potential possibilities of the Raritan River. The conclusions and recommendations of the report are supported by charts and statistical tables, and it contains data and plans for the industrial development of the river district.

One of the recommendations of the report was that a permanent body be organized to carry on river development work in a systematic manner, so that the recommendations of the report might be carried into effect. Pursuant to these recommendations, a statute was passed by the New Jersey Legislature at its 1926 session, incorporating the Port Raritan District Commission, which was duly organized with the following members:

Russell E. Watson, New Brunswick, chairman.  
W. S. Dey, representing the Middlesex County Board of Freeholders.

Asher Atkinson, representing New Brunswick.  
James F. McGuire, representing Perth Amboy.  
Marcus Wright, Jr., representing South River.  
George R. Delancy, representing South Amboy.  
H. C. Batsford, representing Raritan Township.  
Thomas F. Dolan, representing Sayreville.  
John F. Ryan, representing Woodbridge Township.

Douglas M. Hicks, of New Brunswick, was selected as counsel for the Commission, and C. S. Atkinson, of New Brunswick; Samuel J. Mason, of Perth Amboy, and Charles W. Staniford, of New York City, were respectively appointed secretary, resident engineer and consulting engineer.

The Commission organized in June, 1926, has already initiated several projects for the development of the river. Studies have been made and plans devised for the reclamation of overflowed land at South Amboy, which can be transformed into water-front property useful and valuable for industrial purposes. Similar studies and plans have been made of certain portions of the Perth Amboy water front. Through the activities of the Commission, a bill was passed by the New Jersey State Legislature at the 1927 session, authorizing the expenditure of \$200,000 for the straightening of South River. The Commission has advocated before the Board of Engineers of the United States War Department that the channel in the lower river be increased to 26 feet, and the application will be acted upon by the board within the next few months. There is firm ground for the belief that the recommendation of the board will be favorable, and that the improvement will be authorized at the next session of Congress.

The activities of the Commission just mentioned relate to the affairs of municipalities in the Port Raritan District other than New Brunswick, where a special problem is presented.

As above noted, the Delaware and Raritan Canal empties into the Raritan River at the outlet lock at New Bruns-



## WATERWAYS—(Continued)

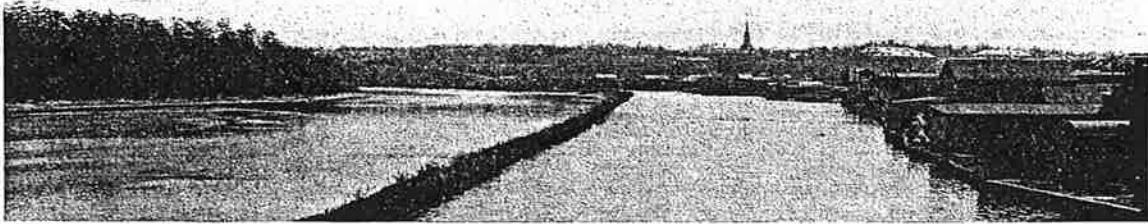
wick. The depth of the canal and of the outlet lock is seven feet. The project depth of the Raritan River below the outlet lock as far as the Washington Canal at Sayreville is 10 feet. By reason of the rocky bottom, this channel is filled somewhat with silt, so that in times of adverse tide and wind the channel depth at low tide for navigation purposes is little more than seven feet. Up to this time all traffic to and from New Brunswick has passed through the outlet lock, and consequently no vessel with a draft exceeding seven feet could be used. This condition caused the Board of Engineers of the United States War Department to turn a deaf ear to applications for an increased channel depth in the Raritan River. Nearly all vessels coming to New Brunswick entered the canal with a depth of only seven feet, and there was no substantial reason why a greater depth of channel should be dug in the river.

Bulky, slow-moving freight, such as sand, stone, cement, lumber and other building and contracting materials, could be more economically conveyed to New Brunswick by water. The draft of seven feet, however, limits the number of barges and tugs able to use the channel. For this reason such traffic has been severely handicapped.

The commercial possibilities of the river have been

Delaware and Raritan Canal. The necessary land is in process of being acquired, and the municipal dock will be a reality in the near future. The significance of this wise move is that New Brunswick water-borne commerce will originate and terminate at the new dock below the Delaware and Raritan Canal, and it will no longer be necessary for vessels carrying that tonnage to enter the canal.

The Board of Engineers of the War Department, therefore, will be justified in recommending an increase of the channel depth in the Raritan River sufficient to carry the increased commerce which will be served by this dock. Coincidentally with the adoption by the City of New Brunswick of the municipal dock plan, Port Raritan District Commission presented the situation to United States Senator Walter E. Edge, who introduced a bill, which was passed at the last session of Congress, authorizing a survey for the increase of the depth of the channel in the Raritan River from the outlet lock of the Delaware and Raritan Canal to the Washington Canal at Sayreville from 10 feet to 15 feet. The Board of Engineers of the War Department held a hearing at New Brunswick on May 6, 1927, when and where the Port Raritan District Commission presented to the Board of Engineers reasons why the survey should be made and the



VIEW OF RARITAN RIVER AND CANAL FROM ALBANY STREET BRIDGE

demonstrated by the Middlesex Transportation Company, which has for several years operated a line of self-propelled freight boats between New Brunswick and New York, with automobile delivery in New Brunswick. Its dock is located on the lower level of the canal. New Brunswick shippers have enjoyed 24-hour service to New York Harbor, thereby avoiding the delays incident to rail transportation through the congested metropolitan district, with convenient transfers to all piers and terminals in the harbor. Shippers in the New Brunswick District annually save much money and time by reason of this service. The company has been hampered by the limited channel depth of seven feet, nevertheless it has convincingly demonstrated what could be done with adequate water and larger and faster vessels.

The Commissioners of the City of New Brunswick awakened to this condition, and, resolving to realize upon this neglected municipal asset, on February 8, 1927, adopted an ordinance appropriating \$250,000 for the acquisition of the necessary land and the construction of a municipal dock on the Raritan River, immediately below the outlet lock of the

increased depth authorized. The members of the Commission are strongly hopeful that the Board of Engineers will authorize the survey and that the 15-foot channel will be dug.

The Port Raritan District Commission is energetically working for the development of the entire Port Raritan District. Adequate appropriations for its work have been made by the State of New Jersey, and its professional personnel is capable and efficient. The enlightened and progressive policy adopted by the Commissioners of the City of New Brunswick in authorizing the construction of the municipal dock, and the legal incorporation by Act of the Legislature of the State of New Jersey of the Port Raritan District Commission, inaugurated a new era of river development, which will be to the economic benefit of the industrial and mercantile interests of the entire community.

Chairman, Port Raritan District Commission.

## REASONS FOR BEING CONTENTED

AS is to be found in every city, New Brunswick has its full quota of churches, religious associations, fraternal and secret orders, civic and trade bodies, clubs and organizations, charities and welfare bodies, each of which is working for the good of the community. The spirit of friendliness so noticeable among the citizens gives evidence of the good influence exerted.

Various forms of amusement and diversions in the form of theatres, moving pictures, outdoor and indoor sports, public parks, boating, sightseeing trips, etc., are available to citizens and visitors. There are libraries for those who wish to read or make researches. Should one care to ride,

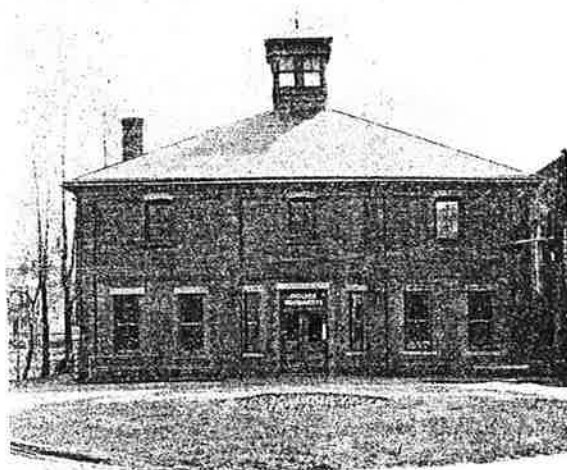
trains on three railroads take you to New York, Trenton and intervening cities, or if you like the slower time of travel, busses and street cars are at hand. If none of these forms of travel appeal to you, step over to Hadley Field and take an airplane for Boston. Trips are made every day.

When it comes to buying good things to eat and for the other temporal needs you can be assured that you can do just as well in New Brunswick as elsewhere, and have ample assortment from which to make selections. The business houses here are modern, progressive and give exceptionally good service.



**GEO. F. BAIER**  
**A**t a meeting of the Commissioners held May, 1927, Mr. Baier was unanimously elected to succeed the late Commissioner William C. Jaques, and was assigned to the Department of Public Safety. Mr. Baier is a Third Ward merchant, was born in New Brunswick and for many years has taken an active

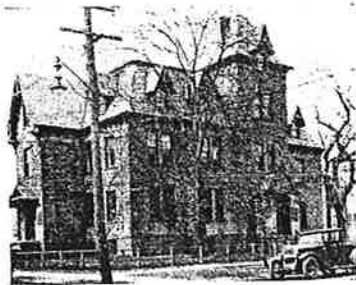
**GEORGE F. BAIER**  
*Commissioner of Public Safety*  
 interest in civic affairs. He is also an active member of a number of the leading secret and social organizations in New Brunswick.



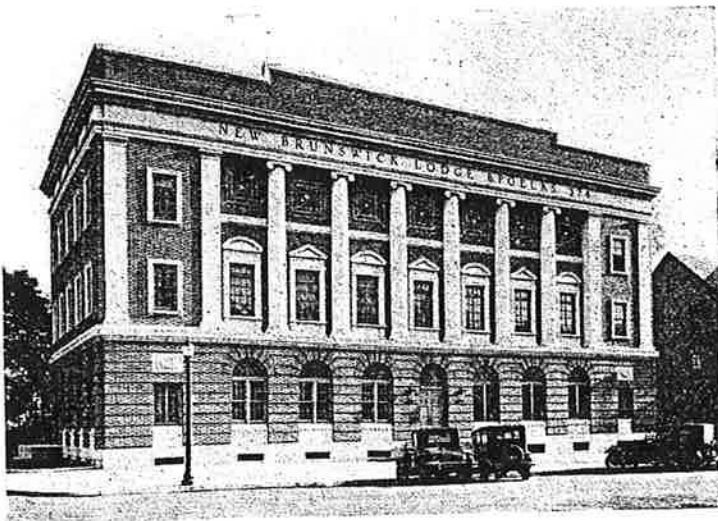
POLICE HEADQUARTERS



CITY HALL



RUTGERS PREPARATORY SCHOOL



ELKS BUILDING



TELEPHONE BUILDING

## JUNIOR CHAMBER OF COMMERCE

OF NEW BRUNSWICK, N. J.

MEMBER UNITED STATES JUNIOR CHAMBER OF COMMERCE

By THOMAS D. BARLOW, Secretary

THE idea that the young men of this community could be interested in its civic affairs was first definitely formulated, so far as it relates to New Brunswick, in February, 1925. The idea, indeed, presented itself to one of the young men themselves. He at once set out inquiring what could be done.



THOMAS D. BARLOW  
Secretary

After several months' preparation and investigation he formed the Junior Chamber of Commerce, to be composed of men between eighteen and thirty-five years of age. The purpose of this organization was to cooperate with the senior organization, the Chamber of Commerce and Board of Trade, both organizations contributing whatever they could to advance the prosperity and help the growth of the city.

In June, 1925, about 25 young men gathered to hear about the formation of a Junior Chamber of Commerce. At this meeting it was unanimously voted to have such an organiza-

tion. At the next meeting, in July, 1925, officers and directors were elected as follows:

President, Arthur F. Mott, secretary, N. T. Parker Insurance Company.

Vice-President, John E. Anderson, manager, J. Heidings-berg Company.

Treasurer, Russell Farr, teller, National Bank of New Jersey.

Secretary, Thomas D. Barlow, accountant, Bruns' of New Brunswick, Inc.

The organization has grown from 22 members to 200 in two years and is still growing. It meets every month, and many interesting matters pertaining to our city are brought forward and discussed. Some of these were acted upon, carried out, with great success and elicited favorable comment from the public.

During the month of October, 1925, the Junior Chamber of Commerce received a charter from the United States Junior Chamber of Commerce, the vice-president of which, Robert E. Condon, came, gave an inspiring talk and explained the purposes of and benefits to be derived from the National body. Meetings continued and membership grew until April, when the Junior Chamber was just a year old and held its first annual banquet. At this time it brought to the city Lieut. Walter Hinton, the first Trans-Atlantic Flyer, and Mr. Frank Upton, of the S. S. Roosevelt. About two hundred attended this banquet.

In April, 1926, election of officers was held and the following were duly installed: President, Arthur F. Mott; Vice-President, James Robbie; Treasurer, Russell Farr; Secretary, Thomas D. Barlow; Asst. Secretary, Daniel M. Vail.

In June, 1926, it was decided to send three delegates to the National Convention at Jacksonville, Fla., these being Thomas D. Barlow, Alfred Dorn, and Adrain Van Note.

The Junior Chamber of Commerce has had one great honor thrust upon it. At the National Convention when its secretary was elected treasurer of the United States Junior Chamber of Commerce for the fiscal year 1926-1927.

The Junior Chamber has tried to work with all other civic bodies and organizations of the city and desires to cooperate in every way it can. Its members are young in years and experience, but very strong in youth, push and determination to succeed.

### THE JUNIOR CHAMBER OF COMMERCE VITAL

The Junior Chamber of Commerce takes care of the young manhood of the community during the period when he has the power to accomplish results, but perhaps feels out of place among an older group of men, and also feels that he cannot afford regular Chamber of Commerce dues.

Membership of the average Junior Chamber centers between the ages of 21 and 35, because it has been found that for some reason, psychological or financial, that a man does not become seriously interested in Senior Chamber of Commerce work—the average citizen—until he is about 35 years of age, so that if the limit is set at 30, several years' time is apt to be lost and also the man's interest in the activities.

This does not mean, however, that a man cannot be a member of the Chamber of Commerce at the age of 25 or 30. If he has shown pronounced ability in Junior Chamber activities, his election to membership in the Chamber of Commerce will be considered as a mark of recognition and welcomed by the Junior Chamber membership.

The Junior Chamber of Commerce is distinctly different from any other organization for young men. It is intended for young men who are interested in civic and business affairs.

The young man of today is the civic and business leader of tomorrow. It is logical, wise and sound in judgment, therefore, to see that his development is along lines of intelligent understanding and usefulness, is given proper training to prepare him so that he may adequately carry on the work of the business and civic leaders of today when they retire.

Prior to the advent of this organization there was no way in which young men, as such, could collectively and intelligently serve their community; hence that vital force for good could not be utilized in the advancement of the community's welfare. In business, young men are occupying positions of trust and responsibility. Is it not to be assumed that they can and should assure a proportionate and similar responsibility in the affairs of their city, State and nation?

The Junior Chamber movement has proven itself a necessity. It is now a network covering the United States. From the Atlantic to the Pacific, from the Gulf to Canada, will be found Junior Chambers functioning successfully and recognized as a distinct benefit to their community.

Join the Junior Chamber of Commerce.

*Thomas D. Barlow*

EDITOR'S NOTE.—Mr. Barlow was recently re-elected National Treasurer of U. S. Junior Chamber of Commerce and a member of the Board of Directors for the fiscal year 1927-1928.



WHO SERVED DURING 1926-1927

No. 1—THOMAS D. BARLOW, *Secretary*  
 No. 2—DANIEL M. VAIL, *Asst. Secretary*

No. 3  
 ARTHUR F. MOTT  
*President*

No. 4—JAMES ROBBIE, *Vice-President*  
 No. 5—RUSSELL FARR, *Treasurer*



## Officers and Directors Recently Appointed to Serve During 1927-1928

WALTER MOLINEUX  
*First Vice-President*  
 HERBERT FIXLER  
*Second Vice-President*

HENRY C. BERG  
*President*  
 C. LESTER MOTT  
*Treasurer*  
 THOS. D. BARLOW  
*Secretary*

ARTHUR F. MOTT  
*Hon. President*  
 JOHN E. ANDERSON  
*Assistant Secretary*

*Directors*

IRVING KIBBE  
 HERBERT FIXLER  
 ARTHUR THOMAS  
 GEORGE WEIGEL  
 JOHN E. ANDERSON

JOHN C. CONGER  
 JAMES J. CURRAN  
 GEORGE MASSIK  
 JAMES C. ROBBIE  
 WILLIAM C. GONCH

DOUGLAS M. HICKS  
 CHARLES APPLEBY  
 WM. H. WHITFIELD  
 JOSEPH HAYES  
 ERIC FLEMING

## WE THANK YOU

THE Junior Chamber of Commerce of this city, through its Advertising Committee, desires to express its appreciation to those who have so very generously contributed to the success of this, the OFFICIAL



HENRY C. BERG  
Chairman Advertising Committee  
and President

BOOK OF NEW BRUNSWICK, N. J. The organization felt the need of a book which described New Brunswick in a brief, yet thorough manner, by photographs and articles by citizens whose civic interest and pride are well known in this community, and whose ability to ably describe the assigned subjects is undoubted. To those whose articles appear in this book the Junior Chamber of Commerce extends its most hearty thanks. Special thanks is also due those who supported our project by their subscriptions and to our Publicity Director, Mr. S. A. Boothe, Service Manager of the Art Photo Engraving Company, of Newark, N. J., for his efforts and time spent in solicitation of subscriptions, designing and editing this book. ADVERTISING COMMITTEE—Henry C. Berg, chairman; William R. Devine, John E. Anderson, J. Irving Kibbe, William H. Whitfield, Walter L. Molineux, Arthur

F. Mott, Thomas D. Barlow. S. A. Boothe, Publicity Director.

### THOUGHTS IN REVIEW

Within the pages of the OFFICIAL BOOK is to be found a complete survey of New Brunswick in pictures and words; its advantages to industries, business men and citizens now here and who may be attracted to our midst.

The facts about New Brunswick relating to its history, government, educational advantages, banking facilities and the other things you should know which will help you to consider this city as a good place to locate permanently, are presented through special articles written and signed by heads of city and other departments and leading citizens who are recognized authorities on these assigned subjects.

The many illustrations give the readers a close-up of our city in panoramic form, while each writer exhausts the subject treated by him to the end of answering all fundamental questions which may arise in one's mind.

We have arranged these facts in sequence of their value in interest and appeal, and trust that our purpose of interesting the out-of-town reader to become one of us, will be realized.

We feel that our purpose is a worthy one; our efforts have been earnest and sincere, and we trust that much good will result from this OFFICIAL BOOK, which will have nationwide distribution.

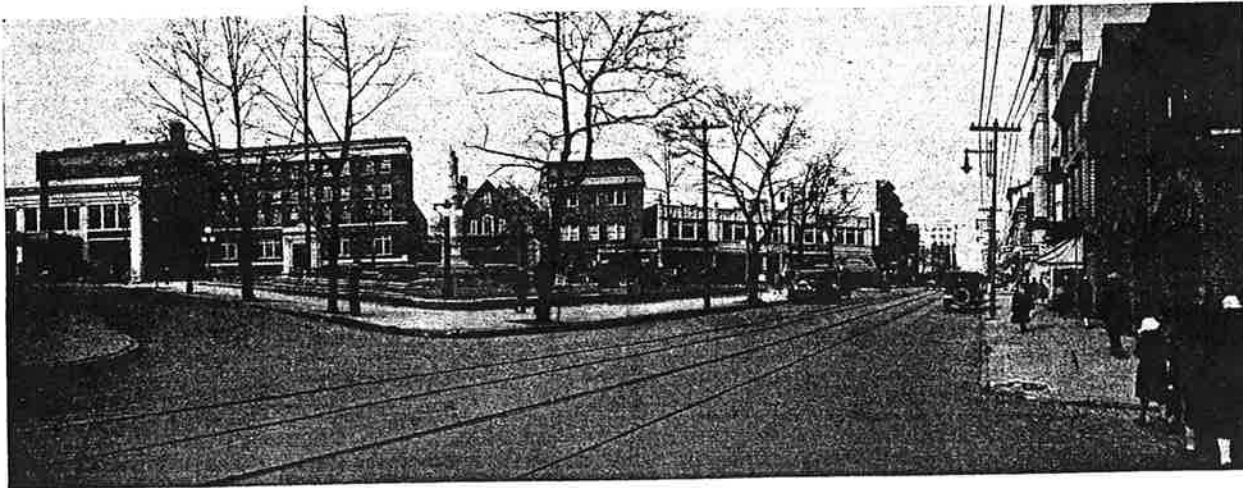
If you think we have done well, tell us—it will be appreciated.

Very sincerely yours,  
JUNIOR CHAMBER OF COMMERCE.

*Henry C. Berg*

Chairman Advertising Committee

President 1927-1928



VIEW OF LIVINGSTON AVENUE, CORNER LIBERTY AND GEORGE STREETS

## LATEST INDUSTRY LOCATED

THE most recent industry to decide to locate in New Brunswick, after having first made surveys of 100 other cities before deciding, is the Reichardt Cocoa and Chocolate Company, of Wondsbek, Germany. They will build a plant costing upwards of \$500,000, in addition to occupying the former Mann Brothers plant of 25,000 square feet, which the chocolate company recently purchased.

Sixteen hundred men, a third of which number will be brought to New Brunswick to live permanently, along with their families, will be employed. Industrial Secretary Jacob H. Whitfield is much pleased with this new acquisition by his department. He has also recently closed a deal with a silk concern, which, when in operation, will employ upwards of 1,000 persons.